

Video #6

In the following 7 videos I will show you a step by step method applied by many successful marketers and that I have found produces great results promoting affiliate products.

My 7-Steps Secret Formula to Affiliate Marketing Success is the following:

Step 1: Hot Niche Research

Step 2: Main Affiliate Product Research

Step 3: Additional Affiliate Products Research

Step 4: Squeeze Page Set up

Step 5: Autoresponder Set up

Step 6: Advertising

Step 7: Get the most out of your traffic

So let's start with the First Step

Step 1: Hot Niche Research

The easiest way to do hot niche research is to answer 5 basic questions: Who, What, Where, How, and Why.

- **Who is my audience?**

It's important to know your audience. You want to know who they are, how large they are, and what they need. Often a business makes the mistake of promoting a product rather than promoting to an audience.

The problem with this thinking is that if the product becomes obsolete, then so has your market. However, if you know your audience, what they need, and how to help provide that need, then you will have longevity in the niche.

- **What is my angle?**

In a profitable niche, there will be a number of affiliates. In fact, avoid becoming involved in a niche that has few or no PPC advertisers or affiliate programs as well as products or services offered by only one merchant.

This means that you will need to set yourself apart from the competition. Is there content lacking that you can provide? Are there features missing? What can you do better than the competition?

Is there a demographic being missed? Are there unexplored avenues? What is your voice? Make sure there is a strong point of difference between you and the competition.

- **Where is the traffic?**

Look for search terms that generate traffic in your niche. You can use the following to help you search for these terms:

1. [Adwords.google.com/KeywordPlanner](https://adwords.google.com/KeywordPlanner)
2. www.bing.com/toolbox/keywords
3. www.wordstream.com
4. Raventools.com
5. semrush.com

In addition, you need to look at the trends for your niche; is interest in your niche and its competitors going up or down? If interest is declining, it is not a good bet.

- **How can I break through this niche?**

Thinking about how you are going to break through this niche is extremely important. You must analyze what affiliate marketing tricks are usually used to market this niche over the web. What info channels are used to deliver the content to buyers? Is it Video, Training Guide, Audio, or all of these at the same time? What traffic channels bring you the most benefits? Is it PPC, SEO, Solo Ads, Social Media, PPV?

- **Why should I choose this niche?**

Once you've answered all the above questions, the answer to this question should be easy. You choose the niche because you feel strongly that you can succeed there given all of the available information.

You must be confident this is going to really work. If it has worked for others it should definitely work for you too.

Before we leave this step, there are 3 marketplaces that you should get familiar with. These areas will give you a lot more information about your niche.

[Amazon Bestsellers](#) is a great place to go to find physical products that will help you narrow down your niche search. This site sells millions of products, so that means you will find millions of hot topics as well.

The [ClickBank Marketplace](#) is a great place to find digital products and do your niche research as well. An array of categories can be found on the left side of the page. You have the awesome ability to sort all products by several factors.

[EBay](#) has an amazing place where you will definitely find some great and hot niche ideas. They have organized a place dedicated to show you products organized by popular terms. They will even show you a really nice list of popular searches on every niche you are searching. You just need to see it for yourself, it's amazing.