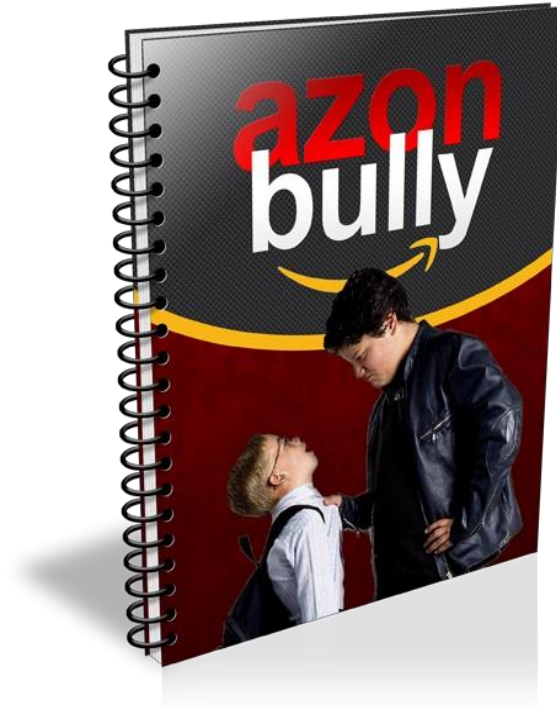


Azon Bully

by Mark Dickenson



Be Sure to Check Out Some of My Other Courses:

[Youtube Bully 2](#)

and

[Youtube Bully 2 Case Study](#)

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Hello

I want to welcome you to Azon Bully.

This report will be short and to the point. I want to get you going as quickly as possible with this low hanging fruit method.

First off, my name is Mark Dickenson and I am a full time internet marketer in Seattle, WA.

I have quite a few courses out there on how to make money online...and I have had many people be able to quit their jobs based on what I teach.

I can't really take credit for that, though...because these people would have succeeded even if they used another solid approach because they took action and didn't analyze things to death...

and didn't give up if their first attempt didn't make the kind of money they wanted.

And because I have been doing this for a while, I know the stumbling blocks that many people that are new to internet marketing face.

In the world of affiliate marketing, you need to get several things right for any given campaign.

1st...you need to do proper keyword research.

Pick the wrong keyword, and the campaign is doomed to fail.

Traditional keyword research is time consuming...and really, all it does is increase the chances of you picking the wrong keyword.

Azon Bully solves this problem by picking keywords that will result in a sale if you do things correctly.

2nd..Picking a keyword that is too competitive.

If you pick a keyword that is too competitive, then chances are, you won't get ranked and get the traffic you need to make a sale.

Now, I preach in my courses, not to worry about competition..so it may sound like I am talking out both sides of my mouth...but I'm not.

With my methods in Youtube Bully 2 and the Youtube Bully 2 Case study, you can rank for competitive keywords...but many people starting out don't have the confidence to go after a more competitive keyword...then wait for it to rank

Azon Bully solves this issue because we are going to go after low hanging fruit.

And the great news is, there is a TON of this low hanging fruit out there if you know where to look.

So what is this all about?

Well, the method, in a nutshell, is finding products on Amazon(or another network) that is about to be released, make a video or outsource it(which is what I prefer), and getting the video ranked on Google...which is very easy to do.

Much easier than a regular web page.

Now, you can send the Youtube traffic to a landing page(even a simple Blogger blog will work)...or you can build an authority site, make a page for each product, and sending the Youtube traffic there.

Here is the key, though.

*****You cannot direct link to Amazon.*****

This is where most people screw up. Youtube will take the video down.

Now, this is good news, because it eliminates the competition.

We are going to use the negative factors of Amazon to our advantage.

Ever here of turning a Negative into a Positive?

Well, that is exactly what we are doing here.

The negatives with sending traffic to Amazon.com are as follows:

1. The low commission rate. People think 4% on Electronics is pretty low...so people are less likely to promote the product. Well, I have had a product in the Electronics dept pay me \$600 per month on autopilot..and that was for just 1 product!
2. You have to build a landing page. Many are too lazy to do this. AWESOME! Even less competition.
3. Amazon doesnt like to pay you right away. So for any commissions you would score in, say January, you wouldn't get paid til the middle of March. Even less competition.

So on the last point, once you get going and make it past the dry

period, it won't make any difference because you will be getting paid every month. Just gotta wait out the dry period until you get your first check.

Ok...so now that you know why this is such a great method, lets get started!

Keyword Research

The cool part about this method is that it is really simple...and won't take much time at all.

Before you get started, get out a blank notepad document or word document because we will want to create a list of these upcoming products.

So the first thing you will need to do is go over to [Google News](#).

And we are going to type in phrases that indicate a new product is coming out.

This will give you a HUGE amount of products to chose from. When doing this, also take note of the websites that show up because just by browsing those specific sites, you will get additional product ideas.

So here are the search terms to type into [Google News](#).

Pre-order**
preorder**
release date
upcoming
announced
releasing

I included 2 different forms of the keyword Pre-order because they will pull up different results.

For example, I just typed Pre-order...then Preorder...and the first keyword didn't have the Blackberry 9720 on the first page.

Now,as I am typing this, I am also looking for products for my own Azon Bully campaigns.

I just went over to Google News and I typed in release date.

I came up with a ton of potential products...and that was just for one search term.

Spend about 10 to 20 minutes scanning for products to promote.

I recommend picking products with a higher price tag...with a commish of \$30 or more.

As I have mentioned in my previous courses, if you can make \$1 per video per day, which is \$30 per month, you can make a killing.

In most cases, that is just one sale per month. And I usually make a lot more than that on my videos...but I am happy if a video makes \$30 per month.

Don't you think if you get ranked for an upcoming product that you will make more than one sale?

This also where a lot of people get stuck. They are upset they only made \$30 last month on a video. Well, if you have 30 videos make a bare minimum of \$30 per month, that is \$900 on autopilot.

And like I said, I usually make a lot more than that on my videos...but you won't know what videos are going to make it big until you actually try.

And here is the deal...new products are released every day...so there will be more products than you can actually market.

This is product/keyword research at it's simplest, most effective form.

Other good sites to find out about upcoming products are:

<http://news.cnet.com/>

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

Ok...so now you have a list of products, just pick one or two to start with.

Video Creation

For this step, I recommend outsourcing to Fiverr. Why? Because if you are creating all of your videos, you are really doing \$10 per hour work...assuming it takes you a half hr to do a video.

That is not the way to wealth..and especially if you already have a day job, your time is your most precious commodity.

If you are seriously strapped for cash, [here is a free course](#) on how to make slideshow type videos with free software...but again, I encourage you to outsource this.

So head on over to [Fiverr.com>Videos&Animation>Testimonials & Reviews](#)

Most of them will have samples of their work...so pick someone who looks professional and has good feedback.

Also, try to use the same person on a per channel basis. You don't want to have a bunch of different people reviewing products on the same Youtube channel. It just doesn't look right.

You will need to give them a script to work with.

Here is the basic structure of the script:

1. Introduce what you are going to talk about
(ex. Hello Youtube...Today I am going to be reviewing the Samsung Galaxy S5 and discuss the improvements from the S4...and where you can get the best deals for the phone etc)

2. Sum up the research you have done on the product.

The main thing is to talk about the benefits of the product. If the product is a gadget...and is an upgrade from a previous version, there will be new features...and you want to mention those...but the focus should be on the benefits of those features. How will this feature make life easier for the customer.

Always come across as an objective reporter. Make sure you or your outsourcer does not hype the product or act to salesy.

3. And finally, at the end of the video, you will want a call to action such as "For the best deals on the Samsung Galaxy S3 we've found, click the link below the video etc.

I like to let my videos linger for 15-30 seconds at the end because other peoples videos will show up in the video box...and people can click on those. Not good. You want people to click on your link.

For those on a budget, you can do a slide show video using the outline above. Again, details on how to make a slide show video are in the free video creation course I mentioned above.

If you go to [Fiverr.com](#), you will discover that most reviewers will do 30 seconds(which is approx 75 words) for \$5. So you'll need to order at least 2 gigs. 1 to 1.5 minutes is usually plenty.

The whole idea here is to get them to click on your link. People have short attention spans these days so anything longer than 2 minutes, in my opinion, is too long.

A word for the perfectionists out there. It doesn't have to be a Steven Spielberg production. Just a decent quality video talking about the benefits of a product.

Just get something out there.

When people search for product names, they are in buying mode...you just need to be there to give them a bit of a nudge. They are not in research mode. They have already done that.

We are just showing up at the end of the research-buying cycle to get them to purchase through our link.

Ranking the Video

Unless you are going after something like an iphone launch or something like that, it should be very easy to rank these videos(think new TV's, Amplifiers, speakers etc)

With that said, I still would encourage you to put videos out for the higher competition keywords like iphone launches.

Why?

Because with the search volume alone, you will get sales even if your video is buried.

Also, you can rank for those if you follow my formula in [Youtube Bully 2](#) and the Youtube Bully 2 case study.

So lets cover the essentials for ranking a video. I discuss these in my other courses, but I'll go over them quickly here because if you get this part wrong, it won't work.

On Page Video SEO

The first thing you need to do is name your video file your main keyword before uploading.

So if your keyword is the ln52b750 or the samsung ln52b750, your video file needs to be ln52b750.mp4

BTW, that keyword made me a lot of money. Its an older model, so don't go out there making a video for it. I just made really good money when it was a new TV.

And you can do the same with these types of products.

Second, your title, tags, and description need to have the main keyword in it.

For the description, what I like to do is find an article about the keyword...and paste it in the description, with all of their links intact so that you are crediting the source.

This is just search engine food. Don't worry about duplicate content here. If you are that worried about it, you can write an article..but just telling you that would be a huge waste of your time.

Make sure you have your link to your landing page in your description in the first line.

Tip: If you are doing a simple blogger blog for your landing page, include it even if you are putting the link in the video as described in the Youtube Adwords Magician course.

The reason is, Google owns Blogger...so that will help give your video a bit of love.

Landing Page

Here is an example of a high converting landing page that is very simple to do.

<http://bearpaw-boots-on-sale.blogspot.com/2009/11/bearpaw-boots-on-sale.html>

This is an example that Sara Young gave in her [Easy Paycheck Formula course](#).

Off Page SEO

Ok...for most of these keywords, this will be easy. All you need to do is follow the first step in my Youtube Bully 2 method...and that is Mass Social Bookmarking.

For this, I use [Bookmarking Demon](#) and Social Adr.

Why?

Because I used to outsource this, and it can be expensive.

Most people try to shortcut this and go to Fiverr.com. The problem

is, you won't get the 1500-2000 bookmarks that I have found necessary to put a video on the front page quickly.

You are welcome to try Fiverr links...but I never had any success with them.

I am offering a bookmarking list for those that purchase Bookmarking Demon through my link.

If you are on a budget and cant afford BMD right away, no problem. I have loaded in my autoresponder a list of quality vendors that you can have this work done for you.

I just use and recommend BMD because it saves a lot of money in the long run...and you don't have to wait a week to get the job done.

Timing is important on these launches as you want to be ranked the day the product comes out.

I simply just run BMD while I am asleep.

You can also use SE Nuke X...but that is a lot more expensive.

I use Social Adr, and have done so since 2009, for IP spread and to spread my links across multiple user accounts to make my linking look natural.

I then copy and paste my title and decription into BMD(or give to your outsourcer) and I am done.

Very simple

BTW..for Social Adr, you don't need their expensive monthly package. If you scroll all the way through the process and keep clicking the No Thanks button, they will give you and option for \$15 per month(it might be \$17 now)

That will be plenty.

You can sign up for [Social Adr HERE](#)

What to Do For the Really Competitive Keywords like iPhone launches etc?

All you need to do for these is follow the rest of the steps I outlined in Youtube Bully 2 and the YTB2 Case Study...which most of you already have.

Well there you have it!

This is a great way to get started on some easy to rank, highly profitable keywords.

Please take action on this method. Don't let the low cost of this report fool you. It flat out works.

Wishing you all the success you deserve!

-Mark Dickenson