

Niche Success Blueprint

“Start to Profit” Training Course

Module 21: How To Create *Engaging Product Reviews!*

Here we are at Module 21 already! *You're really trucking along now. ;-)* I encourage you to complete the tasks in each Training Module in the order you receive them, even if you have to delay reading new modules to complete tasks. By staying on track and doing the tasks in the order you receive them you'll see traffic, growth & profits *much* faster!

In the last 4 modules you learned creative ways to to sell advertising and work with sponsors & brands as a highly profitable source of revenue.

In this module you'll learn pro strategies for creating **engaging product reviews**... that increase both engagement and conversions.

The better your conversions, **the more money you'll earn** on product sales of course. But this will also serve you well when you're working with advertisers, brands and sponsors...

The more **results** you can deliver, both in terms of engagement and conversions, the more paid advertisers & affiliate merchants you'll **attract**. The companies you already work with will be interested in continuing to work with you too, which is an easy way to extend those paid campaigns and renew and/or renegotiate those opportunities.



Engage Your Audience In Product Discussions

I suggested recently that you **"Stop Writing and Start Talking!"** You want to apply this same advice to your product reviews. Imagine if a good friend phoned you and asked about that new restaurant in town, or your neighbor asked who landscaped your lawn. *The way you'd respond in person is exactly how you want to write reviews.*

Be personable and conversational, mention what you like and what you *don't* like. Share your experience (*your story*). Basically anything you would say in "real conversation".

People love to talk about what they like, what they dislike, and they love to tell their story and share their personal experiences. Open those discussions with your market and let them talk freely!

Then listen carefully to what they say. ;-)

Social Media is not a one-way broadcasting channel. And for that matter, [neither is your blog](#). Your readers want (*and will even demand!*) an opportunity to be heard.

Your goal should be to make your blog and other channels have a genuine "community feel" that makes your readers feel *included and heard*. This is what encourages them to respond, interact and get involved with what you're doing!

You should be just as conversational, and create open discussions, about products and services - or merchants and brands - as you do on other topics. Like I said, people love to be heard, they love to share their experiences and their likes/dislikes, and this kind of information can be invaluable to you as an Influencer or Market Leader in your niche.

Most people get online to search for product reviews for one of two reasons. 1) To help them make a *smart* buying decision. Or 2) To *validate* their buying decision. Reviews and recommendations are a huge asset to your target market, especially when you can help them find the right product or the right solution, help them find the best deal and save money, or make them **feel good** about their buying decision.

When you *engage your audience in product discussions* and let them share their opinions and experiences, **those conversations will compel other readers to check out the products you're discussing**. It's a great (*conversational!*) way to increase sales! ;-)

About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 18 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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Get Them To Talk... Then Listen Carefully

You can write an actual product review, or just write about a product conversationally, and then invite your readers to comment and share their own thoughts or experiences.

Let's look at a live example from my low carb blog. This an excerpt of [a blog post about a Zumba Workout DVD Set](#). It's less of a review, and more of a *candid conversation* about my decision to purchase the product (ie: *my story*):

So when she suggested Zumba, I was all over it! 😊 I had her look it up and find the one she wanted on Amazon. She chose the **Zumba Fitness Total Body Transformation System DVD Set**, which comes with the toning sticks too. I checked it all out, and even read the reviews – which were overwhelmingly positive. If you check out the video on that page you can see how much FUN it is. I can't wait to try it out!

I especially like that it has a "20 Minute Express Workout". This would be great for a quick morning workout on the days it's cold or raining and I can't get out for a walk.

I also like that it's a DVD set, and not one that only works on a game system, because I can take it anywhere and play it on anything (even my laptop).

The package should be here tomorrow (you gotta LOVE Amazon's fast shipping!), but we're heading out on a road trip for the weekend.

There's a nice gym in our hotel so we're packing workout clothes and planning to work out while there. But I can't wait to get back and try out the Zumba Workout DVD when we



There were 18 comments on this post where various readers discussed Zumba classes they'd taken, how they preferred to work out at home for fear of feeling or looking awkward around other people, having the floor space to do the workout, how much they LOVED Zumba, and specific features they liked such as the 20 minute workout.

In addition to positive comments encouraging other readers to try the product, I now know **specific angles to promote this product**: quick workout, a visual (photo/video) of how little floor space it actually takes, that it's FUN, avoiding awkward classes, etc!

Don't Just Pitch & Forget. Go The Extra Mile! :-)

You don't just want to "pitch products" and then move on from one product to another.

Find products you can really get behind, and make them a frequent part of your content and conversations.

Any review or recommendation that gets a good response from your market is a great topic to continue. Even if you don't get much of a response initially, you can use some (or several) of these ideas to *improve* your engagement - and ultimately *conversions*.

Start with what you learn from your market. Whether it's from social media responses or blog comments like in my Zumba DVD blog post example. If you're not yet seeing much engagement you can easily comb niche forums and groups for discussions on problems, solutions & products. Amazon Reviews are a great source for finding "product talk" too!

The key is to **take a genuine interest in your market**. Learn what they like, dislike, how they feel, what concerns them, what they're self conscious about, what excites them, the results they most want to achieve, what concerns them, the features they love and the features they wish products had, what's lacking with certain products, etc.

Noting the "negatives" about products is good practice, as those will come in handy when you're writing product reviews. We'll talk more about that in a minute. :)

In addition to your blog comments, forum & group discussions, and Amazon reviews, you should invite your audience to share their thoughts on various products & topics:



Lynn Terry @lowcarbtraveler · Jun 28

What are your favorite #LowCarb Products & Brands? I'd love to know your favorites, and where you buy them - online or offline...



Lynn Terry @lowcarbtraveler · Jun 29

What do you struggle with most on #Atkins or the #LowCarb diet?



Task: Take Your Engagement To The Next Level

Once you get your market engaged in a product discussion, or even a topical discussion, you don't just want to leave it at that. You should listen & respond, and of course stay actively involved in the discussion... then **take it to the next step!** That's how your readers will *really* know you're listening - and that you actually care. It also makes them feel invested and gives them the feeling of being an active part of your community.

The more you mention, feature and/or use a product (or service, or brand) the more interest you'll attract - and the more sales you'll make as a result! As I mentioned, you'll start with what you learned from your market. I'll give you a list of "next steps" to consider, along with ideas from the live examples I shared with you...

- **Follow-up Blog Posts** are a great way to keep putting the product in front of your readers with a new twist, and they also give you the opportunity to get quality internal links pointing back to your original product review.

This is a great way to introduce newer readers to some of the great content in your archives too! As an example, I linked to [my Zumba post](#) in a newer post on [Healthy, Active Lifestyles](#). Listening to your readers will give you plenty of content ideas! From the comments & discussion on my original Zumba post, new blog post ideas include:

- 20 Minute Home Workouts for Small Spaces
- 7 things I love about Zumba (#4 may shock you)
- Before & After Pictures: Fast Results With Zumba!

See how that works? It makes blogging & coming up with content ideas easy. :) Like I said, you can get similar content ideas from groups, forums and even Amazon reviews. This gives you opportunities to link back to your product reviews, and continue putting them in front of your audience in creative new ways.

As another live example, I have a blog post about [Laughing Cow Cheese](#) on my low carb blog. This is a Brand I would enjoy working with, so I'm laying the groundwork by getting my readers engaged in a product discussion. I did a follow-up post that shows me [using the product](#), which also links to other posts (and another product).

Almost 5 months later, I "revived" that original post with a Facebook Photo Update for even more "social product discussion"...

This particular update to my Facebook Page is not a link to the blog post, but rather a “photo update”.

I uploaded the picture, included the related blog post link in the description, and included a “conversation starter”.

You can [see the update here](#).

In this particular case, I am not an affiliate for the company, or working with this Brand on a paid campaign. So why would I share this content or discuss this product? Three reasons:

1. It’s GOOD to have non-promotional content mixed in between your affiliate promotions or paid/sponsored content. It lets your audience know that you have opinions - even when you’re not being paid for them. ;-) It’s also an easy source for fun, engaging content.

2. It gets your readers and followers used to hearing you mention products you use and love, and **expecting** that from you on a regular basis. This will help your paid promotions do better.

3. It gets the attention of Brands.

Maybe the Brand you’ve talked about is coming out with a new product, a new angle, or new branding. When they look to do Blogger Outreach, they’ll seek out people who are obviously **Fans of their product** or people who can obviously engage their target market in product discussions. You could also include these links to your blog posts and social updates in a pitch to that brand, or include it as an example of your “engagement” when negotiating paid campaigns or sponsorships with other Brands in your niche.

As an additional benefit it increases your social engagement and your blog traffic, which are two goals you should always be working toward in addition to sales & revenue. :)



Note: It's easier to work with what you have than it is to constantly come up with new topics or fresh content ideas - or new products to promote for that matter. Let's continue with ideas for increasing exposure to your product reviews...

- **Guest Blogging and Content Marketing** are great ways to increase your reach by getting in front of established audiences in other places. The follow-up post ideas I shared with you on Page 5 are great examples of content that would be well received as a Guest Post or work well in other places where you can publish content off-site.



To give you another live example, I was working on getting more exposure and links to a (monetized) blog post I wrote. I put out the word in my circles and offered to do interviews or guest posts for free quality content - as long as I could work in the link to that post, conversationally of course.

[Here's an example of one of those posts.](#) **Refer back to Module 13** for even more creative Guest Blogging & Content Marketing Strategies. ;-)

- **Feature Guest Bloggers & "Everyday People"** as a means of getting your review back in front of your readers. This is like creating follow-up posts, except you don't have to do the writing. Your audience will enjoy hearing ideas from "people like them"!

After I published my post on [How To Make Zoodles](#) (zucchini pasta), which featured a kitchen gadget recommendation, I invited guest bloggers to post their favorite recipes using "zoodles" - which would link back to my "how to" product post. [example](#) Smart!

Then recently I saw a great post in my Facebook Group, which I'm constantly promoting. While it's not a Product Review, the group is a "niche asset" of mine that I market just the same. It was an amazing before & after photo and motivating story. *I asked him if I could feature it on my blog, and he happily agreed!* It made for [a GREAT post](#) and a fun way to invite people to join us in my Facebook Group. :-) As a bonus, it was a continuation of a theme I'd been blogging about, which fit in nicely!



Speaking of my Facebook Group, that brings us to the next great idea...

- **Host A Challenge** that engages your market in a common goal or an activity. While you see a lot of fitness and diet challenges, you can definitely **get creative with this!** If you have a knitting site or blog for example, you might host a mini-challenge to knit something totally new they've never knitted before. A Facebook Group is the easiest way to host something like this, and it allows people to ask questions and share photos & progress along the way. It's a great way to get people actively engaged, and in many cases - **buying products** they need to accomplish the task or achieve the goal. ;-)

I learned through my low carb blog that many readers struggled with sticking to a diet or their weight loss goals. So I started a private Facebook Group to serve that need within my market at 90DayLowCarbChallenge.com. It now has over 21,000 members and is *super active*. **It's a HUGE asset for my niche blog!** I share my blog posts with them, and they also ask about products - so I can make recommendations in response (as an affiliate, link to my reviews, etc). *I have paying sponsors interested too...*

- **Publish A Series or Case Study** featuring the product you reviewed. Nothing sells products like *results!* By publishing an ongoing case study and sharing your progress along the way, your readers will become more interested in your personal experience. And more importantly, in *the results* you're experiencing and sharing. It will encourage them to join you (and buy the product) so they can enjoy those same results too!

Using my Zumba DVD example: a 3-week Challenge where people commit to the "20 Minute Express Workout" (included in the DVD set) every day for three weeks. I could host it on my Facebook Page with daily check-ins, and have a challenge #hashtag on Twitter. It would be great for accountability - and it would also compel other people to join in on our fun! Of course it would also *increase my Facebook Page engagement*. :)

Once the 3-week challenge ends, I could then publish a Case Study about our results as a group, how much fun it was, feature before & after pictures with permission, and of course link back to the product and my original review with a "*Zumba Works!*" tone.

As you can see, so many of these ideas tie in nicely together, and **keep your topics running seamlessly on your blog and across your social channels**. The more you can engage people in product discussions, and get them involved in using the product - or *watching others achieve results with it* - the more product sales you'll see!

Product Reviews alone are great, but they're just the tip of the iceberg when it comes to ways you can recommend, promote and SELL products. ;-)

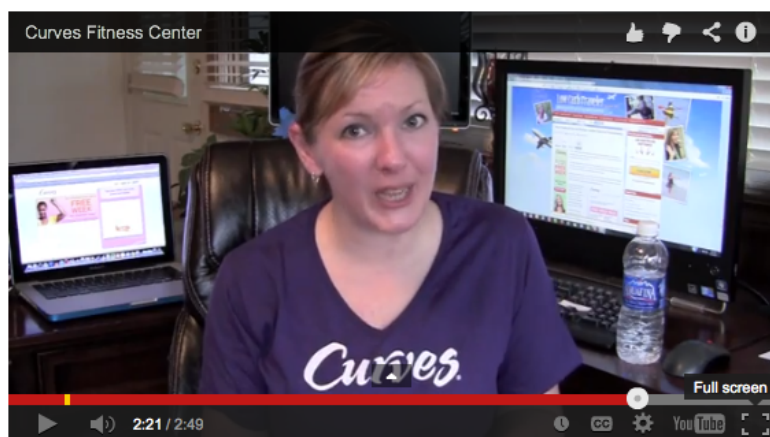
- **Use Videos To Highlight Product Features** so your audience can see exactly how it works, and also get a sense of your enthusiasm for the product that may not come through in plain text - like in [this "demo video" example](#). Videos are also a great way to **get additional exposure**, as you'll get traffic from YouTube too - so be sure to include a link to the product, or to your product review in your video description!

If you're not comfortable talking on camera... *get over it!* I'm kidding. :) While it's best to get in front of the camera and be personable, you can also use free software to do [screen sharing videos](#) to illustrate features. You might create a video of you buying shoes online and talk through your experience and why you LOVE ordering from that site. Or in [the video at the end of this post](#), I simply shot a video of my cell phone screen over my shoulder and never actually appeared in the video.

In [this video](#) you can tell just how much I **love** the product I'm talking about. I discuss how & when I use it, and bring up issues *people can relate to*.

Video is great for additional exposure, and sharing your enthusiasm, but it's also great **PROOF**.

A video shows your readers that you own & use the product yourself, and can **make your review stand out** and above others that *don't* add that personal touch to their product reviews.



As another example, I promoted a CPA (pay-per-lead) offer for a free week at the Curves Fitness Center.

I wrote my blog post sharing the special offer (which is no longer available), but then I took it a step further: I USED the offer, tried it out, and came home and shot a video. Ponytail, sweat and all! :P

The [first post](#) featuring the offer converted fairly well. But [the second post](#) that included my video and my personal experience... *increased the conversion rate dramatically*.

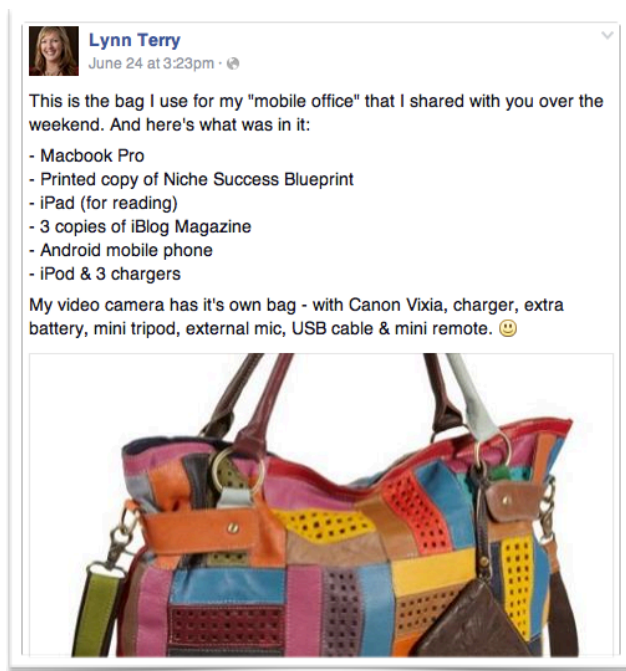
This is where "being your target market" can really come in handy. ;-)

- Use “Social Product Engagement” and Fresh Angles to *continue* putting your best posts and your favorite products in front of your audience - and to reach *new* people.

In [this Facebook Update](#) to the right, I linked to a bag (via Amazon) I bought about a year ago, and haven't really mentioned since.

It tied in well with my current theme and content though as I'd been sharing photos and updates [on my trip](#) - and someone even asked me "what's in your bag?" :)

That's a great opportunity to create a fun post like this and link to the bag for reference!



In [the Facebook Update to the left](#) I shared a quote from a favorite author, linked to my review of her awesome guide, and invited my audience to ask questions on the topic.

Opening a discussion or offering to help or answer questions is a great way to serve your market vs *just serving yourself* with promotions.

As you can see, I'm not just "dropping affiliate links" but rather sharing interesting, fun, engaging, informative, helpful updates (or opening up topics for discussion or Q&A) along with a "share" or a casual/conversational recommendation.

Consider how you can engage your audience in "product talk" socially, and brainstorm creative angles to link to your reviews, products & resources!

Ready for even more ideas and examples for promoting products? Great, here we go...

- **Create Reports, Tutorials, Webinars, Membership, etc** around hot topics or products that interest your target market. You might create a free membership or group as a means of building a targeted list or captive (ie engaged) audience, or you may charge for access. You might create a free report as an opt-in incentive to help build your list, or create a low-cost report to build a list of buyers. You might write a tutorial on creative ways to use the product as a bonus if they purchase it, or publish that tutorial free on Scribd.com or Slideshare.net and use it to increase your reach.

The ideas are endless, and the great thing is... you can do both, all, or any of the above! Get creative with your brainstorming on ways to repurpose your reviews, case studies, and other content that revolves around something you're promoting online.

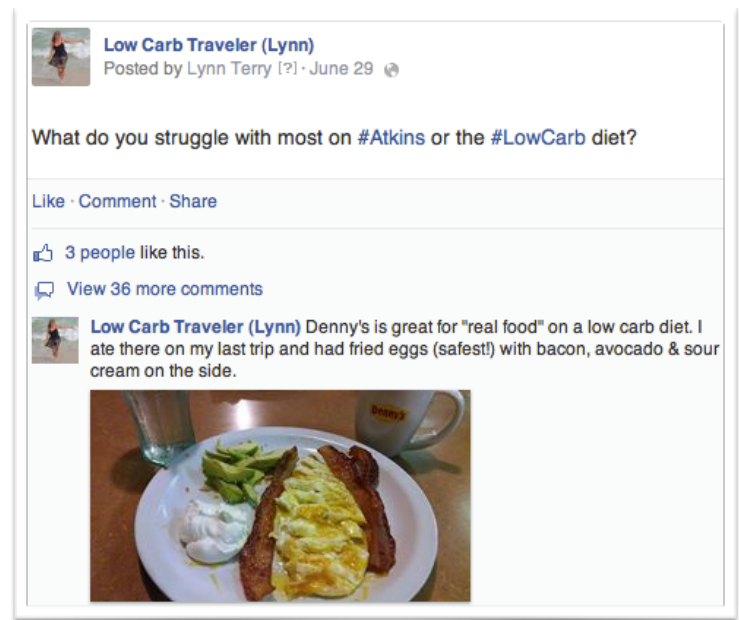
Again, it goes back to "listening to your market" and brainstorming ways to meet their needs. OR starting with a product/service you love and want to really "go big" with your marketing. My free Facebook Group that I mentioned earlier is a good example. I have an email list for that group so I can send them "Official Challenge" updates, and also have it set up with a Blog Broadcast so they get my latest blog posts via email. It's a great way to increase traffic to my blog, and get my blog posts (and reviews!) in front of that highly targeted group.

Just by listening to the Low Carb market I know that some of their biggest needs are food lists, recipes, and meal plans. Those are great ideas for paid products, blog post ideas, guest blogging ideas, free reports to build my list, low cost reports, etc.

Speaking of, remember the update I shared with you earlier where I asked them what they struggled with most?

Discussions like this increase Facebook Engagement (which helps with your Facebook Page exposure), and often give you an opportunity to link to your blog posts & reviews conversationally (in response to questions).

They can also give you great ideas and creative angles for content & products you can create! **Ask and Serve.** ;-)



- **Host Contests/Giveaways** to draw in your target market. While giveaways don't necessarily attract buyers, they WILL attract your ideal reader if you host a contest or give away a product that is highly relevant. You can use these to increase traffic, build your email list or social channels, and increase engagement.

You can contact the merchant or Brand to see if they want to sponsor the giveaway by sending the product to your winner. This is a great opportunity to create a Pitch Page using [Shannon Acheson's model & guide](#). Even if you purchase the product yourself to give away (which I've done before successfully), it's very cheap "advertising" compared to other paid methods of driving traffic and increasing your readership & response.

Here's the FUN part: [Turn Giveaways & Contests Into Evergreen Product Reviews!](#)

Refer to the tutorial at the link above to see a live example of a fun giveaway I hosted, and then turned into an evergreen product review - that *continues to make sales*.

- **Ranking well for a certain product, company or brand?** If your promotion or product review is getting a lot of traffic, and already converting pretty well, why mess with it - right? That's an option of course. But you could reach out to that merchant and see if they're interested in pushing it a little further! They may be willing to put together a special offer or exclusive discount to increase interest and conversions.

Refer back to Module 20 (pages 4-5) on "Reaching Out to Brands & Merchants" for even more ideas! For example if you're doing a case study or a challenge, or you achieved exceptional results at something, it may be "PR Worthy" and you might tweet your link out and include the hashtags #PRrequest #JournoRequest and #BloggerRequest for potential publicity or interview opportunities.

The ideas are endless. It's just a matter of getting creative, and considering all the different angles and options for whatever you're marketing online. Not everything will "stick" - and that's okay. *It happens to me too!* It's all part of the process of figuring out what your market responds to best, WHEN they respond best, etc. So test, test, test!

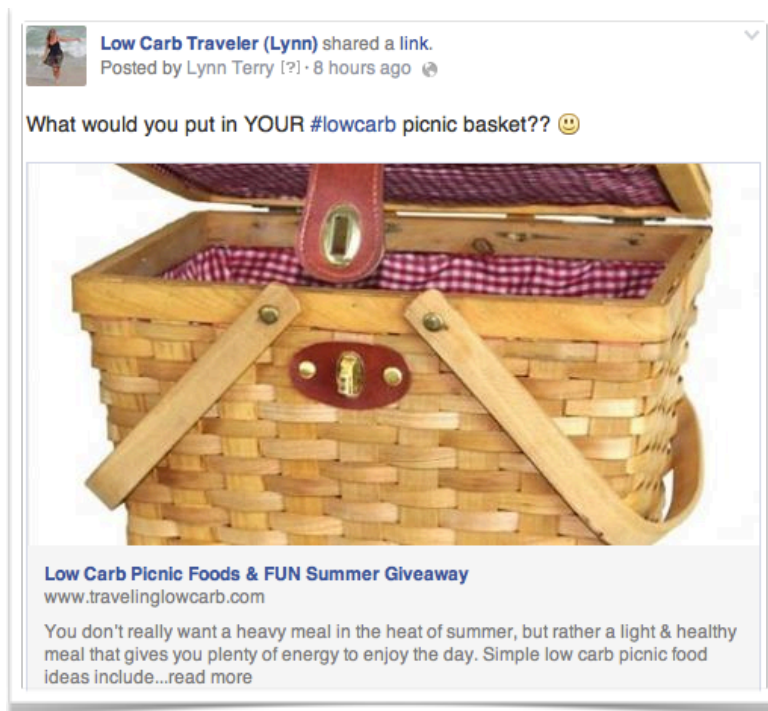
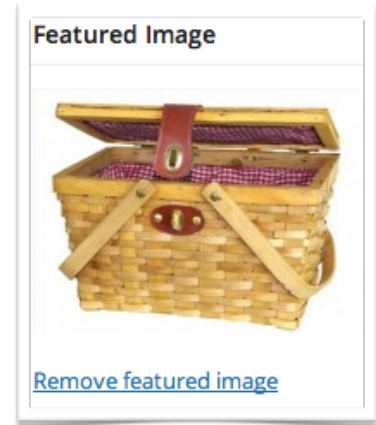
Most people "*pitch it and forget it*". By implementing these strategies, you'll be well on your way to that top percent in your market that out-performs everyone else. ;-)

Now that you know super effective ways to promote products and get more exposure for your reviews, let's wrap it up with a Product Review Checklist...

The 8 Elements of an Amazing Product Review

In Module 6 (page 7) I gave you the **Ideal Blog Post Outline**. Reviews are similar, but they contain a few *additional key elements* that really help increase your conversions. I'll give you the 8 elements to include in product reviews, and also link to live examples...

1. Image/Video Always include an image in your Product Review posts, and be sure to **set a Featured Image** when composing your blog post. You'll find the option in the right hand column when writing or editing a post. The Featured Image will usually display on social media updates & shares:



You can use product images from the merchant's website or their affiliate program, screenshots, stock photos, or ideally: your own photos of the product ("in use" is even better!).

Adding a video is a nice touch, and increases conversions quite nicely, as discussed in detail on Page 9.

Include as much personalization and "proof" (such as your own photos, screenshot images & video) as you

can to give your readers a better idea of what to expect from the product or service AND to help them relate to actually *using* the product themselves. These kinds of elements can increase your conversion rate dramatically on a product-based post or review. ;-)

In the example shown above, the Featured Image is a product from Amazon that I suggested **in the blog post**. It's not a product review, but does have a sweepstakes offer and several products featured, along with the informational content. As you can see, I shared it on my Facebook Page and instead of just dropping link I shared it with a fun question - to engage my readers and get them visualizing having a fun picnic!

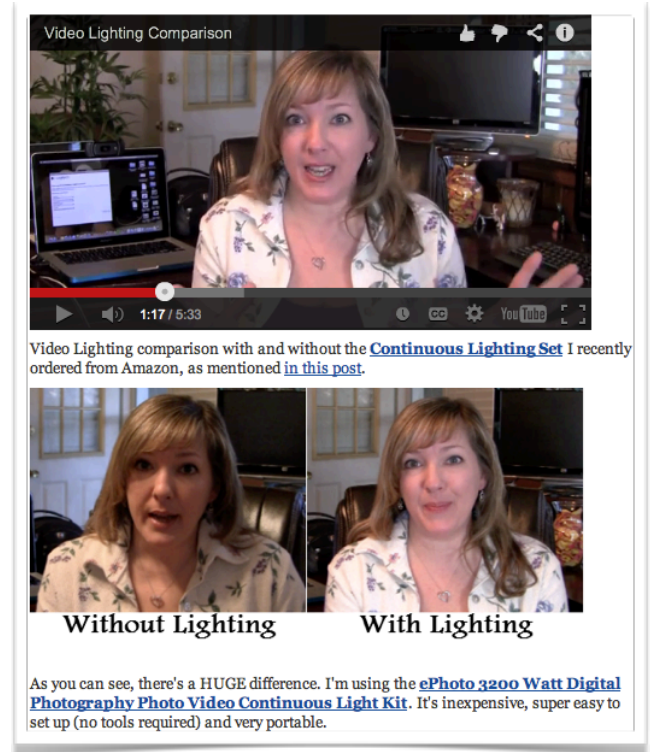
This next example is a [Product Review for a Continuous Light Kit](#) for photography and video. I included both a video and an image - which is a screenshot from the video. Why? For those that prefer to read instead of watch video, and also so I would have a personalized Featured Image for the blog post. It's a very short post with a video, the screenshot, and two short paragraphs of text...

How To Create A Screenshot:

I simply played the video in HD mode and full screen then took a screenshot.

You can do this on a PC by clicking the "Print Screen" button on your keyboard. Next open Paint or a graphics program and click CTRL-V on your keyboard, or Edit > Paste.

On a Mac, hold down Command+Shift+4 and drag your mouse to select the area on your screen, let go, and your image of the screen area you selected will appear on your desktop.



The "video review" example above was a continuation from my original post on the topic where I discussed what I decided to order, and why - which you can see here:

<http://www.clicknewz.com/9726/buy-a-web-cam-video-lighting/>

It's a basic product recommendation with product photos from the merchant (Amazon). Once I received mine and did the video review, I went back and posted a link to that in the original post, inviting readers to click over to check out the "results".

This makes for a nice continuation of topics when you do follow-up posts. Since someone may be new to your blog, you should always link back to (reference) the original post, and of course update previous posts to include a link to "the next best click" (the next post on this topic). *Additional information and "proof" are great for conversions!*

Another example of using screenshots & proof is this post on [Infographic Templates](#). See [this post](#) and [this one](#) for examples of using photos to personalize product reviews.

2. Product Description Describe the product in detail: size, number of pages, features, ordering process, delivery/package details, benefits, expected results, your specific results. People are wary of scams, and of the *actual value* of a product. They want to know *exactly what to expect, and what they'll get* if they order this product today. Include your personal thoughts and personal experience about the product or the decision to order the product. This helps your reader relate throughout the review, as they are now in the position that you were when you purchased that same product.

Example:

"I just received my first order from Netrition today, and I have to say – this is a GREAT place to buy low carb foods online. They ship fast, via UPS, and they only charge one flat \$4.95 shipping fee within the 48 states – no matter how much you order."

-[Buying Low Carb Foods Online](#) (*this post also includes a screenshot of my order, and a photo of my order, along with ideas for the items I purchased*)

Example:

"Simply browse by restaurant or by location, choose your preferences, and then print the discount restaurant gift certificates online. Take that print-out with you, hand it to your server when you order, and you save usually more than half the cost of your check!

You can use one coupon per check, so if you're out with friends or other couples you can use more than one by requesting separate checks. I'm not a big couponer, but this was a no brainer! ;-)" -[Discount Restaurant Gift Certificates](#)

In both cases I shared a personal story, described the experience in detail, and let my readers know: what, why, how, when, etc.

3. Buyer Description Who is the product for, and who is it NOT for? This is just as important as the product description, to help your readers decide if this product is right for *them*, or even ideal for them *right now*. In my [Gazelle Edge](#) post I suggest that it's great for low-impact workouts, and ideal if you suffer with back pain or other physical problems that prevent high impact workouts.

Example:

"Is 31DBB a good pick for you? If you have a blog, and you would like more traffic and more subscribers, and of course more sales, 31DBB is for you. If you do not have a blog set up yet, but would like to, you should start here instead." -[Prologger Workbook](#)

Tip: If there are similar products, include an alternate recommendation for people who need "xyz" instead, or follow up with a comparison and link to both reviews.

4. Proof! There are two types of proof that can help increase your product reviews. Proof that you actually reviewed the product, and proof that the product works.

People are skeptical of product reviews and believe review sites are biased, and that reviews are probably based on payment or compensation. Your job is to prove you have or use the product yourself, and have provided an unbiased review.

Proof can be achieved by using photos or video as discussed in detail already. Also by describing the product in more detail than can be found on the merchant's website, mentioning unadvertised bonuses, and by addressing any negatives...

As another example, I promote Almond Meal from Netrition a lot on my low carb blog.

It's one thing to say it's awesome, link to it, and tell them where to buy it. But the real proof ([see post](#)) is in the mouth-watering biscuit photos. ;-)



Get people interested in the results with whatever product you recommend, and help them imagine downloading, ordering, and using the product themselves!

5. Negatives Believe it or not, pointing out the negatives or drawbacks can actually increase your conversion rate! Negatives make your reviews objective, and dramatically increase the 'believability' of your product review.

If you don't mention an obvious negative, it will *increase* your reader's skepticism. By mentioning them upfront, your reader will know to expect them, and will be less likely to back out of the order process. They'll also be less likely to complain, request a refund, or point out the negatives FOR you in your blog comments.

Get in front of those negatives by laying them out clearly!

If the product is awesome but the sales copy sucks - say so! They'll be less likely to click the back button when they land on the ugly sales page because you've pre-sold them on the product itself. They expected it.

In the case of my [Bloggers & Brands Review](#), the format of the guide wasn't great. I mentioned that so buyers wouldn't be so focused on being disappointed in the product formatting to the point of missing out on the great tips & resources shared in that guide.

6. Call-to-Action This is one of the most important elements of your product review! Your call-to-action tells your reader exactly what they should do next. For example:

- Ready? Click here for product details & ordering instructions
- Get Free Shipping by ordering through Amazon.com
- Click here to download XYZ instantly
- Click here to read the reviews on Amazon
- Get the best deal on ABC by ordering online at XYZ website

Frame your call-to-action in a way that encourages them to click through and lets them know exactly what to expect and what to do next. In my post on [low carb picnic foods](#), my goal is to get them to enter the sweepstakes I mentioned at the start, so I end with:

Happy National Picnic Month! Be sure to [Enter the fun Summer Giveaway](#). :) Enjoy the ideas above, and leave a comment too – I would love to hear what YOU would take on a "low carb picnic"!

7. Disclosure If you received the product free to review, or are being compensated for the review in any way, you must disclose this to your readers. The FTC requires you be completely transparent in these matters. I have basic disclosures on my sites, but also like to [disclose conversationally](#) within the context of my posts - saying clearly whether I bought the product, received it free to review, the post is sponsored, or I'm an affiliate.

I have some fun and exciting news! I spoke with [Quest Bar](#) last week, and they shipped me A DOZEN low carb Quest bars to try and review.

They also offered to sponsor a Giveaway here so that one of YOU can also get a free box of [Quest Bars](#) too! How cool is that?! 😊

Sometimes I'll just add a disclosure statement at the end of the post, like in the example I gave you above for the sweepstakes on the picnic topic:

** I am affiliated with [Escalate Media](#) where the offer is running for the [Basket Full Of Picnic Giveaway](#), and earn 20 cents when you enter to win. It's free to enter, only takes a few seconds, and I've entered myself. Good luck!!*

8. Keyword Phrase It should go without saying at this point, but be sure to optimize your review posts by targeting specific keyword phrases. You might target the actual product, or the problem/solution people are looking for... or both!

In the examples above I optimized one post for "low carb picnic foods" (solution) and the other I optimized for "quest bars review" (review search).

Keep in mind it's the job of the merchant (or sales page) to *sell the product*. As an affiliate, **your job is simply to pre-sell the product**. A good product review will help your visitors make a *smart* buying decision, and feel *great* about it!

You now know how to write an awesome product review, how to engage your market in product discussions, and how to promote your reviews and recommendations. :-)

Take your list of preferred products, brands, merchants, merchants, etc and *start writing reviews*. For now it doesn't matter if your posts are monetized for that product or not. If you aren't an affiliate for it, simply use Google AdSense to monetize those reviews, or invite them to join your email list or social channels for more great recommendations.

The goal is to practice writing great reviews, to get your audience *engaged in product discussions*, and have reviews in your archives to show potential advertisers, merchants or brands when you're negotiating opportunities.

Remember, non-sponsored and unaffiliated "product talk" in between your monetized content is great for establishing a reputation for being unbiased, and getting your market used to hearing you talk about products you love (*or not!*).

Get good engagement? Contact the Brand or merchant and send them a Pitch Page! ([learn how](#))

Your Homework:

- Draft at least 3 product review posts and publish at least one of them this week. If you get them all three written, you can schedule your other two reviews to go out between your informational content over the next couple of weeks.
- Have great reviews buried in your archives? Bring them back to life with new social updates, a challenge, new blog posts based on the comments or questions, [create a related short report](#), repurpose it into a video, etc. Don't just settle for the immediate sales - turn that product review into an evergreen ongoing source of revenue! :)

If you have questions about this week's tasks you can reach me on [Facebook](#) or at my [Forum](#). Otherwise I'll see you next week in Module 22. *cheers*

Have Questions?

If you have questions, join us on the ClickNewz Forum:

[Join the ClickNewz Forum](#)

You can also post questions for Lynn Terry on one of the following social networks:

[Join Lynn on Facebook](#)

[Follow Lynn on Twitter](#)

[Circle Lynn on Google+](#)

If you would like hands-on help brainstorming your business or setting up your website, contact Lynn at: AskLynnTerry@gmail.com to discuss low cost private or group coaching options.