



Thirty Day Challenge 2009 – Training – Day 04

2009TDC04c: Find Affiliate Products

Running Time: 8mins



Intro

Hi everyone, it's Anthony here again, and in this video we're going to look at a quick and easy way to assess how commercially viable your Micro-Niche is.

One of the biggest Myths in Internet Marketing is that you should try and find an untapped Niche that no-one has discovered before. The truth is, if no-one is selling products in a Niche, it's probably because the members of that Niche aren't really interested in buying products.

Instead of **wasting your time** trying to find an **untapped** Niche, you'll be much **better off** selecting a Niche in which people are **already buying** products online.

No I know that this might appear a little counter-intuitive, but when it comes to developing an online business, competition is actually a good thing, because it shows that the members of your Niche are actively buying things online.

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So, one of the best ways to assess the commercial viability of your Micro-Niche is to find out whether there are any products being sold in your Niche that offer **affiliate** programs. If there are plenty of affiliate products on offer, you can be confident that the members of your Micro-Niche are open to buying products online.

If, on the other hand, you can't **any** affiliate products that are relevant to your Niche, then this **may** mean that the Niche you've selected is not really commercially viable.

In the past, trying to find affiliate that are relevant to a Micro-Niche used to be a painful and time-consuming process. But with Market Samurai's new **Monetization Module** you can quickly assess whether there are any affiliate products available in the Niche that you're exploring.

So let's go and take a look at how it works.



Using the Monetization Module

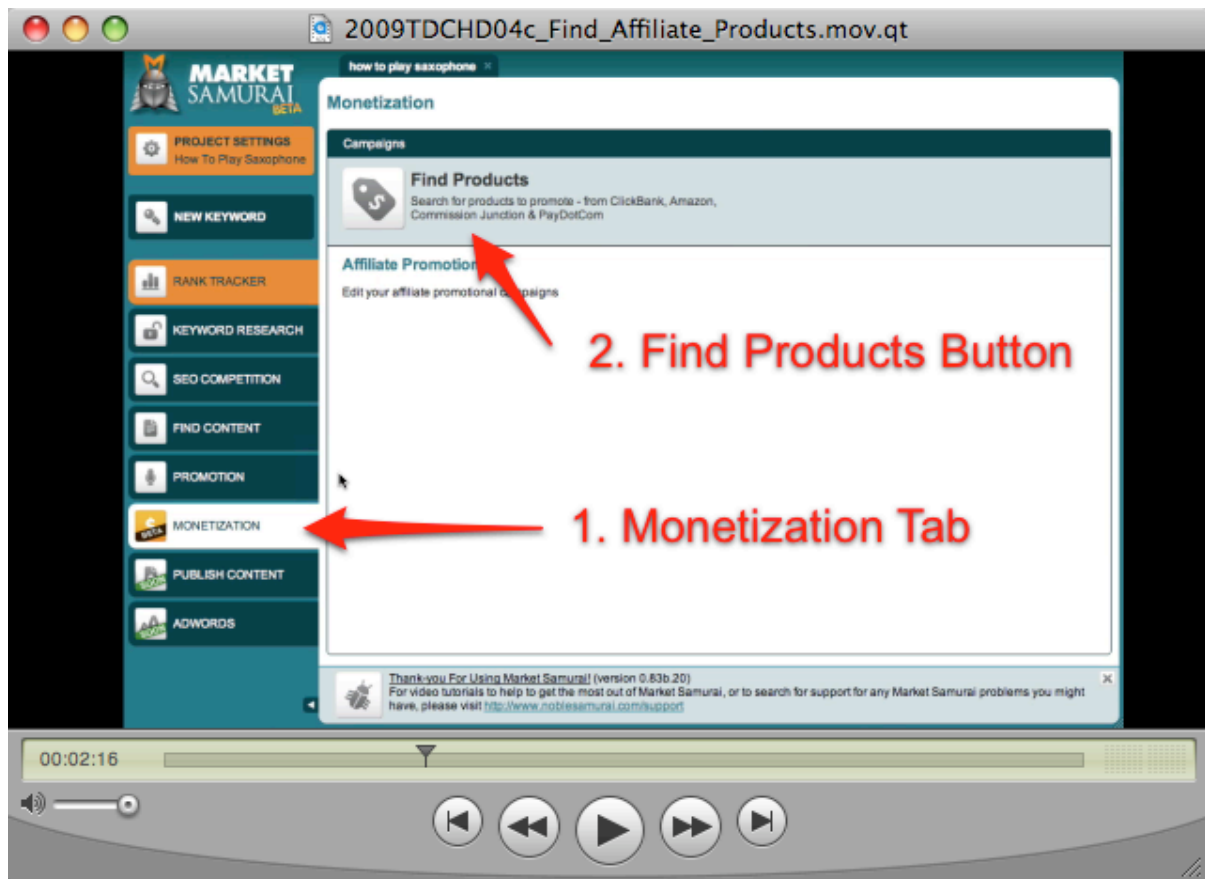
[Starts at 00:01:49]

You may remember that one of the Micro-Niches I was exploring the other day was the "**How to play saxophone**" Niche, so let's take a look to see if I can find any affiliate products that might be relevant to this Niche.

To access the **Monetization Module** in Market Samurai, all I have to do is go down to the **Monetization** Tab over here on the left.

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

At the top of the module, there's a option to **Find Products**. So let me just click that now.





Keyword Field

By default, Market Samurai carries down your **Seed Word** [chosen Key Word or Phrase] into the **Keyword** box down here. Depending on your Micro-Niche, you may need to change this and step up a level to find additional products [go from Micro-Niche back up to Niche Keyword Level].

So, initially, I will start with "How to play saxophone" [Micro-Niche], but potentially, if I need to, I could step it up to the "saxophone" [Niche] Level to find other relevant products.

For now, lets start with "How to play saxophone".

Source

The next Drop-Down Box is the **Source** box. Market Samurai currently allows you to search **4** different providers of affiliate products. These are:

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

You can think of each of these providers as a **large library** of affiliate products, relating to a very **wide range** of markets. What the Monetization Module in Market Samurai allows you to do is to automatically drill down into each of these product libraries to find products that are specifically related to the Micro-Niche Keyword that you are targeting.

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Let's start by exploring **Amazon.com**.

Initially, I'm going to assume that I **haven't** set up my Amazon Affiliate account yet [this is covered in a later video], and just choose the **Search Amazon Without Account** option.

I can select a **location** and a **department** within Amazon if I want, but for now, I'll just accept the defaults and come over here and click the **Find Products** button.

Market Samurai now goes out to **Amazon.com** and looks for products that are related to my Keyword "How to play saxophone".

The screenshot shows the Market Samurai interface for finding affiliate products. The search filters are set to Keyword: "how to play saxophone", Source: "Search Amazon without account", Price: "min", Max: "", Locale: "US", and Department: "All". The "Find Products" button is visible. A red box highlights the "Selected Products" section, which contains the text "Selected Products" in red. Below the search filters, a table lists 7 products. The first product, "Play Alto Sax Today DVD - \$14.95", has a checked checkbox in the "Src" column and a "Sales Rank" of 6699. Red arrows point to the checkbox and the "Sales Rank" column header. The table columns are Src, Department, Image, Item (7 shown), Price, and Sales Rank. The products listed are:

Src	Department	Image	Item (7 shown)	Price	Sales Rank
<input checked="" type="checkbox"/>	DVD		Play Alto Sax Today DVD	\$14.95	6699
<input type="checkbox"/>	DVD		Me! Bay Anyone Can Play Saxophone	\$10.48	164570
<input type="checkbox"/>	Music		Learn To Play Saxophone: 16 Easy Lessons (Book, CD & Poster)	\$6.49	219307
<input type="checkbox"/>	Music		How to Create Words #3 in the Document Chicago Series	\$12.28	533098
<input type="checkbox"/>	Book		Alto/Bari Sax	\$19.95	65248

Here are the results. Market Samurai has found **7** products that are related to my Keyword and, by looking at the **Department** column over here, I can see that they are a mixture of **DVDs**, **Music** and **Books**.

Another very useful feature is that I can **sort** these columns by clicking on the **title** of the column. So, if I just want to sort by **Price**, I click on this column [clicks on **Price** column heading] or, if I want to sort the products by **Sales Rank**, I can click this column here [clicks on Sales Rank column heading].

This is probably the **best** way to rank products [on Amazon]. For **Amazon.com**, the **lower** the **Sales Rank**, the **better**. So, by sorting the products from the **lowest to the highest** Sales Rank, I can quickly find the **best-selling** products that are related to my Micro-Niche.

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For example, the DVD, called "Play Alto Sax Today" is the best-selling product related to my Micro-Niche available from Amazon.com. To add this product to my shortlist of products to promote, all I have to do is go over here and select this **checkbox** [clicks on checkbox to the left of the product]. Market Samurai now lists the product up here in my **Selected Products** shortlist.

Now that I have found that there are products available from **Amazon.com**, I can check my next source of products, which is **Commission Junction**.

So, once again, I'll choose **Search Without Account** [selects **Search Commission Junction Without Account** from **Sources** drop-down] and then I'll click the **Find Products** button. This time, Market Samurai has found **10** products that I could potentially promote as an affiliate.

The **sales ranking** information provided by **Commission Junction** is the **Average Earnings per 100 Clicks Over a 7-Day Period**, and **Over a 3-Month Period**. I'm interested in products that are **solid, long-term earners**, so I'm going to sort the products by **descending Earnings Per Hundred Click Over a 3-Month Period** [clicks **3-Month EPC** column heading].

Based on this data I might decide that I want to add this DVD to my **Selected Products** shortlist. To do so, I just have to click this **checkbox** [clicks on checkbox to the left of the product].

Next, lets check our third source of affiliate products, which is **ClickBank**. Once again, I'll click the **Search Without Account** option [selects **Search ClickBank Without Account** from **Sources** drop-down], and I'll click the **Find Products** button.

As I look at this list [of products], I don't see anything that is relevant to "how to play saxophone". So nothing here would make my shortlist.

My last library of affiliate products is **PayDotCom** [selects **Search PayDotCom Without Account** from **Sources** drop-down, then clicks **Find Products** button], so lets see what we can find.

The answer this time is that **PayDotCom does not** currently have any products that are relevant to my keyword.

Wrap Up

[Starts 00:07:20]

So, the most important thing I've discovered so far by using the Monetization Module is that there **are** indeed products I can promote as an affiliate that relate to the "How to play saxophone" Micro-Niche.

Now, as much as I'd love to show you what else the Monetization module can do, I'm going to stop here for now, because **your focus on Day 4** of the Thirty Day Challenge should just be to **explore your Micro-Niche** to see if you can **find affiliate products** to promote.

However, I look forward to coming back on Day 7 to show you some of the other fantastic features of the Monetization Module.



Summary:

General Tips

- **Don't** look for **untapped Niches**
- **Look for Niches where people are already buying**
- Use the **Monetization Module** to **find products for sale** in your Niche
- For **today**, stick to **looking for products**

Using the Monetization Module

- **Start looking** for products with your **Micro-Niche Key Words** (e.g How to play saxophone)
- - **If necessary, go up to Niche Level** if you need to **find more products** (e.g. Saxophone)
- Look for appropriate products in each of the **4 Sources**
 - o **Amazon.com** (sort by **Sales Rank**)
 - o **Commission Junction** (Sort by **3-month EPC**)
 - o **ClickBank**
 - o **PayDotCom**
- Add products of interest to your **Selected Products** shortlist by clicking their **checkboxes**

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>