

Amazon Kickstart V2

Product Selection



*A Fast, Effective Way To Build Money Churning Sites
As An Amazon Affiliate That Get You RESULTS!*

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Product Selection

Here we are at the first VITAL part of the course. Picking a product that is RED HOT will mean you are guaranteed traffic and the more BUZZ around your product the better you will do in terms of interest.

In this module I am going to give you a few different methods that you can use to pick a product.

I am going to give you 3 different methods that you can use.

The first thing we need to do is sort out where to start looking. You have all of the departments on Amazon.com:



The difficult part is finding out which category to check first.

For this first method I would say think about the seasons.

When this course is released we will be in summer 2013 and you should start thinking of products that will be good for summer or for autumn.

Start thinking about:

Sunglasses

Gardening

Outdoor Activities

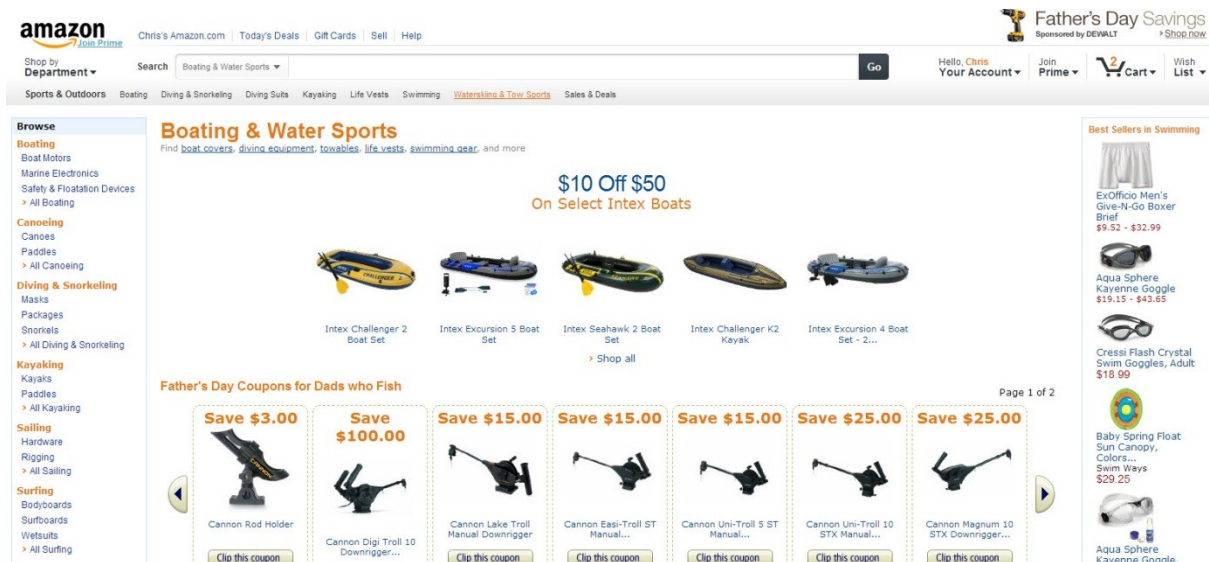
Swimming Pools

Outdoor Sports etc...

You should be thinking about 4 weeks ahead for this method.

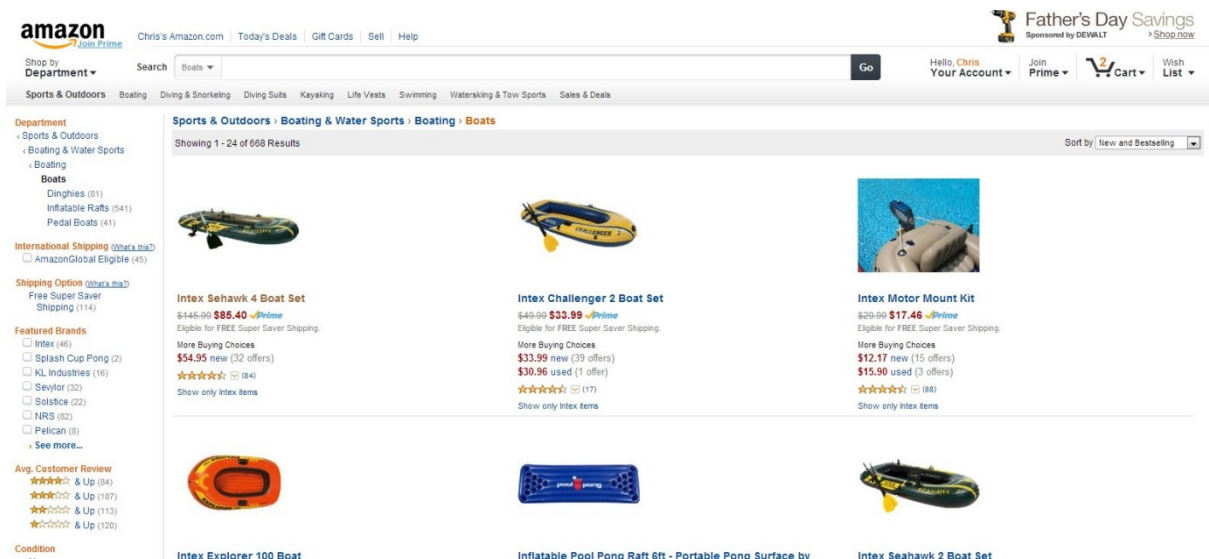
Your site will most likely rank a lot quicker but 4 weeks will give you ample time to get it out there.

For instance I started looking at the "Boating" section of Amazon:



What you want to try and do is find the best makes in the niche and narrow down into a subniche on the left.

Try picking 8-10 sub niches to have a look through and then I will tell you how to confirm if the product will be a winner.



The niche I narrowed down to was Boats.

You will need to take the sub niches you have and you may have to search through a few of them but what you are looking for is the New and Best Selling items.

In this instance it is the "Intex Seahawk 4 Boat Set".

Now the way we confirm it is a popular product is by looking at the product listing:

Most Recent Customer Reviews

★★★★★ Should have ordered before Mariner 4

I ordered the Mariner 4 first- and make no mistake, it is a fine boat.

Trip 5 or 6 I ripped a hole in the M4, my fault, not the boat- quite happy with the boat..

[Read more](#)

Published 5 days ago by Brian B.

★★★★☆ Good but bad

This is a great boat for the price. Unfortunately, the last one I received had 2 holes on the floor.

Quite a very painful discovery, emergency repaired with duck tap :S. [Read more](#)

Published 8 days ago by Tom

★★★★★ Boat is so good!

Ok just got back from my trip down the river. I wanted to wait before i gave my rating until i tested. [Read more](#)

Published 11 days ago by vickiedew

★★★★★ Bought two of these Intex Boats

I purchased two of these boats. I have not used mine so I'll update this review down the road.

The second boat was a gift. [Read more](#)

Published 12 days ago by Mark

★★★★★ Outstanding. Perfect boat for

You want to scroll down to the bottom and look at the "Most Recent Product Reviews."

NOTE: You will find these to the right of the standard product reviews.

What we are looking for ideally is a lot of recent reviews and good quality ones at that.

You can see here that the “Intex Seahawk 4 Boat Set” has reviews very frequently.

What you have to think about is how many people will leave a review when they buy it?

Not many at all.

Out of every 100 I would say 1 or 2 SO if it has a lot of reviews you know that it is a popular item.

Obviously we need to then check it with the Google Adwords keyword tool:

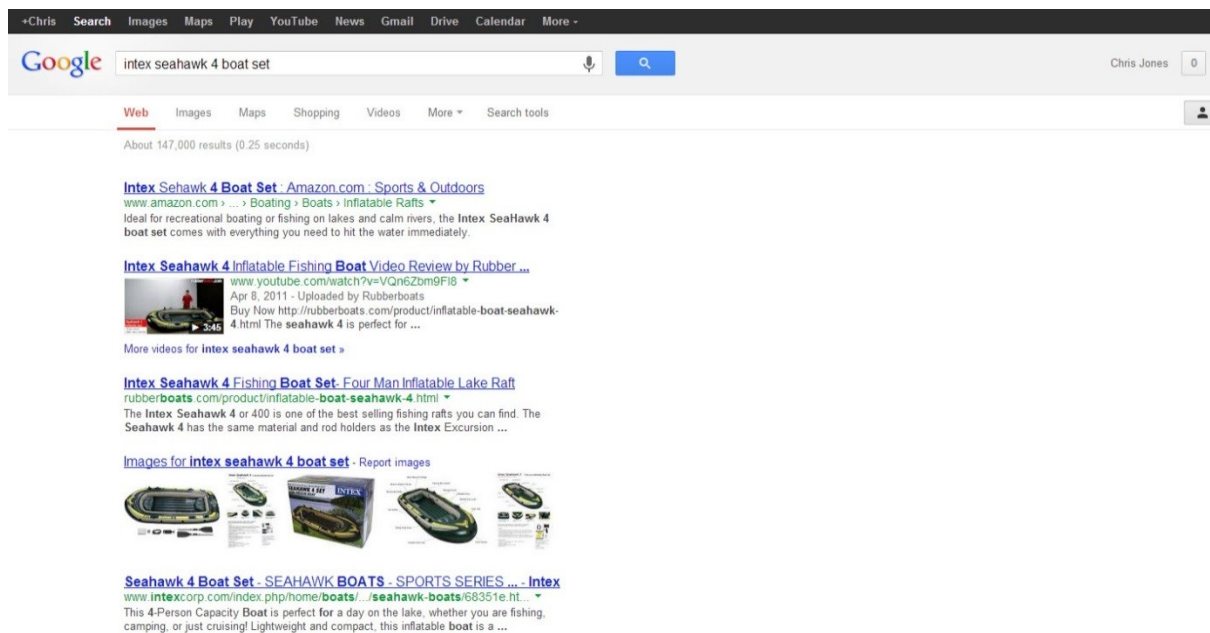
The screenshot shows the Google AdWords Keyword Planner interface. At the top, the 'Find keywords' section is active, with the search term 'Intex Seahawk 4 Boat Set' entered. Below this, there are filters for 'Website' (www.google.com/page.html) and 'Category' (Apparel). A checkbox for 'Only show ideas closely related to my search terms' is checked. A 'Search' button is visible, along with a link to 'Sign in with your AdWords login information to see the full set of ideas for this search.' Below the search section, there are two tables: 'Search terms (1)' and 'Keyword ideas (100)'. The 'Search terms' table has one row for 'intex seahawk 4 boat set' with a competition of 'High', 170 global monthly searches, and 110 local monthly searches. The 'Keyword ideas' table lists 100 related keywords, including 'intex seahawk 4', 'seahawk boats', 'intex seahawk 2 boat set', 'intex seahawk ii boat set', 'intex seahawk', 'seahawk 4 boat set', 'seahawk 4', 'intex excursion 4 boat set', 'dinghy boats', and 'intex seahawk 2'. Each keyword has a competition level (all 'High') and search volume data (Global Monthly Searches and Local Monthly Searches).

Search terms (1)				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	
intex seahawk 4 boat set	High	170	110	

Keyword ideas (100)				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	
intex seahawk 4	High	1,600	390	
seahawk boats	High	3,600	1,900	
intex seahawk 2 boat set	High	480	320	
intex seahawk ii boat set	High	480	320	
intex seahawk	High	9,900	1,900	
seahawk 4 boat set	High	210	110	
seahawk 4	High	4,400	880	
intex excursion 4 boat set	High	58	28	
dinghy boats	High	40,500	8,100	
intex seahawk 2	High	3,600	1,000	

You are looking for searches above 1000 a month. This means that there are 30 people searching for the product a day. Obviously the more the better but we are concerned about the targeting more than the numbers so above 1000 should be ample.

You need to pick 5-8 key phrases from the list and then head over to Google.com and type them in one by one:



You are looking at the amount of results you get and ideally you want to find less than 50,000 people trying to target the key phrase.

To find this out you simply enter the product name in quotes.

If you find there are a lot of people targeting the phrase – don't worry just yet.

Have a look at the bottom of the page and you will see Google's related searches.

Searches related to **intex seahawk 4 boat set**

[buy intex seahawk 4 boat set](#)

[boat intex at target](#)

[intex seahawk 4 boat set prices](#)

[intex seahawk 2 boat set](#)

[intex seahawk 4 inflatable boat set](#)

[seahawk 400 inflatable boat](#)

[intex seahawk 4 boat set reviews](#)

[intex seahawk 400](#)

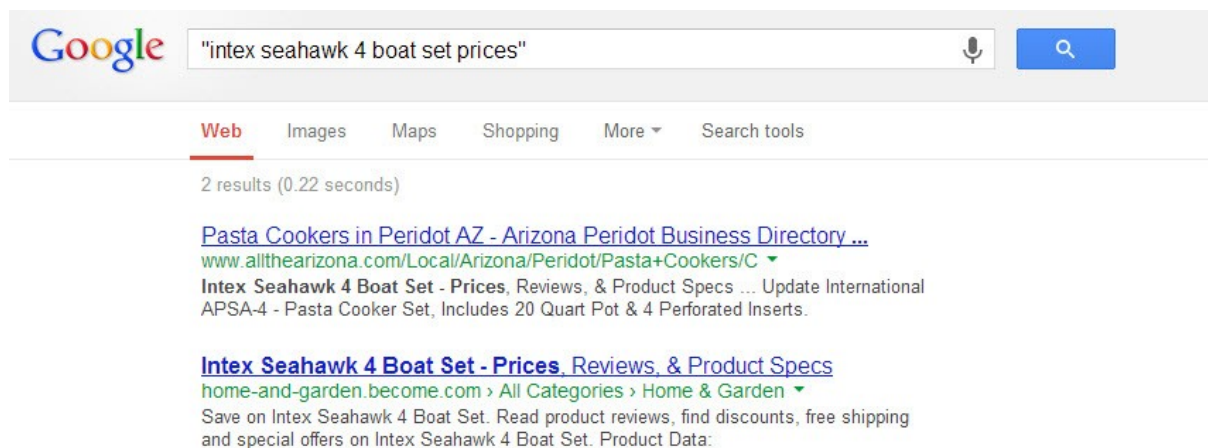
Now you are looking to retain your original key phrase BUT see if you can make it more long tail.

For instance – check this out:

My main phrase for this example is "Intex Seahawk 4 Boat Set" but it has over 70,000 people trying to target this phrase. However we see in the related searches this phrase:

"Intex Seahawk 4 Boat Set Prices"

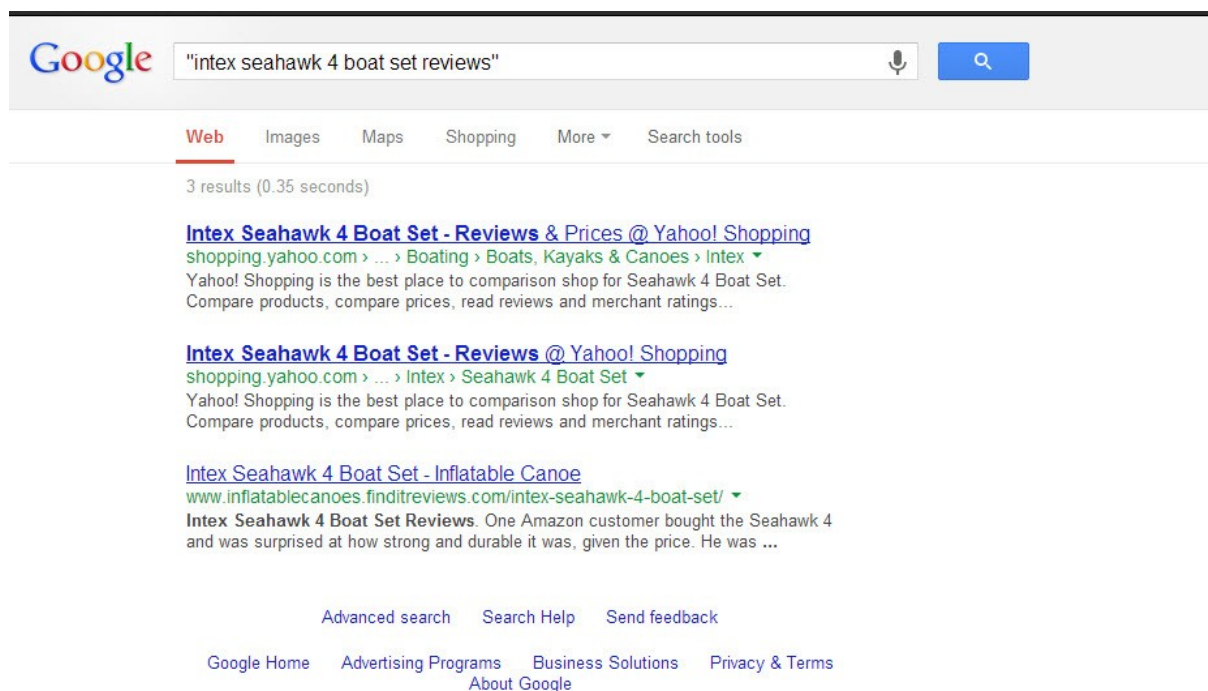
If we check the competition on this we see:



Just 2 people trying to get ranked on these phrases!

Plus Google already tells us that it is a related search – I will explain how to get ranked on these phrases in the SEO section BUT you can bet your bottom dollar that is an awesome keyphrase.

Let's try another:



Only 3 results competing for "reviews"!

REMEMBER: When you do this you need to make sure that you have the main phrase you want to target and then something on the end of it or appended to it.

The reason for this I will show in the SEO section but you can end up getting ranked for the main phrase quite easily.

I have split up the video guides for each of the product picking methods into 3 parts so watch the video for further clarification of this method.

Product Picking Method 2:

In this method we are going to target future RED HOT products and to do this we need to know the top brands or keep an eye on the news.

I mentioned in the intro video about the Xbox One and why that will be a huge product.

When you want to use this product picking method you start at Amazon.com and you need to target top brands.

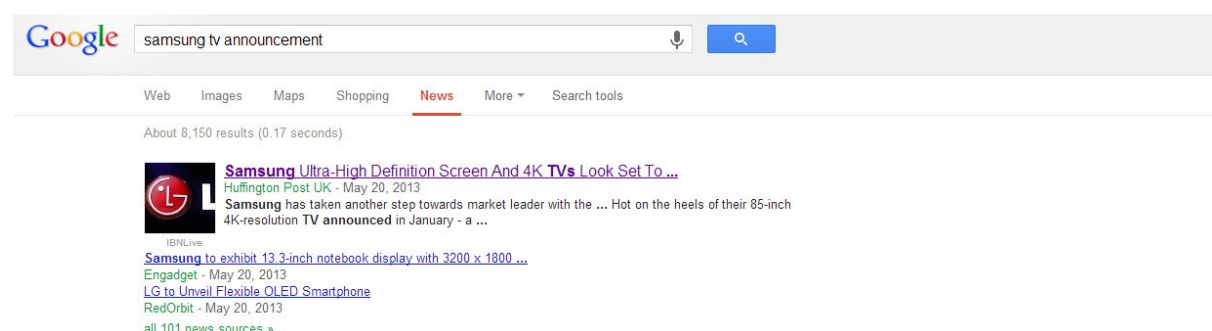
For this method you can think of TV, Music, Tablets – not in all cases but technology works really well.

What you want to do for this method is pick a brand name (a very popular brand name if possible) and then search Google news for it.

Try key phrases like “latest” “revealed” “announced” “preview” etc...

You will get stories of products that are due to be launched.

Here is one I found:



The article explains that Samsung are going to release 4K TVs which is basically a super clear resolution. You can be sure that when they do these TV's will be RED HOT and also other brands will follow.

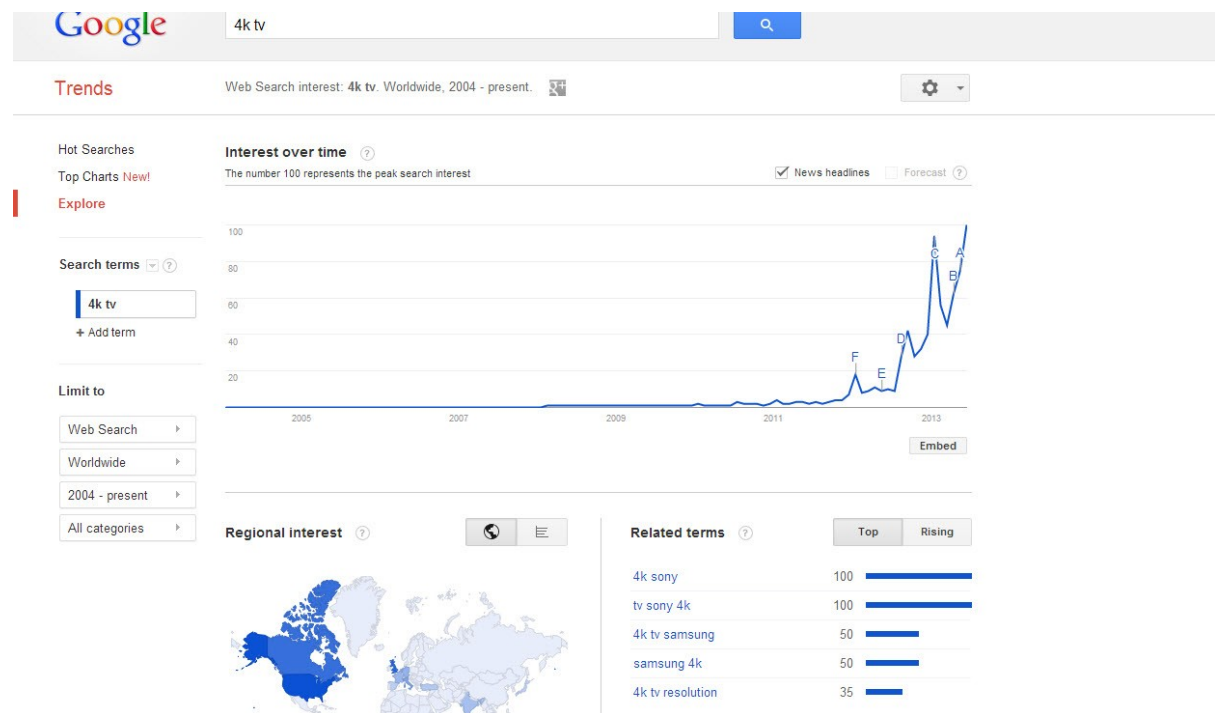
So you could not pick the domain "Samsung" for obviously reasons BUT if you had a site that was called "Best4KTVReviews.com" it would do well. 😊

Also you would be one of the first to review these VERY expensive TV's that would be listed on Amazon and could make a killing.

Another way you can verify the niche is by taking a look at Google trends:

<http://www.google.com/trends/>

See the results for "4K TV's":



As you can see the niche is starting to become RED HOT!

Also you can see the terms that are being typed in.

The main searches seem to be for Samsung and Sony.

Sony has some for sale on their site and I decided to run a search for Amazon 4K TV's:

http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1001007601#?_encoding=UTF8&tag=heaprcom05-20&linkCode=ur2&camp=1789&creative=390957

Here is a list of the top 4K TV's on Amazon.

This is an awesome way to take advantage of a BOOMING niche.

Our 3rd method is more about getting ranked and that is to promote under model numbers when you are trying to get ranked for really competitive phrases.

Let us check out a few searches and I will show you what I mean:

Search terms (1)				1 - 1 of 1
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	
4k tv	Medium	135,000	33,100	
Keyword ideas (100)				1 - 50 of 100
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	
samsung 4k tv	High	4,400	1,300	
4k tv resolution	Medium	2,400	1,000	
4k tv price	High	3,600	1,300	
4k television	High	74,000	27,100	
4k tv for sale	High	720	480	
4k tv prices	High	1,900	880	
4k tv cost	High	1,900	1,000	
lg 4k tv	High	2,900	880	
ces 4k tv	Low	480	170	
buy 4k tv	Medium	720	260	
4k tv review	Medium	590	320	
4k tvs	High	4,400	2,400	
4k tv sets	Medium	91	36	
apple 4k tv	Low	170	73	
4k tv wiki	Low	260	91	
lcd tv deals	High	14,800	8,100	
32 inch tv	High	450,000	110,000	
40 lcd tv deals	High	880	480	
flat screen tv	High	450,000	301,000	
ultra hd tv	High	18,100	4,400	

So nothing wrong with the amount of searches on "4K TV" and remember you can use the related search method to get some decent keywords.

Also to have a better chance of getting ranked we can take a look at the 4K TV model numbers.

You have Sony and one of the top TV's is the:

Sony XBR-55X900A 55-Inch 4K Ultra HD 120Hz 3D LED UHDTV

http://www.amazon.com/gp/product/B00BSREPRS/ref=amb_link_376758562_2?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=ilm&pf_rd_r=0F6PQACND03CFSHM6Y0S&pf_rd_t=1401&pf_rd_p=1557726162&pf_rd_i=1000947061

If we run a search for just the serial number on the Adwords tool it gives us:

Search terms (1)				1 - 1 of 1
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	
xbr-55x900a	Medium	720	170	
Keyword ideas (100)				1 - 50 of 100

There are 720 people a month looking for just the product name!

That is VERY targeted!

Plus this TV is \$5,000!

Also for the keyphrase: "XBR-55X900A review" there are only 379 competing pages!

I will be running through this method in the video and explaining the key points.

NOTE: If you are new I recommend that you use the first method to pick products it is slightly less tricky. However the BIG money if you get it right with the second method is still worth pursuing.

In the next module we will be covering the site set up and also how you can outsource the work if you wish. I will also be covering how you can write the content very quickly but also make sure it is quality.

To Your Success,

Chris Jones

<http://www.azonkickstart.com/>