



Thirty Day Challenge 2009 – Training – Day 04

2009TDC04b: Monetization Intro

Running Time: 7mins



Intro

Hi Team, it's Brent from Noble Samurai here, and I am excited to be sharing with you a **world first** today.

It's something that we've **never released** to the public before, and it's happening for the **first time today** inside the Thirty Day Challenge.

It is Market Samurai's new **Monetization Module**.



Introducing the Monetization Module

[Starts at 00:00:21]



The Monetization Module is an all-in-one tool for **finding** and **promoting affiliate products** [products that you sell and earn a commission or referral fee from the sale].

So you can use it to promote affiliate products as the primary source of income for your Web Site, and earn commissions on sales that you refer.

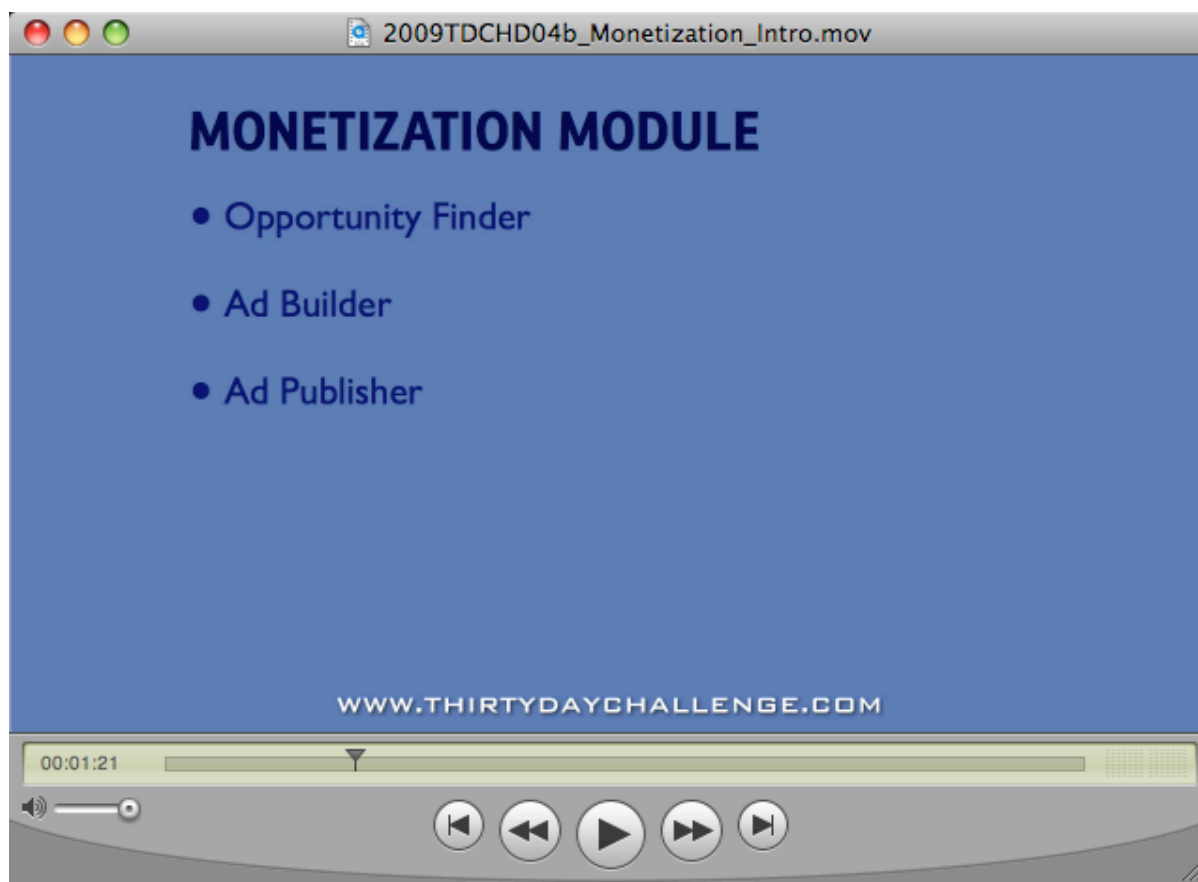
Or, **as we're doing in the Thirty Day Challenge** today, you can use it to **test the commercial value** of a Micro-Niche that you're in, to see whether or not people in your Micro-Niche are willing to spend money.



Main Parts of the Monetization Module

[Starts at 00:00:50]

There are **three main parts** of the Monetization Module.



The first is the **Opportunity Finder**. That finds **affiliate products** to promote and helps you to assess which products are the **best** and the **most profitable**.

The second part of the Monetization Module is the **Ad Builder**. That helps you to **write ads** and **promote affiliate products**.

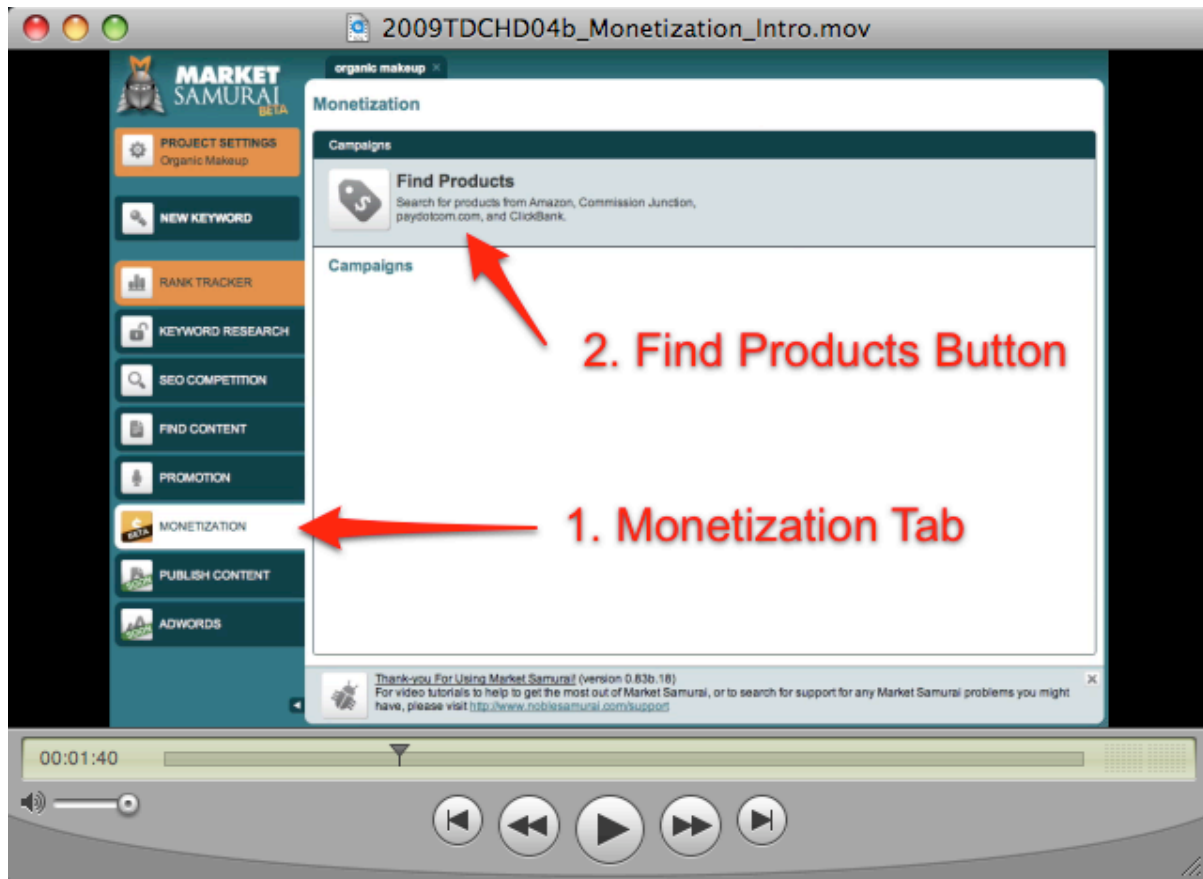
The final part of the Monetization Module is the **Ad Publisher**. Which **puts your ads online**.

Today, we're going to be focusing on the **Opportunity Finder**, because we can use it to find out a lot about our Micro-Niche, and also to **find products to promote** that we can use to make money out of on our Web Site.



Starting The Opportunity Finder

[Starts at 00:01:21]



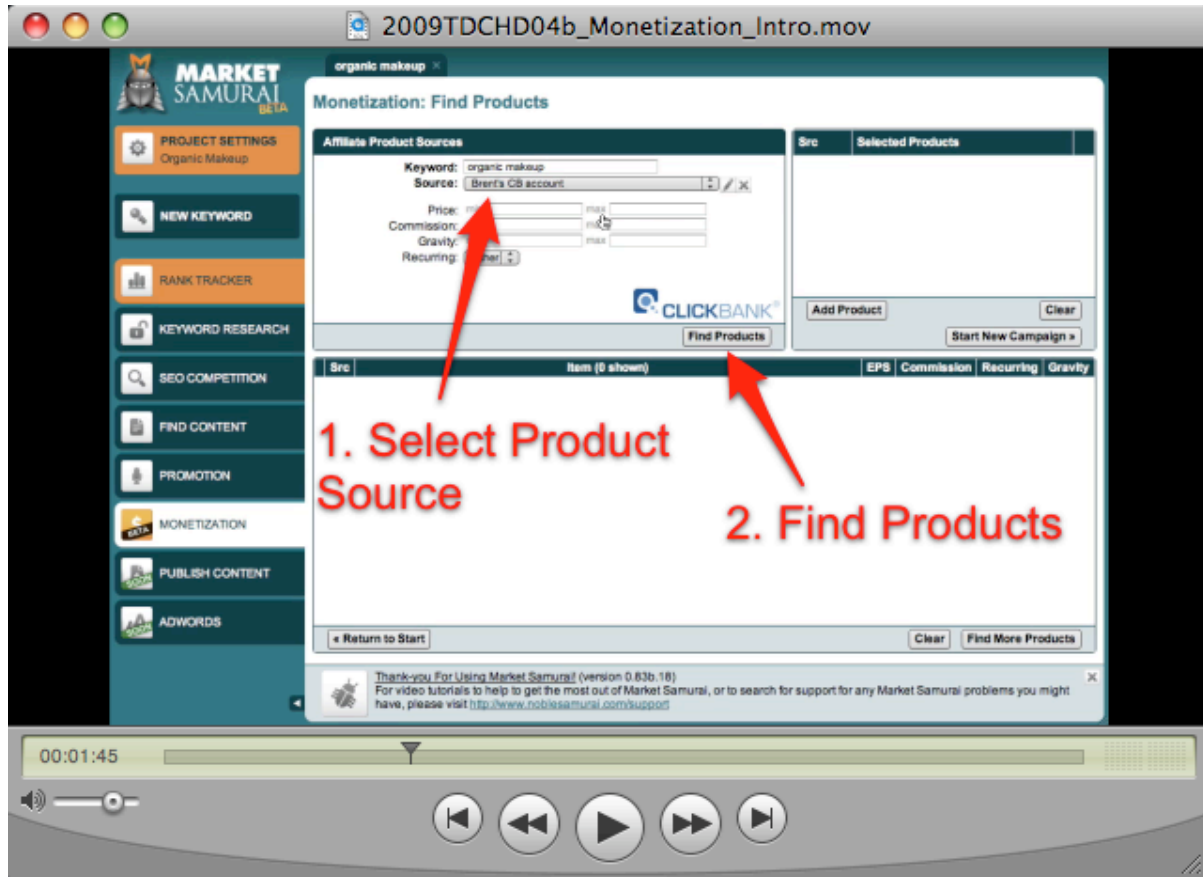
To open up the **Opportunity Finder**, go to the **Monetization Module** [Click the tab on the **Left** of the window] inside Market Samurai, and then click the **Find Products** Button [at the top of the window].

[NOTE: In order to see the Module Tabs at the left of the window, you need to have first opened or created a project]



Finding Products in Your Niche

[Starts at 00:01:45]



There are **4** sources of product that you can search inside the **Opportunity Finder**, and they are:

- **Amazon.com**
- **ClickBank**
- **Commissions Junction**
- **PayDotCom**

To search one of them, just select one from the drop-down box here [clicks drop-down box at top of window and selects **Amazon.com**], and then click **Find Products** [Clicks Find Products button].



Notes for Analysing Affiliate Products

[Starts at 00:02:08]



First of all, we look at Availability - **do products exist?** Because if there are no products in that marketplace that relate to our Micro-Niche, then its probably a sign that we're not in a commercially valuable Micro-Niche.

Secondly, we look at the **Prices** of the products that there are in the Micro-Niche, because this can give us a really good insight into what people are willing to spend in our Micro-Niche.

Thirdly, we can look at the **Commissions** that are being paid on products in our Micro-Niche. We can use this later if we're doing any affiliate promotion [selling the products] to work out what we will potentially get paid, and also to find the most **profitable** affiliate products to promote.

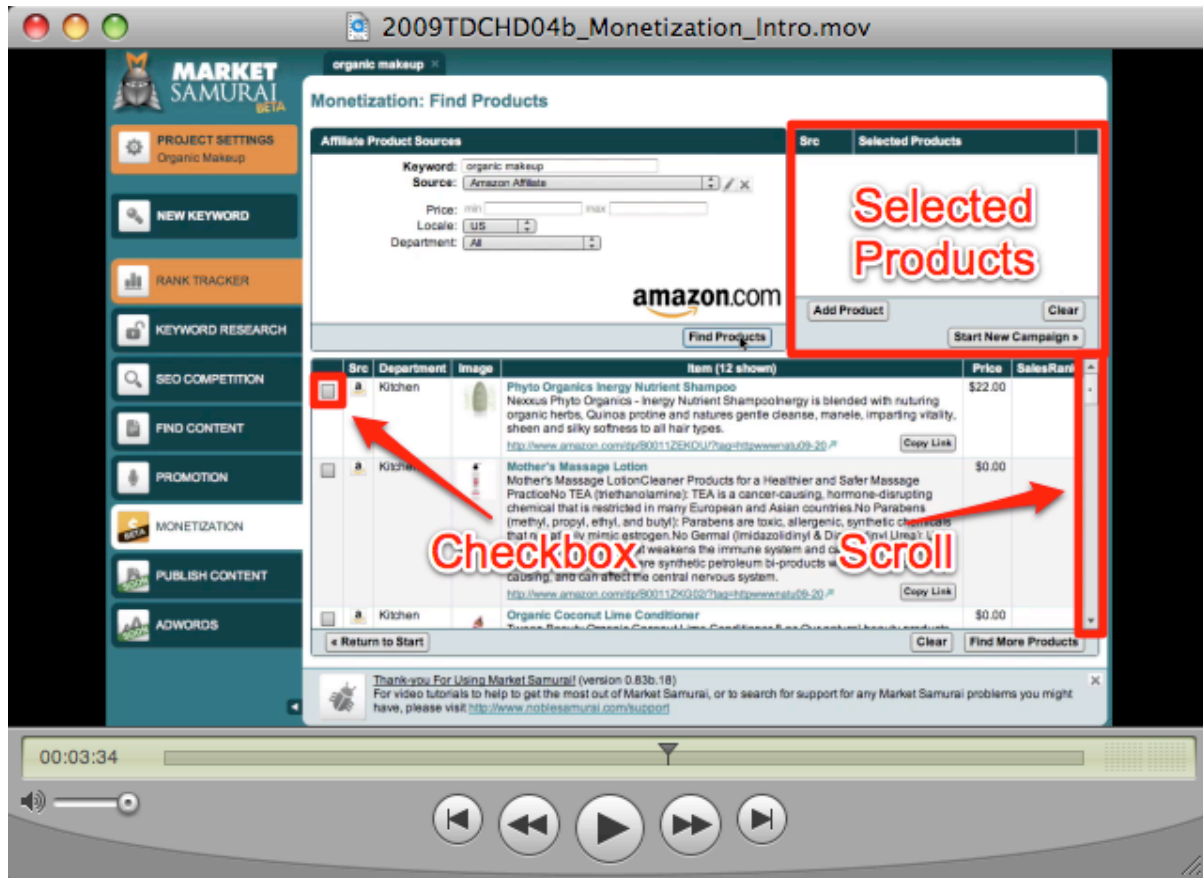
Fourth, a lot of these tools [products] have a **Popularity Rank**, and we can use this to find the products that people are buying the **most** of, or to find products that people are **already buying**, or to focus on products that are the most **popular**.

Finally we can look to see if there are any **Recurring** model products - this means products that are being sold on **subscription** - where an on-going commission is being paid to affiliates [people who promote/sell the products]. This gives us an insight as to whether or not a subscription model might work in that Micro-Niche.



Analysing Affiliate Products in Market Samurai

[Starts at 00:03:33]



To analyse the products in our Micro-Niche, we can just scroll down this list here [clicks on scrollbar at right of **Products** list].

You can also use filtering tools to filter out products that don't meet certain criteria [filters are specific to Sources – some sources have all filters, others have fewer].

For example, products that are too expensive, or not expensive enough, or products that have too little commission, or too much commission.

If we find something that's interesting, we can click a **checkbox** beside it to add it to this **shortlist** here [clicks checkbox to the left of a product - it appears in **Selected Products** in the top-right of the window].

We can then repeat the process inside other affiliate marketplaces [changes Source Drop-Down to **Commission Junction** and clicks **Find Products** to search for more products], and create a shortlist of products to promote.

That's essentially how to use the **Opportunity Finder**. Let's have a brief look at the other 2 areas of the Monetization Module, starting with the **Ad Builder**.



Ad Builder Quick Overview

[Starts at 00:04:27]

To go to the **Ad Builder**, click on the **Start New Campaign** button here [clicks Start New Campaign Button at bottom of **Selected Products** Area - top-right of Window]

The way that the Ad Builder works is it pulls pieces **out of the Web Page for the product**, and it allows you to use those chunks to create your own Ad.

This means it's easy to put together convincing sales copy, even if you're not a copywriter. It also **formats images**, so there's **no need** to use **image-editing** tools [like **Photoshop**], and it **creates** the **Web Page HTML code**, so there's no need to know any programming language to set up your affiliate Ad.

Ad Publisher Quick Overview

[Starts at 00:05:22]

The **Ad Publisher** allows you to publish an Ad to your blog in **just a couple of seconds**, at the click of a button.

This means that there's **no messing around** uploading images using complicated FTP programs or working out how to get the HTML code to display right, or putting up the Ad in the wrong place.

It's just a click of a button and there it is, it's up.

Recap

[Starts at 00:05:49]

So, to recap what you've seen today, with the **Opportunity Finder** tools **inside** the **Monetization Module** of Market Samurai, by the end of today you will have:

- **Tested the viability** of your Micro-Niche, by checking that there are relevant products to be sold in the market already
- **Understood** the likely **commercial value** of your Niche, whether it's predominantly high-value or low-value products that are being sold in the market.
- **Increased your understanding** of your Micro-Niche, having reviewed several products
- **Found several good products** to promote



Summary:

Market Samurai Monetization Module

- **New Module** shown for first time in 30DC
 - o All-in-one tool for finding and promoting affiliate products
 - o Affiliate products are ones you sell and earn commission from
- First Part: **Opportunity Finder**
 - o Finds affiliate products in your niche
- Second Part: **Ad Builder**
 - o Helps you write ads
- Third Part: **Ad Publisher**
 - o Helps you publish ads
- Today's Focus: **Opportunity Finder**

Analyzing Affiliate Products

- **Availability** - are there any products for sale
- **Price** - how much are people willing to spend
- **Commission** - how much commission will we get if we make a sale
- **Popularity** - which are the most popular products
- **Recurring** - are there subscription products (with recurring commissions)

Recap - Today's Goals

- **Assess Viability** of Micro-Niche
- **Assess Likely Commercial Value** of Micro-Niche
- **Increase** Micro-Niche **Understanding**
- **Identify** Several **Good Products**

Links:

Download Market Samurai: <http://www.marketsamurai.com/thirtydc>

Market Samurai Knowledgebase, Forums, Tutorials - <http://www.noblesamurai.com/support/>

Email Market Samurai Support: <http://bit.ly/2009tdcmss>

ClickBank – <http://www.clickbank.com>

Commission Junction – <http://www.cj.com>

Amazon – <http://www.amazon.com>

PayDotCom – <http://www.paydotcom.com>