

# Video #7

## Step 2: Main Affiliate Product Research

Once you've found your niche, the next step involves finding your primary product. Here are some important things to consider when choosing your product(s):

- **High Converting Sales Page**

I can't tell you all the components of a high converting sales page. There are so many different sales pages on the web and many of them are high converting at the same time. It also depends on the niche.

That's why is important for you to turn to hot seller products, and no matter what kind of sales page they have, you just need to care they are high converting.

- **Price:**

Price matters, but it isn't necessarily the determining factor of quality or potential success. In other words, be careful not to let the price define the product.

A lower priced product can still be helpful for your customer while earning commissions, but if high priced products are high converting, then you should take advantage of that.

Expensive products don't exist. High priced doesn't mean the product is expensive because there is an audience for that product, and that audience already knows that product is high priced.

- **Commission:**

There are a variety of options for earning higher commissions, and much of this is based on the product. You can earn up to 100% commissions on some products like on JVzoo.com, and some businesses pay for lead generation and referrals.

Same as price, here is where you decide how much money you want to make. The Amazon affiliate program offers a really low commission rate but getting 10% of a \$3,000 product like a laptop (which sells well on Amazon) is not that bad don't you think?

- **Content:**

You should make sure the content of the product is of high quality. The products you promote will tell what kind of marketer you are. The smartest thing you should do as a marketer is buy the product yourself and make sure it is of high quality. Real information that really works.

You have to make sure the buyer won't get disappointed once he hits the payment button and buys the product.

## ■ Incentives and Rewards:

A business often runs incentive programs for their affiliates in order to increase its sales. An example may be, “Double your sales this month and get 5% extra commission”.

A business can offer a long term incentive and a short term incentive, and both will increase your sales. Long term incentives are for a long time period like months or even a year, and Short term incentives are for a short time period like a month, week or day.

## ■ Testimonials:

Testimonials are a very important part of a sale page. Testimonials are proof the product works. That’s another way to say the product you promote is of high quality, without the need of buying it. But is recommended that you make sure by buying it and applying it yourself.

As mentioned before, there are several sites that make your product search easier. As an example, let’s say I have decided to be an affiliate in the Parenting niche.

I would like to focus on Potty Training. If I went to [Amazon’s best seller page](#) then I’d click on the Baby category, along with Potty Training.

Something absolutely great about Amazon is that they make it very easy for people to leave their review about the product.

Right here you can see some awesome information about the product. This will absolutely tell you how great the product is. You can even use these reviews as a guide to write a review about the product.

You can do something similar with ClickBank by going to their [marketplace](#). This is what the parenting and family section looks like:

Something absolutely great about ClickBank is that you are able to sort the products by different factors.

The way you can see a product is a hot seller is with the value called “Gravity”.

This is what ClickBank says about Gravity:

**Grav:** Short for GRAVITY™ performance statistic, this number represents a unique calculation by ClickBank that takes into account the number of different affiliates who earned a commission by promoting this product over the past 12 weeks. Since more recent transactions are given a higher value, this number can give you an idea of what products are “hot” at the moment, in terms of being promoted by many affiliates and making a good number of sales. However, high gravity can also indicate that there will be a lot of competition in promoting this product.

Sorting my results according to gravity we found a really cool product complete related to the Potty Training Niche:

**Grav: 140** means 140 different affiliates have earned a commission by promoting this product over the past 12 weeks. That number is not telling how many sales were generated but I'm really sure it was not just 1 sale per affiliate.

Something great about ClickBank Products as well (different than Amazon) is that product owners create a very special place for you as an affiliate. That place is called Affiliates Page or Joint Venture Page.

For the Potty Training Product here you can see a really nice Affiliates Page:

Here you will get access to all kinds of great promotion tools created by the owners of the product. They also sponsor some great affiliate contest depending on your efforts as an affiliate.

There are 2 more affiliate networks I would like to mention. I'm sure you have heard about them before but these places are mostly for products related to the Internet Marketing Niche, which is one of the hottest and most profitable niches on the web.

[Jvzoo.com](#) is an instant commission sellers' platform that features a variety of products as well. JVzoo sponsors products not related to internet marketing as well, but I never have seen anyone of them listed a best-selling JVzoo product.

Following the same procedure, you can visit their [products page](#) to search for a product that fits your niche. In my hypothetical search for parenting products, I clicked on Parenting/Children/Family:

The only way you can check on detailed stats about a product –things like sales, conversion rates, EPC, commission percentages, and refund rates is by being approved as an affiliate of the product which is by invitation.

There are 2 ways to get that invitation. The first one is by going to the Sales Page of the product and going down to the button of the page. Most of the time they will have an affiliates section for you as an affiliate to get your invitation.

For products that don't publicly show this page you can just contact the owner of the product by email. They have to have a way of contact on their sales page, support is a common page on a sales page.

There is a way to find out what are the best-selling products on JVZoo.com, and that is in the [Top Sellers](#) and the [Featured Section](#) Pages.

Jvzoo.com has a really nice tradition of showing the Top Seller Product of the day right on top of the entire website. In the feature section you will be able to find out the best seller of every single day and of every single month starting back from 2011.

Here you can see that the products listed there as top sellers are often products related to Internet Marketing. You can promote non Internet Marketing Niches from JVzoo but the hottest topics on JVzoo.com are the Internet Marketing related ones.

[WarriorPlus](#) gives you even more options when it comes to staying up to date on new products and promotions.

Not only you get to take a look at new products and launches, you can also have alerts sent to you. And they have a special place and programs for affiliate marketers as well. They are in some degree very similar to JVzoo.com.

There is something very important I would like to mention before finishing this step. This is a really cool trick used by gurus that will help you skyrocket your affiliate sales.

As an affiliate, it is important to know when new products within your niche are about to be launched. When you know about a new product in advance, you can begin promoting that product, take advantage of presales, and get a jump on your competitors.

There are several sites that help you to stay informed regarding new or upgraded product launches.

The first one I want to talk about is [MunchEye](#)

Merchants can set up a launch on MunchEye for free, and affiliates can go there, choose the category of their niche, and stay up to date on new products that are about to be launched as well as keep an eye on their competitors.

It can give you an edge when it comes to promotions, special incentives, and increase traffic and actions on your page.

[JVNotify](#) is also a great site for the affiliate who wants to stay informed and gain an edge in marketing.

In addition to information about products and launches, assistance for vendors and merchants, and programs for affiliates, JVNotify has excellent forums as well.

In their own words, “The main focus of JVNotifyPro 2.0 is the ongoing task of maximizing the Win - Win using Joint Venture Marketing as the vehicle to get there.”