

**S1:** Hi, Welcome back! In this module I am going to show you the techniques on how to write killer reviews. This module is essential in persuading your customers to make the sale. If you can't write a proper and powerful review, people won't buy!

**S2:** In previous modules you already know what affiliate marketing is in a nutshell, you also learned how to pick products to promote. So in this next step, you will learn how to write simple and effective reviews that generate affiliate commissions. Note that this is not article marketing, we are talking about something that has call to action and something that is going to get people to click on your links. Ultimately, they will follow through and buy so you can have high conversion rates and even EPC's.

Finally, you will learn how to create a power affiliate website. Always remember when you write reviews, always to focus on benefits not features, because benefits are exactly what drives people to actually take action and buy through your link.

**S3:** So after selecting a product to promote, what's the next step? You need to get review access to the product from the vendor and you need to do that before you begin writing a review about the product.

Now there are two ways you can go about doing it, the first way is to purchase the product yourself from the vendor.

Or secondly, if you know the vendor closely enough you can ask him or her for a review access.

**S4:** If you choose to ask for a review copy, you need to know how to contact the vendor right? You can do just that using email, Skype or Facebook messaging.

What you need to do from here is to prove yourself as an affiliate capable in generating sales.

**S5:** But how do you prove your credibility? Show them your past records that you are able to make the sales, show them your website, show them your followings, your email list size, show them anything that can convince them to put their trust on you!

**S6:** So in this example, you can see this template of an email I use to contact the vendor.

"Hi [And put the vendor's name],

My name is [Put Your Name here] and I have just requested for approval to promote your latest product [The Product Name].

I was wondering if I can get access to your latest offer? I don't require a full product access; a review copy will be enough. This is so I can write a honest review on your newest product.

Currently I have over 100,000 email subscribers and collectively 15,000+ sales on JVZoo that I will mail out your offer to. I will also be dispensing my own Bonus offers for anyone who buys through my link.

Looking forward to hear from you soon!

[Your Name]"

**S7:** Now what if you are a newbie? what you can do is you can purchase the product yourself, this is optional but highly recommended and then you can send an email to the product vendor to asks for a discount.

**S8:** In this case this would be the email to send.

"Hi [Insert The Vendor Name],

My name is [Insert Your Name] and I have just requested for approval to promote your latest product [Insert The Product Name].

I am new to affiliate marketing and have just started a new website with the intention of promoting your offer. I was wondering if I can get review access to your product?

I would appreciate if you can give me a discount of some sort as my main intention is to write an honest review on your product before putting in my marketing efforts to promote your offer.

Looking forward to hear from you soon!

[Insert Your Name]"

**S9:** Once you get the product, the next step is to write a review about the product.

Now what you need to know is that you don't need to write a long review. In fact you can just use email length, 300 to 500 words long is enough.

You have to be objective in the way you write about the product that you are promoting, so talk about the pros and don't be a shame to talk about the cons as well because there is no such thing as a perfect product.

Also, remember to write the review in a conversational form, the same way I am talking to you in this video.

**S10:** Another way you can give a review is by creating a video review about the product and upload it on Youtube, and then insert it to your review. A tip you you can also use is to add a 5 star rating system because people loves that as it engages them.

**S11:** Now once you have written your review, the next step is to setup your own website. I recommend that you put everything on a single domain and not creating more domains, just one will be good.

The first thing to do is that I suggest installing Wordpress, it's the number one content management used by most internet marketers from around the world, in fact some big websites are using Wordpress like CNN, Time, Ted and even Facebook.

A warning though, don't use a free blog or domain if you want to take this business seriously.

And I suggest that you name your domain along the names of something review . com, something bonus . com, or something special . com

**S12:** So here is an example of what a Wordpress website looks like, you can see it's pretty simple and awesome.

**S13:** But why do we use Wordpress? Wordpress is free, easy to use, easy to make changes and you are able to make more than website.

And the best part is that it's SEO friendly so this will help with your writings on a passive level even if you don't know how to do Search Engine Optimization.

**S14:** Alternatively you can use HTML pages using Dreamweaver if you have a programming skills so that's another way to build your website, but I recommend that you use Wordpress as it's much easier and faster.

With all the tips and examples I've given you in this module. I'm sure that you are prepared to begin writing a killer review with ease! So, the only thing left for you to do from here is to start taking action! Do it, and I'll see you in the next module!