



Ritoban Chakrabarti's

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*Tiny Little Instruments that make
you money on Autopilot*

www.profitinstruments.com

SELECTION SOURCES

As mentioned before, you need to have an open mind to figure out the PNKs. Trust me on this, PNKs are everywhere. Below I've listed down a few places to get your mind racing:

Clickbank

A huge digital product's retail network consisting of tons of vendors and affiliates. Clickbank needs no introduction to anyone who does affiliate marketing online .

<http://clickbank.com>

CPA Networks

There are tons of CPA Networks and you can find a lot of different types of offers in each network. Some offers pay per lead, some pay per sale. The best thing about CPA Networks is that you can find some really good brands in there and they pay out good money if you bring them leads. Also since there are very few affiliates who actually use the PNKs to promote, you can make a killing by promoting PNKs from the CPA Networks. Some CPA networks I recommend:

<http://azoogleads.com>

<http://neverblue.com>

<http://affiliate.com>

<http://copeac.com>

Other Networks

Now just because I've compiled these networks as 'others' doesn't mean that they're any less valuable than the two above. In fact, the other networks mentioned below host some of the biggest affiliate programs for major brands globally. This means there's tons of moolah lying inside. If you aren't a member already then join the networks mentioned below:

<http://commissionjunction.com>

<http://shareasale.com>

<http://affiliatebot.com>

<http://linkshare.com>

There are tons of niche based and other major affiliate networks which can be easily found out by searching for “affiliate programs”, “affiliate networks” in Google.

Amazon

One of my favorite affiliate programs. Simply because its got a HUGE database of product

names and customers trust Amazon.com like crazy.

I have a lot of my Profit Instruments derived from Amazon's product database. I'll show you how in just a while. Join Amazon's affiliate program:

<https://affiliate-program.amazon.com/>

JV Notify Pro

Do you know when all the kick ass launches take place in our community, where do most of them originate from? JVNP is the place where most affiliates go when they need to promote the latest IM Products.

<http://jvnotifypro.com>

Inhouse Affiliate Programs

You won't believe how many products/stores/brands have their own inhouse affiliate programs built in their websites. They're not listed on the networks that I just mentioned above. They operate their affiliate programs on their own. Most affiliates don't take advantage of this fact, but we will. Here's a few examples to illustrate my point. I'm sure you've heard of most of these websites before but never thought about promoting their affiliate program:

<http://aweber.com>

<http://getresponse.com>

<http://bluehost.com>

<http://hostgator.com>

<http://tweetadder.com>

<http://blockbuster.com>

I could probably type out a hundred of them right here, but I think you got the point.

Now don't get overwhelmed so soon. I'll explain how easily you can identify PNKs from all these sources.

Have you started seeing now how easy it is to find PNKs. They're all around you, now you just need to know a way to choose which ones you should target to build your Profit Instruments.

I've covered all that in the next two sections of this module, where I discuss the actual selection criteria and then topped it up with selection techniques.

So, first I'll tell you a few quick and painless selection criterion that you should use.

SELECTION CRITERIA

Selecting a PNK is one of the most important steps in this system. If you start off with a wrong PNK, you may end up being frustrated and also waste a lot of your time.

There are various factors that come into play while choosing a PNK:

PRODUCT SHOULD HAVE A DECENT COMMISSION AND/OR CONVERSION RATE

There's no point promoting products that have low conversion rates and give hardly a dollar or two as commission.

Some examples are the CPA offers that make a user fill their name and email address and you earn about \$1.5 per lead. Now this may sound pretty easy to do and although you may be expecting tremendous conversion rates, most such offers convert pathetically. I guess people are too used to seeing such offers.

Believe me, I've tried promoting such PNKs and it always ends up with poor earnings.

I typically don't choose a PNK that has less than \$10 commission per lead/sale. Its really not worth my time cause I know there are tons of other products that can give me much more money for the same effort.

That being said, I don't *always* follow the \$10 threshold rule. The exception to that is if you find a product that has tremendous conversion rates – so even if the payout is less, you can expect to make a lot of money.

You can easily ask the affiliate manager of that product/company, and they'll gladly tell you the typical conversion rates .

RANKING FOR PNK SHOULD NOT VIOLATE ANY TERMS

I've been on the wrong side of this fence and it hurts when you start earning good money but suddenly the official company comes in and snatches your domain name on grounds of trademark infringement or other legal booyah.

So, before you buy a domain name and start promotion – you need to read the terms of the affiliate program first.

I'll tell you about the rules of buying a domain name in the next module. But for now, keep in mind that if you can't have the PNK in your domain name (AKA it violates their terms), then don't promote such PNKs.

PNK SHOULD HAVE AT LEAST 500 SEARCHES PER MONTH

Now I know you might be wondering if the keyword has just 500 searches per month, then how will you generate good profits?

I'll answer that in a while, but first let me tell you how to find the number of searches:

- Open up the Adwords Keyword Tool:
<https://adwords.google.com/select/KeywordToolExternal>
- Put the PNK inside the search box and search.
- There's a drop-down for “Match Type”. Select the 'Exact' option.
- The 'Global monthly search volume' is the number of searches we're looking for.

The screenshot shows the AdWords Keyword Tool interface. The search box contains the text "affiliate elite". Below the search box, there are options for "How would you like to generate keyword ideas?" (Descriptive words or phrases, Website content) and a checkbox for "Use synonyms". The "Match Type" dropdown is set to "Exact". The results table shows the following data:

Keywords	Advertiser Competition	Local Search Volume: February	Global Monthly Search Volume	Match Type
[affiliate elite]	<input type="checkbox"/>	Not enough data	2,900	Exact
[affiliate elite download]	<input type="checkbox"/>	Not enough data	140	Exact
[affiliate elite review]	<input type="checkbox"/>	Not enough data	260	Exact

First you need to know that the Adwords keyword tool is *way out of line* when the monthly search volume is low.

Therefore, if it returns the **monthly search volume** as 500 – then you can probably expect 1000 or more searches a month.

In one case, I remember vividly – I chose a PNK that the Keyword Tool returned 750 searches a

month. I reluctantly built the Profit Instrument, and soon it started getting 20 visitors a day (that's 600 a month) – and I was ranking in the 5th position. So, I must be getting about 10% visitors max who were searching the PNK. That puts the actual monthly search volume at around 6000. Pretty neat!

Another reason is that you will soon start getting traffic from other related keywords as well, which add up to a pretty good number of visitors (more on that later...)

There's an exception to this: *If a product is new in the market, then the Adwords tool will show "Not Enough Data". The tool typically shows the actual search volume 2 months after the PNK searches begin.*

For example: If you see a Clickbank product with a gravity of 300, then you can bet your house that the PNK is getting a ton of searches... No matter what the Adwords Tool says!

PNK SHOULD NOT BE MUCH COMPETITIVE IN THE SEARCH ENGINES.

We're primarily focusing on Google and I'm pretty sure that if you rank well in Google, not only do you get the best and most targeted traffic (hence best conversions) – but you also get good rankings in Yahoo and Bing automatically.

So, our selection and promotion will be focused around Google, but we'll get great rankings in the other SE's as well.

There's an actual formula that I've created and use every time while selecting a PNK:

THE FORMULA

$$c + i + p + a - t = PIS$$

If PIS < 5, then the PNK is good enough to select.

Competition in quotes (c)

Less than 50,000 = 1

50k to 200k = 2

200k to 600k = 3

600k to 1.3M = 4

1.3M and more = 5

Competition Intitle (i)

Less than 10,000 = 1

10k to 50k = 2

50k to 200k = 3

200k to 600k = 4

600k and more = 5

Average PR of Top 10 Sites (p)

Number of Authority Sites in Top 10 Results (a)

Number of Throwaway Sites in Top 10 Results (t)

I just had to include some mathematics in the game. Don't worry though. Its really quite simple and this formula was designed to make my and your selection search as easy as possible.

SELECTION TECHNIQUE

In the video accompanying this module, I take you through the entire process of Selection.

Now because there are a lot of sources to find PNKs, what I'm going to do is tell you the step-by-step technique for three sources: Clickbank, Amazon, and a CPA Network

There's *three steps* involved while selecting a PNK:

- 1) Find out suitable a product from one 'Selection Source'
- 2) Make sure the product complies to our 'Selection Criterion'
- 3) Apply the formula to the PNK

Let's go through a few examples:

Clickbank:

- ➔ Go to the Clickbank Marketplace, and click on 'Advanced Search'
- ➔ In the field 'Gravity', select 'Higher Than' and enter the value '30'. We're basically listing out the products that have a gravity greater than 30.
- ➔ All the results that are returned, are suitable for applying the Formula.



In this Category:

Results per page:

Stats

Gravity

Show items with gravity

Amazon:

- ➔ Go to the Amazon Bestsellers page: <http://www.amazon.com/gp/bestsellers>
- ➔ There are various 'categories' on the left hand side. Clicking on a category will return the *bestsellers* from that category. You can also extend your search to the 'sub categories'.
- ➔ Choose a product name and enter it in the Adwords Keyword Tool to see the number of searches. If Global Monthly Search Volume > 500, then go for it!!

CPA Networks:

Each CPA Network has a different interface, so I'll try to list the most general technique that I use:

- ➔ Go to the 'Search Offers' page and do a search for all offers arranged by descending EPC (EPC is Earnings Per Click which basically means for each click you send to the network, how much commission you generate. Higher the EPC, better the conversions)
- ➔ The top 30 results are usually pretty good options.

These results may also contain a few new offers that may have generated a handful of leads but with high EPCs.

So, we also take the following approach:

- ➔ Ask your affiliate manager for the lead count and EPC stats of all offers in the network.
- ➔ After that you just have to select the ones which generate at least 500 leads per week with a good EPC.
- ➔ EPC depends on a lot of factors like product price and method of promotion, but any product with EPC greater than \$1.00 is a great option.

Another very effective approach, but a little time consuming:

- ➔ Generate a list of all offers on your CPA Network.
- ➔ Enter all product names one by one in the Adwords Keyword Tool and choose a product that has a Global Monthly Search Volume greater than 500.

Be sure to note if the offer you select has any terms regarding using PNKs. Because a few offers may have trademarked product names.

There's a disadvantage with CPA Networks as well. This has happened to me a few times, so its best I mention it:

Sometimes when you're making good money with a Profit Instrument created with a PNK derived from a CPA Network – the offer may suddenly get deactivated from the network hence your earnings will stop.

On the bright side, these CPA offers do make you good money before they get deactivated.

Inhouse Affiliate Programs:

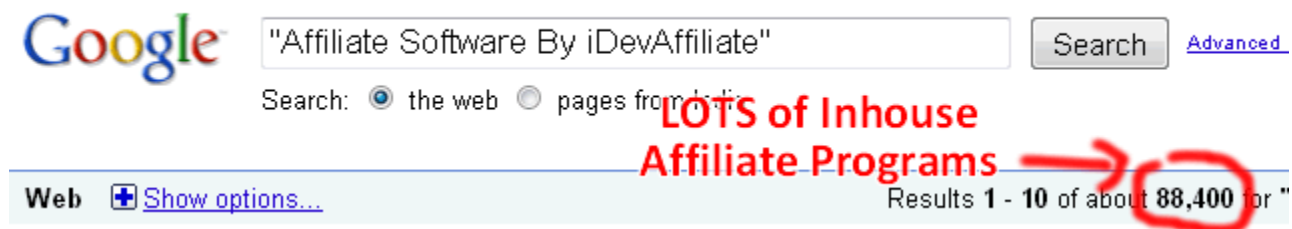
A very popular affiliate management software used by businesses worldwide is: idevaffiliate. There are many more similar softwares, and you can easily do a search for them and find out.

But as an example, I'm going to show you how you can find these Inhouse affiliate programs just by doing a simple Google search.

Now all websites that run the idevaffiliate software, have Inhouse affiliate programs, and it's really easy to find these websites.

Just go to Google.com and do a search for: "Affiliate Software By iDevAffiliate"

Be sure to use the double quotes in the search query. You'll find a lot of businesses with this simple search that have Inhouse affiliate programs.



Just choose a program, signup and start promoting :)

APPLYING THE FORMULA

Once you get a product name that meets our selection criteria, its time to apply the formula. So here's the exact details on how to apply the formula:

1. Do a Google search for *"PNK"* (quotes included). Give a score for the 'competition' that's returned. This is 'c'
2. Do a Google search for *intitle:"PNK"* (quotes included). Give a score for the 'competition' that's returned. This is 'i'
3. If you don't have it already, install the Google Toolbar first. Then search for the PNK in Google and open up the Top 10 sites. Take out the Average PR of all the Top 10 sites. This is 'p'
4. Count the number of authority sites in the Top 10 (Examples: official website, wikipedia, about, amazon, cnet, gov or edu pages, any site that shows up in top 10 for related keywords repeatedly). This is 'a'
5. Count the number of throwaway sites in the Top 10 (Examples: Yahoo answers or similar, Forums, Social Bookmarking sites). This is 't'

Then calculate: $c + i + p + a - t = PIS$

If PIS is less than 5, then congratulate yourself, cause you've found a great PNK to build your Profit Instrument.

There are a few exceptions to the formula. Please keep these in mind while searching:

1. If the competition in quotes is less than 10,000 – forget the formula and select the PNK
2. If the competition intitle (quotes) is less than 2,000 – forget the formula and select the PNK
3. If the Average PR of Top 10 is less than 1 – forget the formula and select the PNK
4. If the number of Authority sites in Top 10 is 0 – forget the formula and select the PNK
5. If the number of Throwaway sites in Top 10 is more than 3 – forget the formula and select the PNK

Please watch the videos accompanying this module because I've showcased the entire selection process in them.

After you select a PNK, the real fun begins. We'll cover the 'Creation' in the next module.

Please watch all videos and complete the assignment sheets in this module before starting the next module.

QUICK MATCH TECHNIQUE

I'm a person who loves shortcuts (so do 3 billion more people)

Here's a very simple but extremely effective strategy to find out PNKs worth promoting.

There's one catch though. You need to have access to an amazing software by Brad Callen: *Keyword Elite*.

This software can help you a lot with your keyword research. I've shown the exact steps in the video. But here's a breakdown of what you need to do exactly:

1. Do your initial research and find a few PNKs from any selection source (don't apply the formula just yet). Put all keywords in a text file – each PNK in a new line.
2. Open Keyword Elite and go to “Search Engine Dominator”. Paste all the keywords and search.
3. Keyword Elite will scan all PNKs and give you the Average PR and competition count. You'll also be able to see Top 10 results for all the PNKs.
4. Apply the formula.

This technique will save you a ton of time when you're doing some mass research. Once I used this technique with Amazon PNKs and I got 8 potential profit churning PNKs in under 15 minutes.

LSI IDENTIFICATION

LSI or “**Latent Semantic Indexing**” keywords are one of the most important factors in giving your Profit Instrument that boost in the Search Engines.

Here's what it means:

“LSI is based on the principle that words that are used in the same contexts tend to have similar meanings. A key feature of LSI is its ability to extract the conceptual content of a body of text by establishing associations between those terms that occur in similar contexts.”

We don't need to go into much detail but I'll explain you why this is important.

The most common misconception with the masses is that if they stuff their main keyword on their page enough times, they'll get good rankings...

But what actually happens is that Google derives your site's main keyword from all the content of page.

In order to help Google derive the main keyword (PNK), we need to include that a few times AND ALSO include a few LSI keywords sprinkled randomly in our page.

These LSI keywords are mainly supposed to *support* your main keyword and give an extra weight to it.

All theory aside here's what you're supposed to do:

Your website's main keyword will obviously be the PNK.

Find about 5-8 LSI Keywords related to your PNK and sprinkle them in your website.

Here's how you can find these LSI Keywords:

- 1) Do a Google search for PNK and scroll down to the bottom where you can see “Searches related to **PNK**” - Pick out a few keywords from there. Note that if a **PNK is new**, then you may not find any keywords in the 'related searches' area.



2) Put in your PNK in the Adwords Keyword Tool and you can find a lot of keywords from “Related keywords” and “Additional Keywords to consider” sections.

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase

affiliate elite

Use synonyms

[Filter my results](#)

PNK → affiliate elite

LSI KEYWORDS

Keywords	Advertiser Competition	Local Search Volume: Fe
Keywords related to term(s) entered - sorted by relevance		
affiliate elite	<div style="width: 20%;"></div>	Not enough data
affiliate elite download	<div style="width: 20%;"></div>	Not enough data
affiliate elite review	<div style="width: 20%;"></div>	Not enough data
affiliate elite free	<div style="width: 20%;"></div>	Not enough data
affiliate elite forum	<div style="width: 20%;"></div>	Not enough data
affiliate elite discount	<div style="width: 20%;"></div>	Not enough data
elite affiliates	<div style="width: 20%;"></div>	Not enough data
affiliate elite crack	<div style="width: 20%;"></div>	Not enough data
affiliate elite software	<div style="width: 20%;"></div>	Not enough data

Red arrows point from the 'LSI KEYWORDS' header to the 'affiliate elite review' and 'affiliate elite software' rows.

Additional keywords to consider - sorted by relevance [?](#)

affiliate	<div style="width: 100%;"></div>
clickbank affiliate	<div style="width: 100%;"></div>
affiliate programs	<div style="width: 100%;"></div>
affiliate website	<div style="width: 100%;"></div>
free affiliate	<div style="width: 100%;"></div>
affiliates	<div style="width: 100%;"></div>
affiliate software	<div style="width: 100%;"></div>
best affiliate programs	<div style="width: 100%;"></div>
affiliate marketing software	<div style="width: 100%;"></div>
affiliate program	<div style="width: 100%;"></div>
affiliate marketing	<div style="width: 100%;"></div>
affiliate elite	<div style="width: 100%;"></div>
best affiliate	<div style="width: 100%;"></div>
affiliate sites	<div style="width: 100%;"></div>
super affiliate	<div style="width: 100%;"></div>
affiliate elite	<div style="width: 100%;"></div>
affiliate directory	<div style="width: 100%;"></div>
affiliate network	<div style="width: 100%;"></div>

LSI KEYWORDS

- 3) You can also type in the URL of the 'official product webpage' in the Adwords Keyword Tool and Google will scan the page and give you all the LSI keywords.

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea) **Official Product Webpage**

Website content
(e.g. www.example.com/product?id=74893)

Enter a webpage URL to find <http://affiliateelite.com>

Include other pages on n

[Or, enter your own text in](#)

[Filter my results](#)

LSI KEYWORDS

Showing keywords grouped by these terms:

[to make money on the internet](#) (11), [make money on the internet](#) (8), [best way to make money](#) (5), [make money online](#) (6), [the best affiliate](#) (9), [i want to](#) (5), [become an affiliate](#) (5), [make money making money](#) (10), [affiliate marketing](#) (8), [affiliate program](#) (9), [brad callen](#) (8), [money making](#) (5), [Miscellaneous keywords](#) (6)

4) You can also visit the 'official product webpage' and scan the headlines and bullet points for additional LSI Keywords.

These techniques should be sufficient to give you a ton of LSI keywords very quickly.

Another IMPORTANT thing you need to keep in mind:

Choose only 2 LSI Keywords that have the PNK in them. Example: if your PNK is 'affiliate elite', then only choose two LSI keywords like: 'affiliate elite review', 'affiliate elite software'.

All other LSI keywords should not have the PNK in them.

CONCLUSION

So, essentially there's just three steps involved:

- 1) *Select a few PNKs that meet our 'selection criteria' from any 'selection source'.*
- 2) *Apply the formula for each keyword, and always be on the lookout for the 'exceptions to the formula'. If you have Keyword Elite, then use the Quick Match Technique.*
- 3) *If you get a PIS less than 5 and/or an exception to the formula, then start clapping because you've found a great PNK to promote.*

That's it. After selecting a PNK, the next step is **CREATION**, which is covered in extreme detail in the next module.

Before you start the next module, please finish the assignment for this module.