Ritoban Chakrabarti's

pr⚙fitIN$TRUMENTS

Tiny Little Instruments that make you money on Autopilot

www.profitinstruments.com

DOMAIN NAME

One of the most important parts of setting up your Profit Instrument is 'choosing your domain name'.

When people search on Google, more often than not, they look at the domain name before going to a website.

But the main reason why choosing a right domain is important, is because if you include the PNK in the domain name, then your **PI** is ranked MUCH BETTER for the PNK searches.

Just the domain name adds a huge boost to your rankings. You can use this concept for any other SEO campaigns that you might consider in the future. So always remember:

**Having your PNK in the domain name will give a big boost
to your Profit Instrument's rankings.**

So how do you go about searching a domain name?

1) Go to Godaddy.com - That's where I usually buy my domains.
2) Use their 'Bulk Domain Search' Tool to find available domain names.
3) Choose the best domain name from the available ones and register it.
4) Change the nameserver of the domain name to point to your wehosting.

So, what should you search for in the Bulk Domain Search Tool?

1) ProductName
2) ProductNameReview
3) ProductNameReviews
4) ProductNameReviewed
5) ProductNameBonus
6) ProductNameBonuses
7) ProductNameScam
8) ProductNameExposed
9) ProductNameInfo
10) ProductNameRevealed

The preference of TLDs that I give is: **.com > .org > .net**

So, if I'm getting both .org and .net for "ProductNameReview", then I choose the .org domain name. While many people will say that it really doesn't matter, I have gotten better results with .org domain names most of the times.

Keep in mind though, that if you're not giving a bonus for a product, then there's no use searching for "ProductNameBonus" and "ProductNameBonuses"

Essentially, what we're doing is that we're keeping the PNK in the domain name (in the

beginning) and adding an *extra parameter* to it (review, bonus, scam etc)

If you can find a "ProductName.com", "ProductName.org", or "ProductName.net" - Then obviously don't look any further and take it. Otherwise add these *extra parameters* to the PNK and then search for domains.

I don't prefer having "hyphens" and/or "numbers" in the domain name. So please avoid using them.

Sometimes you may notice that people have already taken a ton of PNK related domain names. Don't worry about competition if you notice such a thing.

 - - - small rant begins - - -

In one case, I did not get a .com, .org, or .net for "ProductName", "ProductNameReview", "ProductNameReviews", "ProductNameReviewed", "ProductNameBonus", "ProductNameBonuses" and "ProductNameScam".

ALL of them were already taken. But I didn't run away, and took a "ProductNameExposed.com" domain. Soon enough, I achieved Top 10 rankings and made a ton of money.

Even if you see a ton of domain names already registered, don't worry about them. Because your Profit Instrument will probably outrank most of your competition.

 - - - small rant ends - - -

After getting your domain name, don't forget to change your domain's nameservers and point it to your hosting account.
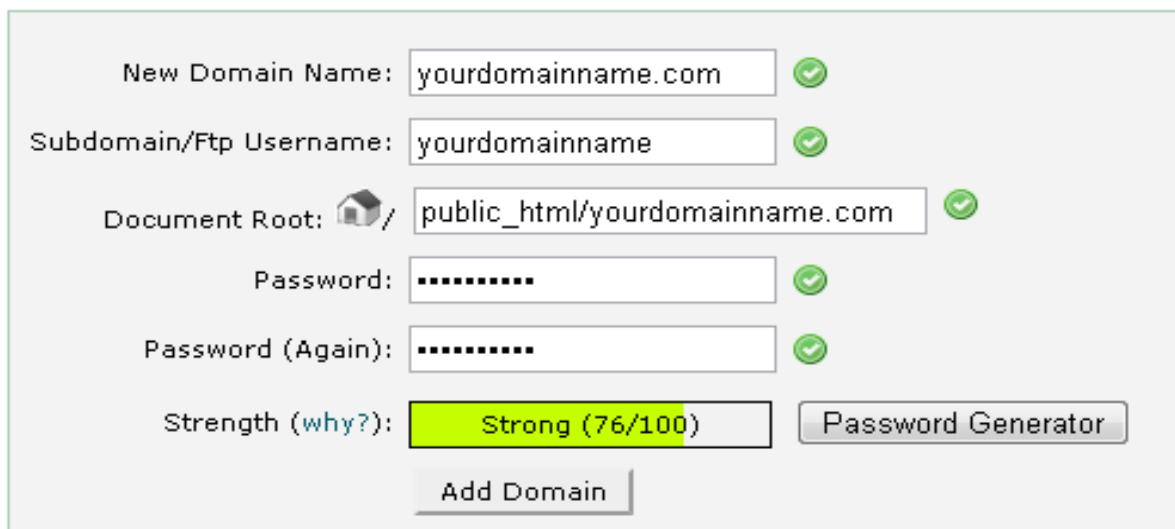
STARTING OFF

The next step is to add your domain to your hosting account (I'm considering that you've already changed your domain's nameservers and pointed them to your webhosting)

I have a Hostgator webhosting account and I'm very happy with them for the last 3 years.

➡ **First:** You need to login to your control panel and go to "Addon Domains" to add your domain to your hosting account.

Create an Add-on Domain

New Domain Name:	yourdomainname.com ✅
Subdomain/Ftp Username:	yourdomainname ✅
Document Root: 🏠/	public_html/yourdomainname.com ✅
Password:	•••••••••• ✅
Password (Again):	•••••••••• ✅
Strength (why?):	Strong (76/100) Password Generator

Add Domain

➡ **Second:** The next step is to Install Wordpress.

Wordpress is one of the most user friendly website building platforms out there. And that's not all...

Google LOVES Wordpress!

There you go, I said it. Google loves the structure and layout of Wordpress blogs... That's why our Profit Instrument will be created on the Wordpress platform.

Its extremely easy to get started with your PI.

Just go to 'Fantastico' (from your hosting's control panel) to install Wordpress in just a few clicks.

In Fantastico, click on 'Wordpress' in the sidebar and then click on 'New Installation'.

Then, you will be asked to fill in the website's Title and Tagline.

Installation location

Install on domain productnamereview.com

Install in
directory

Leave empty to install in the root directory of the domain (access
example: http://domain/).
Enter only the directory name to install in a directory (for
http://domain/name/ enter **name** only). This directory SHOULD
NOT exist, it will be automatically created!

Admin access data

Administrator-
username (you   username
need this to enter
the protected
admin area)

Password (you   password
need this to enter
the protected
admin area)

Base configuration

Admin nickname Admin

Admin e-mail
(your email   info@productnamereview.co
address)

Site name   Product Name Review

Description   Read Our Product Name Re

Install WordPress

Both of these are important, and I have used many combinations of Titles and Taglines for my Profit Instruments. Here's what you need to do:

1) **Title**: This will be your domain name with spaces. Example: If your domain name is "productnamereviewed.org" - your Title will be "Product Name Reviewed".

2) **Tagline**: This should include your PNK once (maximum twice) and should be interesting to read. It should also not exceed 12 words. Some Examples of taglines:

Tagline Samples
Is [Product Name] a Scam? Discover The Truth *[Product Name] Finally Exposed! Get All The Facts* *Shocking [Product Name] Review. Take a look behind the scenes.* *We Have The Facts Behind [Product Name]. Read our Exclusive Review* *Does [Product Name] Really Live Up To The Hype? You'll be Surprised.*

After entering your username, password, title, tagline, and email – click the 'Install Wordpress' button. You will be taken to a page like this:
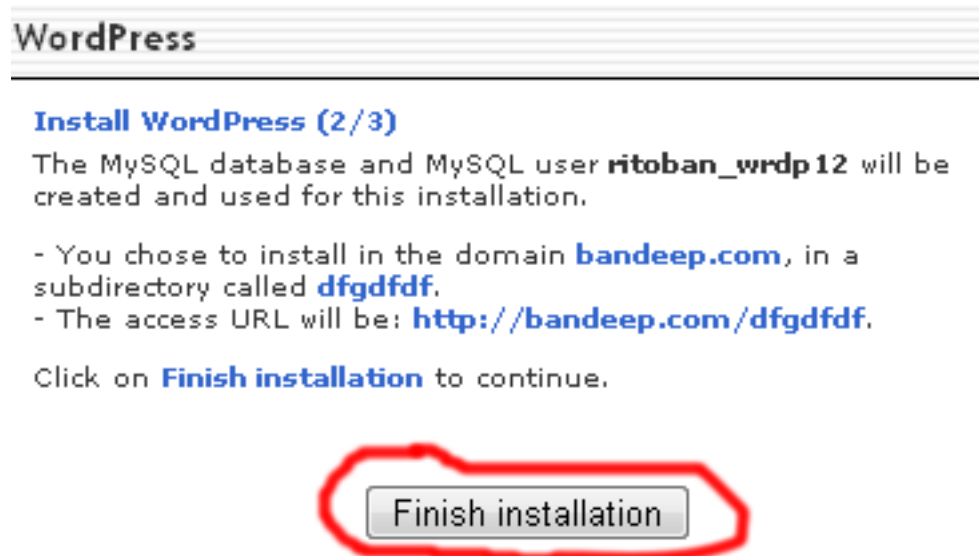
Just click on 'Finish Installation' – and you're done!

Please refer the video in this module for detailed instructions on how to install Wordpress.

After you're done with Installation, we'll begin the process of setting up your PI.
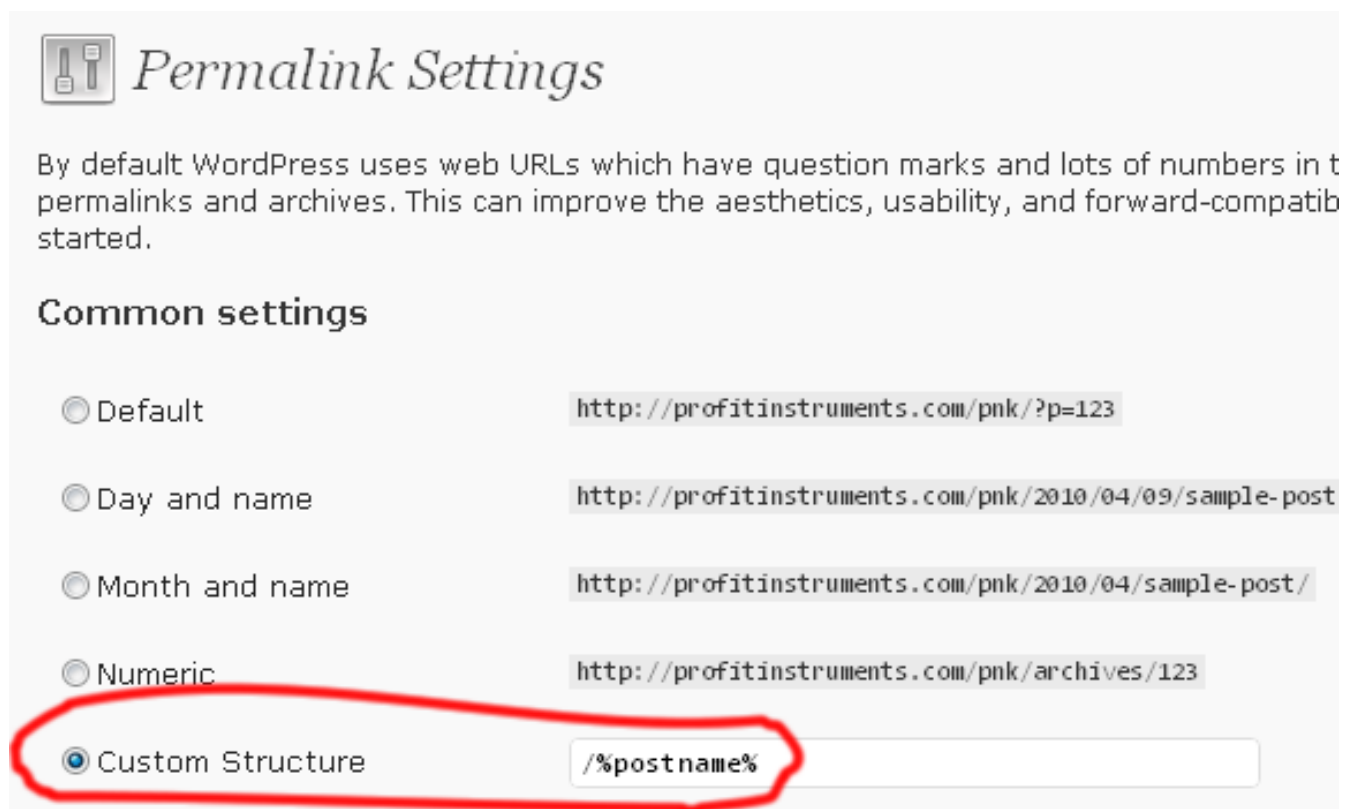
SETTING UP

There are a few essential things that you need to do in order to setup your Profit Instrument correctly. I've discussed everything in detail in the video accompanying this module.

Here are the quick and easy steps:

SETTINGS

- Go to Settings > Permalinks.

- Enter **%postname%** in the 'Custom Structure' field and save changes.

PLUGINS

Click on "Add New" under "plugins" and then search for the following plugins and install them:

- → All in one SEO
- → Easy Privacy Policy
- → WP-SpamFree
- → Google XML Sitemaps
- → Gocodes
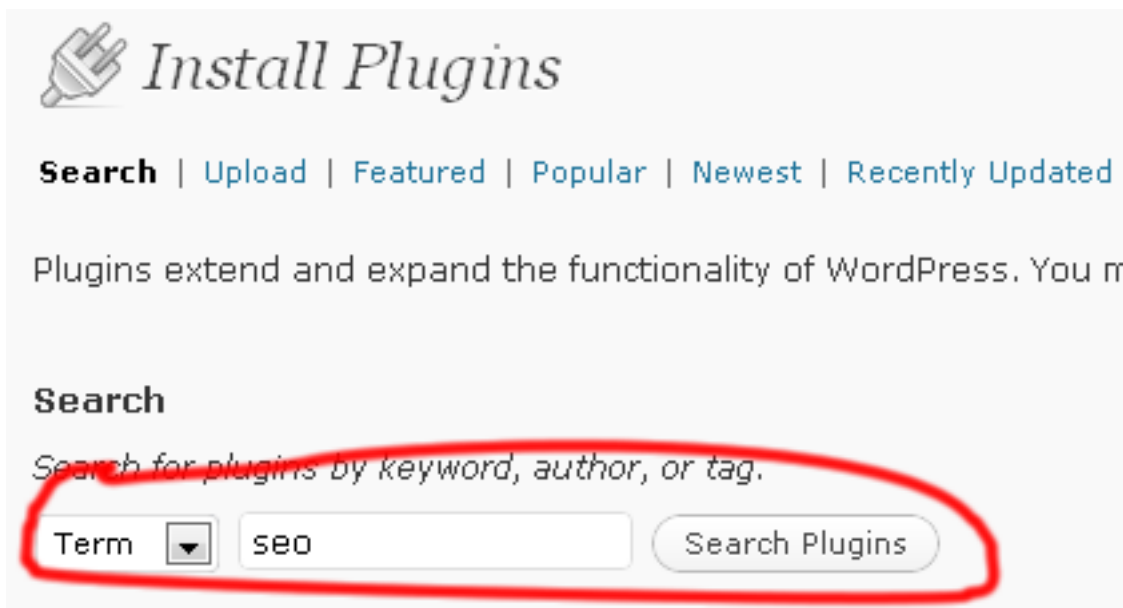
After installing these plugins, you need to configure them.

CONFIGURING ALL IN ONE SEO

- • Go to Settings > All in one SEO
- • You need to first 'enable' the plugin.
- • Then, add 'Home Title', 'Home Description', and 'Home Keywords' and save changes.

The *Title* and *Description* are very important fields because these determine your **CTR** (Click through rate)

CTR's are not only applicable in PPC, but in organic listings as well. You need to think like the user who is searching the PNK. What is the user thinking about? What does the user want?

The better you can interpret the users' thinking, the more hits you'll get to your website. I have used a ton of titles and descriptions in my Profit Instruments. I've given some examples below:

1) Use a Catchy Title. Mention your PNK just ONCE in the title. People read your title and then click through to your Profit Instrument.

> Examples:
>
> *Product Name - Is Product Name a Scam? Exclusive Review!*
> *Product Name Review - Get Free Trial Now!*
> *Product Name Review - Is Product Name a Scam or Does It Really Work?*
> *Do You Really Think Product Name Will Work? Read Our Review*
> *Looking For Product Name? Shocking Review Reveals The Truth!*
> *I Tried Product Name! Read My Story To Get The Facts*
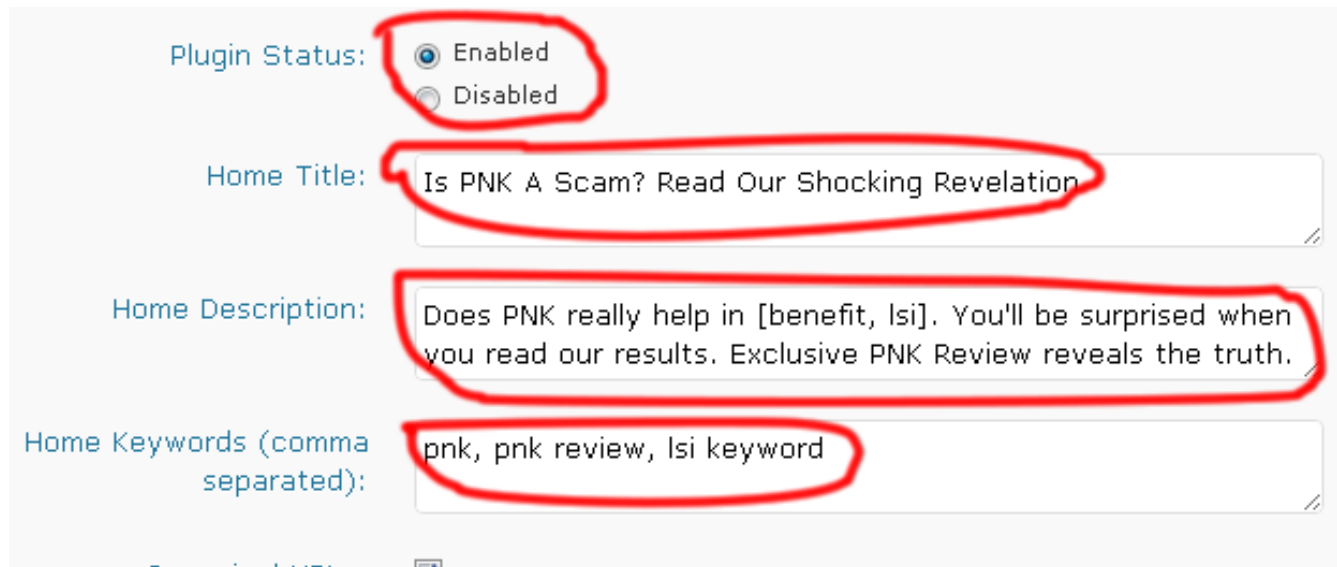> *Product Name - The Ultimate Guide Or Just A Hoax?*

2) Follow up your title with a Catchy Description.

> Examples:
>
> *Product Name Review - Does this slimming tea really help lose weight? Shocking Green Tea Scam revealed!*
> *Product Name Review - Is it a right choice or a scam to weight loss system? Read prominent reviews about Product Name.*
> *Product Name Scam - Does this diet help in reducing weight? Is Product Name by Author Name as good as the claims?*
> *Product Name Review - Does reverse phone look up really work or is it just a scam? Don't buy it! Discover shocking Product Name review on phone scam & complaints.*
> *Does Author Name's Product Name really work? Read our exclusive Product Name review of the product that you're looking for...*
> *Did Product Name help an overweight 31yo recently divorced woman get back her self esteem and looks? Discover the shocking truth...*
> *In our exclusive review, we've revealed the facts behind Product Name and Author Name. Don't even think about trying it out without reading this!*

IMPORTANT:
- Use your PNK once or twice in the Title.
- Use your PNK once or twice in the description.
- The 'Home Keywords' should have three keywords: pnk, pnk review, lsi keyword

The better your home title and description, the more visitors you'll get to your website. I've noticed several times that my Profit Instruments get more hits from organic listings than my competition with better rankings.
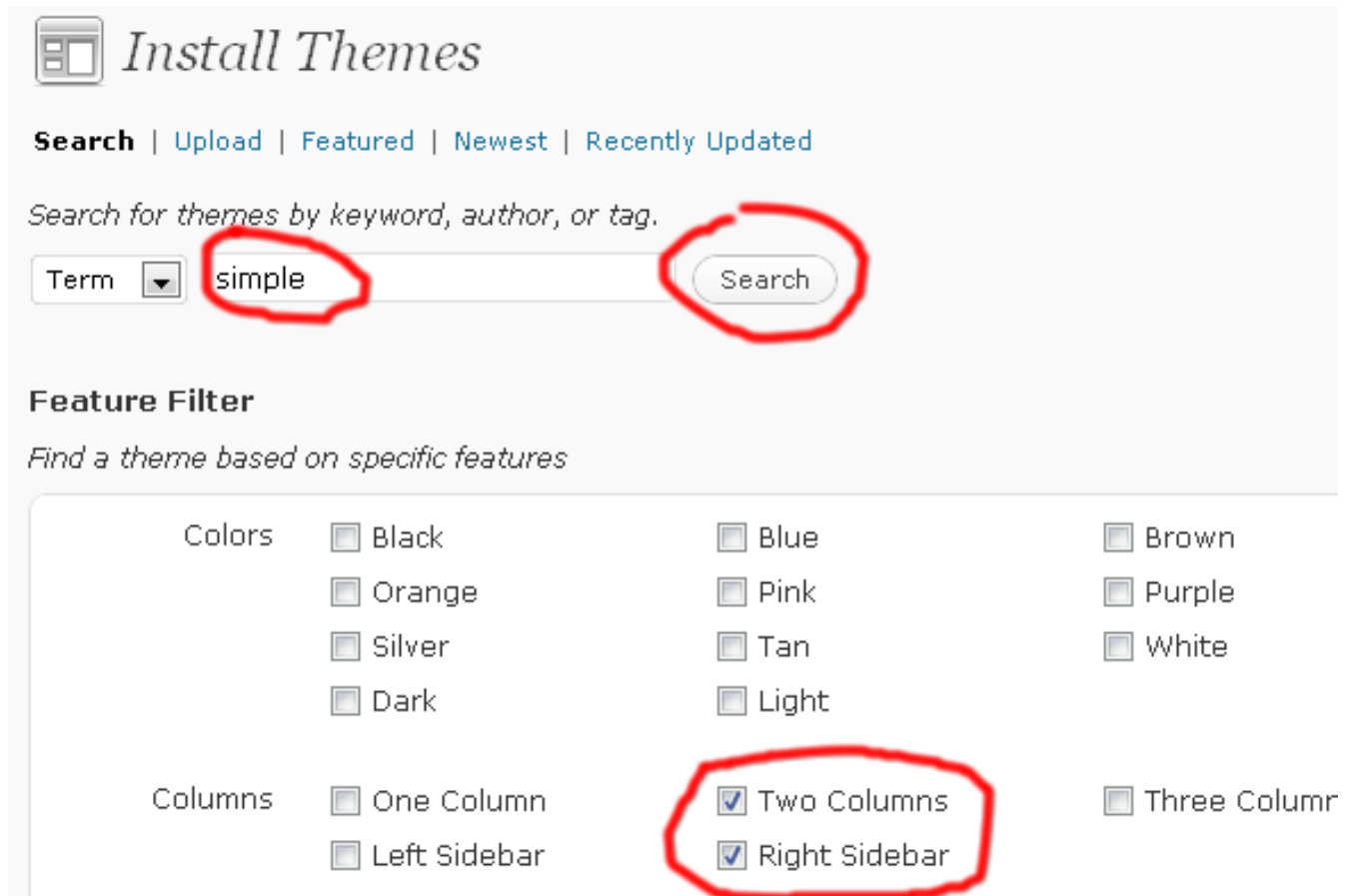
CONFIGURING OTHER PLUGINS

- Go to Settings > Easy Privacy Policy
- Uncheck the 'Include a credit link' checkbox
- Click on 'Create Privacy Policy' button

- Go to Settings > WP-Spam Free
- Uncheck the 'Help promote WP-SpamFree' checkbox
- Click on 'Update Options' button

<u>Setting Up A Theme</u>

Go to Appearance > Add New Themes.
Search for themes from the searchbox using keywords 'clean', 'seo', 'simple'.

- Search for themes using the Feature Filter with 'Two Columns', 'Right Sidebar' options
- Our theme needs to have a right sidebar and should have only two columns.
- It needs to be simple with no flashy backgrounds or large headers.

You also need to understand the demographic of your visitor, because your theme needs to appeal to that niche. You cannot use one theme for all your Profit Instruments.

Example: If your niche is 'Dating' and you're expecting a mostly female teenage crowd. Then your theme should be pink with a vibrant header.

The default wordpress theme (the one with the large blue header) works great for some

niches. So, don't be afraid to try it out.
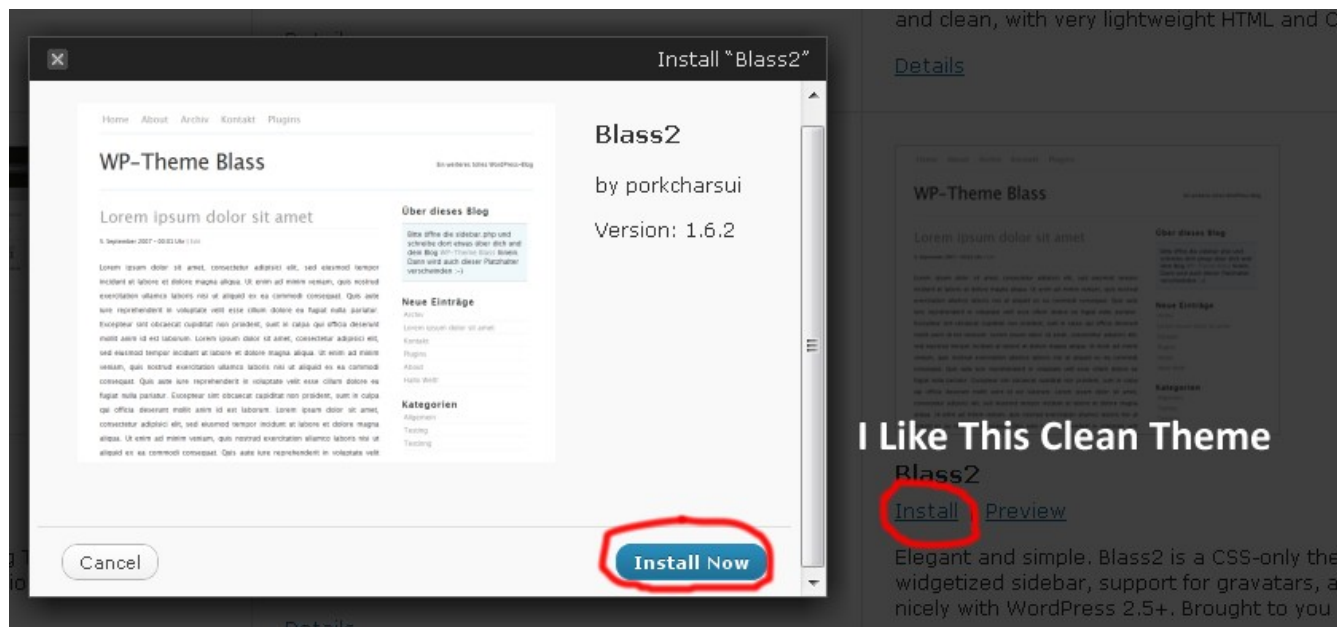
<u>CREATING REQUIRED PAGES</u>

You're supposed to have three essential pages on your Profit Instrument:
1) **Privacy**: This is automatically generated from the 'Easy Privacy Policy' Plugin
2) **Contact**: Just mention your email address and 2-3 friendly lines so that people can contact you if they have any questions or suggestions.
3) **About:** Write up about 100 words on what your Profit Instrument is about and why the visitor will benefit from reading it. You can also mention something about yourself if you're going with the 'Tried and Tested' approach (more on that later...)

- Go to Pages > Add New
- Type in the page Title and the content and hit 'Publish'

About|

Permalink: http://profitinstruments.com/pnk/about-2 (Edit) (View Page)

Upload/Insert ▣ 🖬 🎵 ✷

B *I* ABC ☰ ☰ " ≡ ≡ ≡ 🔗 ✂ ▱ ABC▾ ▣ ⊞

I created this website to express my opinion on [Product Name] and help people make an info
[Product Name].
Because there are so many scams on the internet nowadays, its really difficult to know what a
across [Product Name], I was skeptical myself.
I've cut through all the hype and revealed the facts that will help you decide whether [Produc
Feel free to go through my website and get to know more about [Product Name]. If you have a
page.
Thanks for visiting my website.

Path:

Word count: 112   Last e

Samples of About and Contact Pages

Contact
If you have any questions or comments, please feel free to contact me at the following email address:
[email address]
I'll respond back typically within 24 hours.
Thanks!

> **_About_**
>
> _Welcome to [Site Name]._
> _I created this website to express my opinion on [Product Name] and help people make an informed decision before they buy [Product Name]._
>
> _Because there are so many scams on the internet nowadays, its really difficult to know what actually works. In fact when I came across [Product Name], I was skeptical myself._
>
> _I've cut through all the hype and revealed the facts that will help you decide whether [Product Name] is right for you or not._
>
> _Feel free to go through my website and get to know more about [Product Name]. If you have any questions, please go to the contact page._
>
> _Thanks for visiting my website!_

MAKING AFFILIATE LINKS PRETTY

If I showed you two links on a website:

1) http://dsn4kj53kv5nkmjhb432jh5j32b43.hop.clickbank.net/?tid=474N&pid=home
2) http://pnkreview.com/visit/official-website
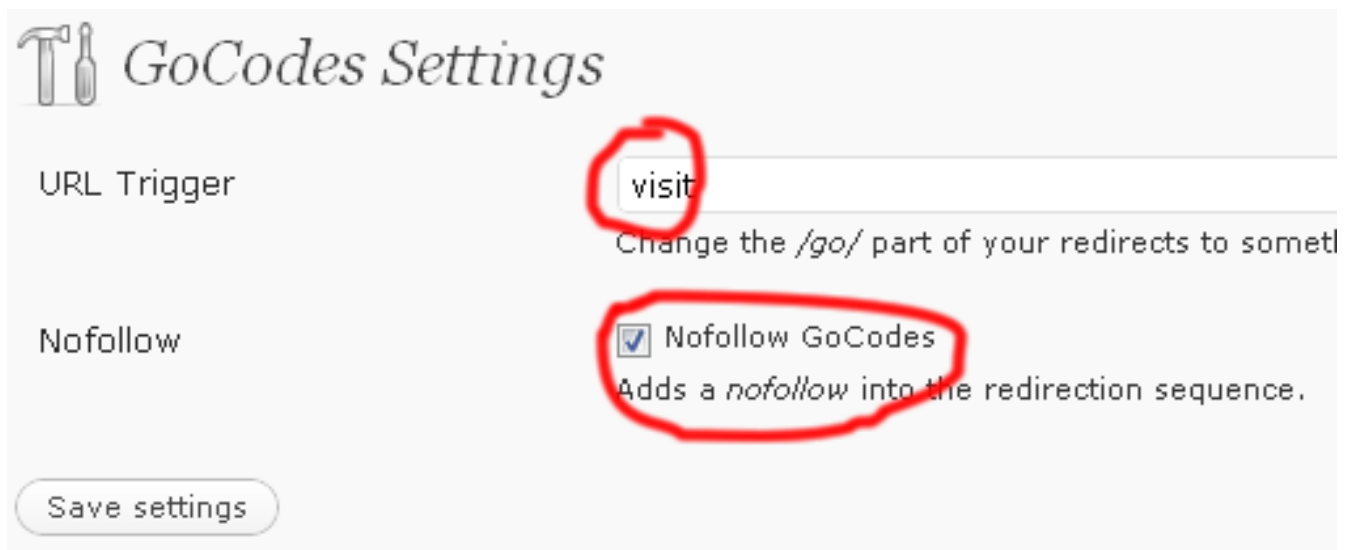
… Which one would you click? Obviously the second one, because its nice and pretty.

Generally, the affiliate links that you get look ugly and long. Visitors have started recognizing them as affiliate links, and very few people click on them.

I can show you a quick and painless technique that will make your affiliate links look pretty.

- Go to Settings > GoCodes
- Change the 'URL Trigger' to whatever you want. Its 'go' by default. You can change it to something like 'visit', or 'try', or 'exit'. If you like 'go', then don't change this setting.
- Also check 'nofollow gocodes'.

- Then go to Tools > Gocodes
- Enter a 'Redirection Key' that will be the text after /go/ that triggers the redirect (e.g. yourblog.com/go/redirectionkey/).
- Enter your affiliate link in the 'Target URL' field.
- Also check the 'Count Hits' checkbox, because you need to keep track of the number of hits your links get.
- Follow this procedure and create about 5 links each with a different 'tracking ID' or 'sub ID'.

Add GoCode

Redirection Key	official-website
	The text after /go/ that triggers the redirect (e.g. yourblog.com/go/thekey/).
Target URL	http://hdfg32435ef689732hdhgeg355hbdsgdsf.hop.clickbank.net/?tid=OFFICIAL
	The URL you wish to redirect to. "http://" is required.
Count hits?	☑
	track the number of times this redirect is used.

(Add Redirect)

We'll be placing these links in our Profit Instrument and then keeping track of which link gets the most hits and sales.

ADDING GOOGLE WEBMASTERS AND GOOGLE ANALYTICS

This process is a *little* complex, but if you pay attention you can easily complete everything in less than 2 minutes.

Google Webmasters

Google Webmasters helps you track which keywords your Profit Instrument is ranking for, and also to detect any errors on your website.

➡ First, go to Google Webmasters: http://google.com/webmasters
➡ Log in to your Google account (sign up if you don't have one) – and click 'Add a Site'. Enter your Profit Instrument's URL and click 'Continue'
➡ Copy the 'meta tag' generated and go back to the admin area of your Profit Instrument.
➡ Go to Appearance > Editor.
➡ Click on 'Header (header.php)'
➡ Paste the 'meta tag' code just above '</head>' in the header.php file, and click 'Update File'
➡ Go back to Google Webmasters and click on 'Verify'.
➡ In webmasters, go to Site Configuration > Sitemaps and click 'Submit a Sitemap'
➡ Enter just 'sitemap.xml' and click on 'Submit Sitemap.

Verify ownership

Verifying your site proves to Google that you're really the site owner.

Site URL   http://pnkreview.com/

Verification status   **Not Verified**

Verification method   Meta tag ▾

Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

COPY THIS...   <meta name="google-site-verification" content="e4XVSkbdXqODGPsg8QgLNUIOiH16jFA3HcPoKVakx7s" />

⊞ Show me an example

[Verify]   [Verify later]

🔲 *Edit Themes*

Header (header.php)   Select theme to edit: Blueprint Theme ▾   Se

```
    <!--[if lt IE 7]>
    <script defer type="text/javascript" src="<?php bloginfo('stylesheet_directory'); ?>/js/pngfix.js"></script>
    <![endif]-->

    <!-- Show the grid and baseline  -->
    <style type="text/css">
/*          .container { background: url(<?php bloginfo('stylesheet_directory'); ?>/css/lib/img/grid.png); }*/
    </style>

    <link rel="alternate" type="application/rss+xml" title="<?php bloginfo('name'); ?> RSS Feed" href="<?php
bloginfo('rss2_url'); ?>" />
    <link rel="pingback" href="<?php bloginfo('pingback_url'); ?>" />

    <?php wp_head(); ?>

<meta name="google-site-verification" content="v71bmxWRVr1fLa5NLnoESpWdVd9RgA9AjNofCTq2ot0" />

</head>      ⇐   Just above this, paste the 'meta tag'
```

Theme Files

Templates

404 Template (404.php)
Archives (archive.php)
Attachment Template
(attachment.php)
Comments
(comments.php)
Footer (footer.php)
Header (header.php)
Main Index Template
(index.php)
Page Template (page.p
Popup Comments
(comments-popup.php)
Search Form

Google webmaster tools

🌐 profitinstruments.com/pnk ▾

Dashboard

☐ Site configuration

  Sitemaps

  Crawler access

  Sitelinks

  Change of address

  Settings

Sitemaps

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

➕ Submit a Sitemap

http://profitinstruments.com/pnk/ sitemap.xml   [Submit Sitemap]

🟠 Google Analytics

Google Analytics will help you keep track of your traffic, keywords, and how your visitors interact with your website. Its free and an essential tool for monitoring traffic on your Profit Instrument.

- ➜ Go to Google Analytics: http://google.com/analytics
- ➜ Log in to your Google account (sign up if you don't have one) and click on "Add New Profile"
- ➜ Add your website URL and click 'Finish'. Copy the generated code and go back to your PI's admin area.
- ➜ Go to Appearance > Editor and click on 'Footer (footer.php)'
- ➜ Paste the 'tracking' code just above '</body>' in the footer.php file, and click 'Update File'

Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an

🔘 Add a Profile for a **new** domain   OR

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

http:// ▼ | pnkreview.com

Examples: www.mywebsite.com
Note: You can add more profiles after you add this profile

Apply Cost Data:
☑ Cost source from Adwords for user

Cancel   Finish

SETUP THE SIDEBAR

A visitor to your Profit Instrument will generally notice your sidebar as soon as he lands on your page.
But don't worry, setting up your sidebar isn't rocket science.

- ➔ Go to Appearance > Widgets
- ➔ Drag and Drop '**Pages**', '**Recent Posts**', '**Tags**', '**Categories**' to the sidebar (on the right). Add the pages widget only if your theme doesn't have a menu bar with the pages already in them.

➜ Drag and Drop a 'Text' widget and add the following code to it:

> **
> *<img class="alignnone size-full wp-image-10" title="pnk image"*
> *src="http://yoursite.com/wp-content/uploads/2010/04/product-image.jpg"*
> *alt="pnk image" />*
> ***Why pay full price on Product Name when you can instantly save 30% right now with this secret link below:***
> ***Click here to get 30% discount***

In the above code, edit the parameters highlighted in green and also the text highlighted in bold. Paste it to the 'text' widget and save it.

You need to change the order in which the widgets are displayed in the sidebar. You can do that by drag and drop.

The order of the widgets will be as follows:

1) Text
2) Recent Posts

3) Categories
4) Tag Cloud
5) Pages (if not in the menu bar)

ADD THE CONTENT

The content that you add to your website will be the key to getting your Profit Instrument getting ranked in the search engines and improving conversions.

We'll sprinkle the main keywords (PNK) and LSI Keywords throughout these articles.

In the initial stages of creation, just add 3 articles to your PI. Don't add all 3 articles in one go. We'll just publish 1 article the first day and then schedule the other two articles to be published after 2-3 days.

All the articles should be about 300 to 350 words.

Let's discuss how your content should be structured:
First Article

The first article needs to be structured around your PNK because the first thing that Google will index in your PI is this article and then try to judge what your website is about.

You can write the first article on such topics:
- PNK - An Introduction
- PNK - What is it?
- PNK - Get the facts

The topics above are good 'titles' for your first article.

Keep the following points in mind while creating the first article:
- The title of the first article should have the PNK mentioned once in the beginning.
- The body of the article should have the PNK twice or thrice and two LSI keywords as well.
- The tags of the article will be 'pnk, pnk review, lsi keyword 1'
- The category of the article will be 'pnk' or 'pnk review' (any one will do)

Publish the first article as soon as you're done configuring the plugins and setting up the

theme.

Second Article

The second article needs to tell Google that we're not spamming our site with the PNK. So, we'll structure the second article on any LSI keyword.

Keep the following points in mind while creating the second article:
- The title of the first article should have a LSI Keyword mentioned once in the beginning.
- The body of the article should have the LSI Keyword twice or thrice. You should also sprinkle 2 or three more LSI Keywords in that article. You can mention your PNK in the body, but only once.
- The tags of the article will be 'lsi keyword 1, lsi keyword 2, lsi keyword 3
- The category of the article will be 'lsi keyword 1'

Don't publish the second article the very first day.

Wordpress has a scheduling feature with which you can set the publishing date any time to anything in the future.

Set the publish date to 2 days ahead of the first article publish date.

Here's a screenshot that shows how:

Publish

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

🗓 Schedule for: **Jun 09, 2010 @ 10:08**

Jun ▼ 09 , 2010 @ 10 : 08

OK   Cancel

Move to Trash   **Schedule**

Post Tags

Add new tag   Add
Separate tags with commas.

⊗ ls1   ⊗ lsi2   ⊗ lsi3

Choose from the most used tags in Post Tags

Categories

All Categories   Most Used

☑ LSI1
☐ PNK

Third Article

The third article needs to be either a review of PNK or provide some information about PNK. So, we'll structure the third article on the PNK.

Keep the following points in mind while creating the third article:
- The title of the first article should have the PNK mentioned once in the beginning.
- The body of the article should have the PNK twice or thrice. You should also sprinkle 2 or three LSI Keywords in that article.
- The tags of the article will be 'pnk, pnk review, lsi keyword 2

- The category of the article will be 'pnk review'

Don't publish the third article the very first day.

Use the Wordpress scheduling feature to:

Set the publish date to 2 days ahead of the second article publish date.

Sample Articles

Below, I'll give you three sample articles which I've used in one of my Profit Instruments. I have highlighted the PNK and LSI keywords in green.

PNK: Ultragrowth
LSI Keywords Used: Ultragrowth review, Ultra growth review, Ultra Growth Hair Treatment, hair growth treatment, hair restoration, hair loss treatment, restore hair, growing hair back

#Article 1

Title: **UltraGrowth -What Is It?**

The other day at the gym I saw buddy of mine spending a lot of time looking at his receding hairline. He told me that he was sick and tired of all the hair that he was losing. I asked him what he was planning to do about it. He told me that he was going to be utilizing a product called Ultragrowth. I had never really heard of this before, so I asked him if he could tell me a little bit more about it. He said that he would be happy to.

Basically, this product works without any harsh chemicals or any other dangerous ingredients that can endanger your health. I was very impressed by this description. Looking at myself in the mirror, I can see that I have developed a little bit of male pattern baldness which might become more of a problem in the future. So the really big question that you're probably wondering about is whether or not Ultragrowth actually works. My friend has not yet really tried it out, but he told me that there are plenty of examples of people who have had positive results using this product.

Here's the way I look at this. You only live once. Your youth will one day fade away. However, that doesn't necessarily mean that you have to accept the fact that you are losing your hair. That is why I really believe there is no problem whatsoever with using the product such as

Ultragrowth. I know that for some guys it might seem a little bit embarrassing or little bit awkward to go out and get a product that's intended to help restore your hair. That's just something that a lot of men have a problem with it some level. But the good news is that you are not alone. Go ahead and try this product. You might like it.

#Article 2

Title: **Hair Growth Treatment**
Are you looking for hair growth treatment options? If so, you need to be very careful because there are a lot of false and misleading claims on the Internet these days. The good news is that there are a variety of natural products that do not use harsh chemicals that have been proven effective at helping a person get their hair back. You might be thinking to yourself that there is no way this can be possible. Let me share true story with you.

Not that long a go I was having a conversation with a very good friend of mine. We were talking about the fact that there are a lot of hair growth treatment plans that require a person to spend hours messing around with goofy contraptions. Who has time for all that? We both agreed that the best system for growing your hair back would be one that required a minimum amount of time and that did not involve a lot of harsh and potentially dangerous chemicals. Think about it, do you really want a harsh chemical being applied to your head? Probably not.

My friend and I both decided to try a hair growth treatment system that met our criteria of being simple to use and that did not involve dangerous or harsh chemicals. The results have been nothing short of amazing. Can you believe that I have actually been able to grow back hair that I thought was gone forever? I cannot begin to tell you how wonderful the feeling it is to be able to look in the nearer and actually see yourself with a full head of hair. Obviously, everybody's results will be a little bit different. But don't you owe it to yourself to give a system like this to try for at least 30 to 60 days? I think you do — and I really think you'll be happy with the results.

#Article 3

Title: **Ultra Growth Review**
Not that long ago I read an ultra growth review. There were a couple different things that jumped out at me as being interesting. Let me share some of those things with you, and I'll

share some closing thoughts about the product itself at the end. But first, a quick explanation about what this product is and how it can help you. Ultra growth is a product designed to help people regain their natural hair. It doesn't use any harsh chemicals, and is completely safe for you to use. It is easy to apply and doesn't really take that long.

When you think about the amount of time a guy can spend in the bathroom getting ready for work or a night out on the town, you can begin to appreciate how important it is to make sure that any kind of hair restoration product won't take a very long time to actually use. One of the reasons why this product is so popular is because it actually works. It really surprised me while reading the ultra growth review that it mentioned the fact that people sometimes get results in as little as 3 1/2 weeks. That's a remarkably short amount of time when you consider what's actually happening. You're literally growing back your hair.

If you are somewhat skeptical about this type of hair restoration program, relax. For years I have always been a little bit skeptical about the claims that are oftentimes made. That's why I really took an interest in carefully reading the ultragrowth review that I discovered. Based on the review, I purchased the product and have begun to use it. While it is still too soon for me to say for certain whether or not this will be a long-term winner for me, I can honestly say that I am already starting to see a great deal of improvement.

I hope these sample articles will give you a clear idea of what's required. You don't need extremely high quality articles written. These articles are not meant to pre-sell the visitors. They are just meant to structure your PI in a way that Google ranks it high in the PNK search results.

Approach Style

In this section, I'm going to reveal three of my most powerful approach styles which you can use to create a base for your Profit Instrument.

Approach style is a technique that will Pre-sell the visitor and will Increase our Conversion Rates tremendously. There are a lot of styles that you can follow, but I'll focus on my favorites (which give the best results)

You need to understand a little copywriting to be able to create a good approach style, but I've got that covered in this section.

After you've added the three articles, wait for a week or two. When you start seeing traffic to your PI, its time to create an approach style.

The three approach styles I'm going to tell you are: **Official Reviewer**, **Tried & Tested**, **Incentive/Bonus**

The fourth post that you'll add to your Profit Instrument will contain the approach style and it will be 'The First' thing that your visitors will see on your website. Let's discuss each approach style in detail

◆ Official Reviewer

In this approach, you're going to be a person who is reviewing the product as an authority. Somewhat like the CNET guys and all the gadget review shows that you see on TV.

Here's how to start off the review:

In the beginning of the review, you can add a product image and a yellow background box with 'Product Information'. In the image above, I've highlighted where you can place your affiliate links.

Follow the same style as I've followed in the image above – it works awesome.

Just below this image, you can add a big link/button which says "Click here to visit the official

website" or something like this:

This Offer is Valid For a Very Limited Period

Get Started Today For just $6.95

I used this button above on a product which had a trial offer for $6.95.
You can have your button say "Get a 30% Discount on Product Name" (if the product offers a 30% discount)

After the beginning, comes the actual review which is pretty easy to write. You need to follow a 'fill in the blanks' approach.

The best advice I can give you with copywriting is this:

➡ You need to get inside the mind of the reader. Make the reader's problems your problems. Take their frustration and turn it into yours... And then tell the reader that the product solves all their problems.

All this is very easy to accomplish if you know a little about the product that you're promoting. It doesn't hurt to do a little research and get to know what the product is all about.

Your reader is probably looking for a review and checking if the product is the real deal. So in order to convince the reader, you need to step in their shoes and figure out their problems.

Before you write the review, please take out a piece of paper or notepad and write down the answers to the following questions:

✔ What is the primary reason that a person would want to buy the product?
✔ What problems will the person face if he doesn't buy the product?
✔ What secondary problems does the product solve?
✔ Why would a person NOT want to buy the product?

Example: Let's say we have a product on weight loss that has 'all the secrets' to lose 10 lbs in a week. So the answers to the above questions will be:

➔ **What is the primary reason that a person would want to buy the product?**

To lose weight quickly. As much as 10lbs in a week

➔ **What problems will the person face if he doesn't buy the product?**
He won't lose weight quickly
He'll be frustrated with weight problems and won't be able to eat properly.

➔ **What secondary problems does the product solve?**
Increases self-confidence
Reduces belly and hip fat
Can help a person finally wear any clothes they want
A person looks and feels good after losing weight

➔ **Why would a person NOT want to buy the product?**
Skeptical if the product is a scam or not
Skeptical if the product actually works or not
Skeptical if its worth investing money

After you've written down the answers, you'll have a much clearer idea about your typical reader and that'll help a lot in structuring your review.

Below, I have mentioned an easily duplicable technique that you can use to write the review copy.

Always divide your product review into 'sub headings'. It helps break the copy and helps the reader comprehend the information easily.

1) **What is Product Name?** Start off by giving an introduction of the product. Who is the author behind the product and why it was created AKA what problems does the product solve.
2) **What's Inside Product Name?** Explain in brief what's inside the product. What can a buyer expect to find once he buys the product. If its a digital product, then give the reader information such as 'number of pages' or 'number of videos', 'names of some chapters' etc. If its a physical product, then you can mention all the properties of the product. Like if its a beauty cream, then mention the ingredients of the cream and why they're useful.
3) **Who will benefit from Product Name?** Here you can explain how a buyer can use the product and this is where you'll need to connect with the reader. You need to convince the reader that he is <u>the person</u> who'll benefit from the product. In order to do that you

have to first note down the reason why anyone would buy the product, and then just mention the top 3 reasons.

4) **The Good (Pros) –** Mention a few good points about the product and how those good points will help the person solve their problem.

5) **The Bad (Cons) –** If you miss this out, then you probably have your reader skeptical about your entire review. Every product has some bad points, you just need to think about it a little and then list them in your review. But please don't mention any con that may turn off the reader.

6) **The Bottom Line –** Here's where you mention the summary of your review and tell them about the refund guarantees. The last few lines should convince the reader that the product is genuine and that it does solve their problems. Wrap it up with a big link at the bottom.

◆ Tried & Tested

In the 'Tried & Tested' approach, you are a person who has actually tried out the product and is writing the review to help others make an informed decision before they purchase.

In this approach, you can divide your review into five parts:

1) The Beginning

You can start off your review either by a video review or by telling the reader that you created this website to share your story.

a) Add a **Video Review** at the very top of your post and add your affiliate link just below the video.

In the video you can either record a video of yourself reviewing the product live (if its a physical product) or you can record screen capture of you explaining what the sales letter and product are all about (if its a digital product)
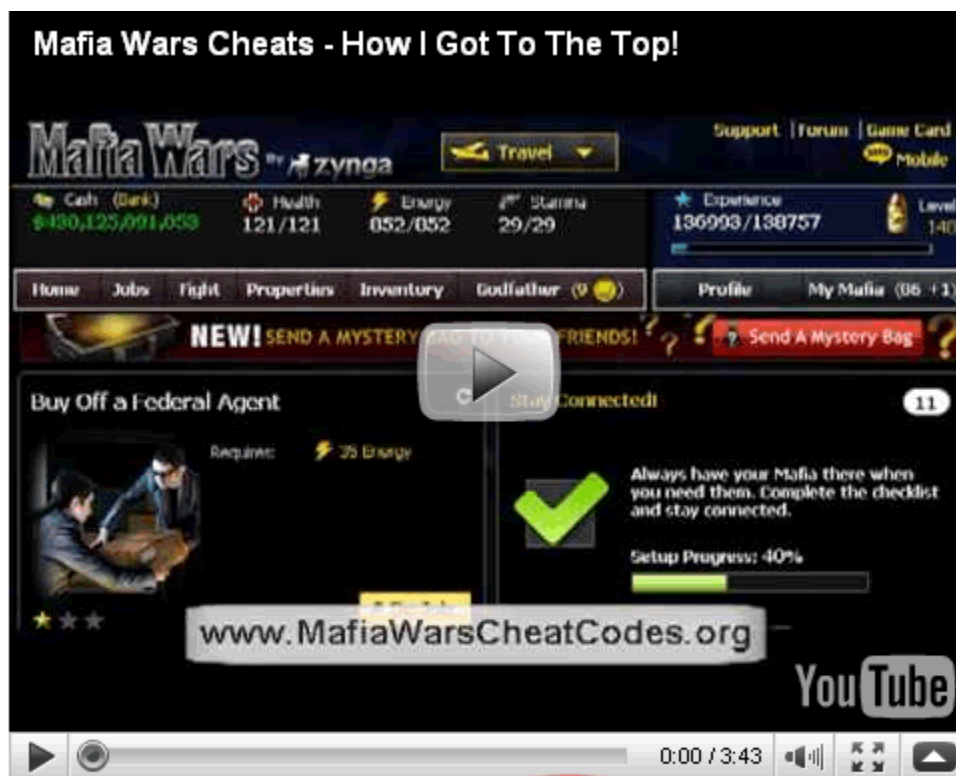
Like this:

As you can notice, I created a video review of how "mafia wars blueprint" helped me level up in the mafia wars game. Below that, I placed my affiliate link in a very subtle way :)

b) If you're not doing a video review, then here's how you should **Start your Review**:

> *Hi, my name is XXXXX.*
> *I know you want to know whether [Product Name] is a scam or not and if it really works? I completely understand how you feel because just a few weeks ago, I was looking for a review of [Product Name] myself.*
> *But I didn't find anything genuine and that's why I created this website to help people like you make an informed decision before buying. I also want to share my story with you in the process :)*
> *By the way, if you're looking to visit the official website, please click here*

In the lines above, you'll notice how we relate to the reader and behave like a friend to them.

In the Tried & Tested review, the secret sauce is being genuine and not a salesperson.

2) The Struggle

Just after the beginning, we'll tell the reader about how we faced a lot of problems (again... to make the reader feel that we have been in their shoes).

You should mention all the problems you faced and that you had no clue what to do.

Example:

When I first started playing Mafia Wars, there was no one to guide me in the right direction, so I just played randomly. I spent way more time in fights rather than doing jobs and wasted all the precious experience points without thinking.

That's because I didn't really have a strategy to begin with. I knew I wanted to have the biggest mafia among my friends and have the most number of properties, ammo, experience points, etc. But, I didn't know any mafia wars cheat codes back then.

And HOW tough is it to get these damn Godfather Points, eh? I had to wait and cross several levels before getting a small number of godfather points. The only way to get em fast was by spending a few dollars, which I didn't want to do.

---

3) The Failures

In this part, you'll tell the reader that you've tried several similar products like [product name]. Give the names of a few related products and then explain that even though those were good, they did not help you get rid of all your problems.
You can also mention that slowly you became skeptical of all products and didn't want to waste any more money.

> **Example:**
>
> *Over the last few months quite a few mafia war guides have surfaced on the internet and each one promises to be better than the other, but most of em are plain crap!*
>
> *I've read about half a dozen of these ebooks and realized I already knew most of the so-called mafia wars tips. I tried some of the strategies in these guides and used some mafia wars cheats but some of my friends were still waaaay ahead of me.*
> *If you're anything like me, you're still playing MW just to impress friends and colleagues – and its not really impressive when you have a 20-something rank among friends. I think its time you changed your strategy and followed a set of tried and tested mafia wars tips to reach rank #1 and have the biggest mafia among your friends.*

4) The Success

Now you can mention that a friend/relative forced you to try [product name] or that you accidentally stumbled upon it... and even though you were skeptical, you ended up using it anyway and it worked.

Next you need to mention some benefits of the product. Highlight the best benefit in bold.

> **Example:**
>
> *So where can you get these cheats, tips, and strategies? A few weeks ago, I stumbled upon this guide called Mafia Wars Blueprint written by top boss Tony Sanders – who's generated almost a 1000 godfather points and a 700+ mafia in just a week and he's revealed ALL his easy-to-follow strategies that will make you top boss in a week.*
>
> *The guide is 100% legal and reveals tons of mafia wars cheats, and tips that you can use instantly to create a massive mafia, create a stockpile of godfather points, level-up at record speed, master every job, crush your opposition, and TONS of other strategies that will*

> *make YOU the "discussion-topic" among your MW friends.*

5) The Ending

This part is very crucial because by now the reader is most probably in a very good mood to buy. You just need to give that final push and seal the deal.

This can be done by mentioning some genuine results that can be attained by using the product.

> **Example:**
>
> *I jumped in on the guide and have used a lot of its tactics in my game and found them to be quite accurate and powerful. I have a 235 BILLION bank balance for crying out loud and over 850 experience points – most of which were built after I followed MW Blueprint's strategies.*
>
> *Just for kicks, I want you to see Tony's MW account in a video that he's displayed on his site. Its freaking mind-blowing! I'm sure now you know where all the best mafia wars cheats are located, so why are you wasting time here? Go check it out…Click Here*

◆ Incentive/Bonuses

If you've been in the Internet Marketing niche, you'll probably be very familiar with this approach style.

Many people who want to buy a product, look around for bonuses or discounts or coupons.

Also if somebody is already in a mood to purchase and you tell them that you'll give 'em a lot of free bonuses if they do, then that increases conversion rates tremendously.

Think about it. The person was already in a mood to purchase. And now you tell them that

they'll get '**valuable**' free bonuses for doing nothing. If that's not a sealed deal, then I don't know what is.

Notice why I highlighted the word: 'valuable'

Your bonus should not be utter crap that no one in their right mind would want. It should be either something:

- ✔ That covers all the <u>flaws</u> of the actual product
- ✔ That provides some <u>additional value</u> apart from the product
- ✔ That does not become a burden on the buyer

In the video corresponding to this module, I have explained how you can structure your page. Please watch it closely.

You can extend the concept of bonuses to 'discounts' and 'coupons' as well. If you're allowed to give **rebates/cashbacks**, then you can give a percentage of your commission as a rebate to the reader. I've explained this concept in detail in the <u>Domination</u> module.

If you find some coupons that can reduce the cost of purchase to the reader, then that increases conversions by a big margin. You can talk to your affiliate manager for getting coupons.

With Clickbank products, most vendors mention the price of their product on the sales page like this:

For a limited time, get XYZ product for ~~$49.95~~ $29.95

You can take advantage of this and mention this fact in your Profit Instrument as well like this:

> ➡ *I just found out that you can get an instant 40% discount if you buy now. But please hurry, this special offer will not last long.*

You gotta be creative man :)

After creation you still need to spend a couple of hours in Promotion of your Profit Instrument so that you can get it indexed quickly and get it ranked in the top search engine results.

We'll discuss the Promotion Techniques in the next module.

Please complete the Assignment Sheets before you start with the Promotion module.