

EVERGREEN NICHE

HOW TO FIND PROFITABLE NICHE MARKETS QUICKY!



FINDING PROFITABLE NICHE

YOUR QUICK-START GUIDE TO FINDING PROFITABLE NICHE MARKETS

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Getting Started

A few years ago, making money in affiliate marketing was drop-dead easy. All you had to do was build a website that featured a handful of search-engine-optimized content, drive traffic to your pages through old-school methods (like Web 2.0, hub pages and link wheels) and before too long, you could penetrate any niche market you wanted.

Fast forward to today, and the industry doesn't look anything like it used to.

That's not to say that you can't make money in affiliate marketing. You can, and **you will**. But the methods are very different, and so your approach to building a long-term successful affiliate campaign needs to be based around **new, refreshed strategies** that will stand the test of time.

It makes the most sense to focus on building an evergreen system anyway, right? That way you can set yourself up for **long-term success**, rather than worrying that the paradigm of affiliate marketing may shift yet again, and cause the foundation of your online business to come tumbling down.

Because there won't be any "king's horses and all the king's men" to put your foundation together again.

Following the strategies in this blueprint will guide you towards building a **future-proof affiliate marketing business** because you won't make the mistakes that so many others do who build their platforms on shaky strategies and questionable marketing tactics.

You see, a few years back it was all about **quantity**.

This meant that you had to have a ton of websites, an overload of content, and nonstop traffic hitting your website just to make any money at all. Affiliates were either writing or outsourcing thousands of words of optimized content each week just to keep their websites ranking in the major search engines.

It was a ton of work and sometimes, and quite often, that incredible effort produced very little results.

Because there was no focus on quality!

In fact, many affiliate websites were stuffed with articles that were nothing more than gibberish because they would often “spin” content to keep their websites ranking for targeted keywords.

And you can guess what happened next...

Since affiliates were more focused on pleasing search engines, rather than the people who visited, those who stumbled onto the websites weren't impressed. And who could blame them? They certainly weren't given any helpful information. The content sucked!

Then Google and other major search engines flipped the script and it all came tumbling down.

Today, the affiliate marketing scene is a very different animal and those of us who worked hard to produce quality content that offers real value couldn't be happier. Because today, it's all about **quality**.

Google's algorithm has improved dramatically. Not only does it detect the length of the content—favoring longer content in nearly every case—but it also detects the quality of the writing.

Content with too many spelling mistakes, grammatical errors, repeated keywords (known as “keyword stuffing”), and thin content will no longer

rank so easily—if at all. And unlike the old style of boosting a page rank with backlinks, it is no longer nearly as effective. In fact, having too many backlinks, or low quality backlinks, can actually hurt a page's ranking.

So, what works today? How can you claim your share of the multi-billion-dollar affiliate marketing empire?

Building niche authority sites!

Now, don't worry. I'm not talking about large-scale network sites like Huffington Post or BuzzFeed. Those sites are run by large companies with hundreds of writers pumping out content every day. They also try to appeal to the masses.

That's **not** what you are going to do.

You're going to build authority websites around a **specific niche** that caters to a **very** targeted audience. And with that site, you'll become a niche authority.

I know what you may be thinking...

How can I become an expert if I don't know a lot about my niche?

The great news is that you don't have to! If you read a few books in your market, listen to podcasts, and spend some time visiting authority blogs that have already established their audience, then you have what it takes to build a niche authority website that **generates steady sales** through product recommendations.

The truth is, you only need to know slightly more than your average visitor!

In this guide, we're going to look at how things have changed over the years, what is currently working, and how you can start making money as an affiliate **right now**.

You'll learn how to:

- Select the most profitable niche markets.
- How to selectively choose the best products to promote.

So, are you ready to start making money as a niche authority affiliate marketer?

Let's get started!

Become a Super Affiliate

I don't want to spend a lot of time discussing the history of affiliate marketing and how different the scene is today, but I do want to make sure that you don't make the same mistakes so many new affiliates are still making. Because believe it or not, people are still following outdated strategies and guides that lead them astray and hurt their chances of being successful.

It makes me cringe to see affiliates still spinning 150-word articles that offer little value, expecting positive results. These new marketers don't realize that whatever little income they make from these BS tactics will be fleeting, at best.

So, just in case you need a reminder: these days, **quality** is paramount.

That doesn't mean you have to be a skilled writer in order to develop content for your authority niche website. You don't. It's about **following a proven content strategy plan** that's based on researching your market, identifying the type of content that people best respond to, and then establishing credibility within your niche by catering to that demand.

And if you aren't interested in writing the content yourself, you can easily

create a swipe file that includes:

Blog post headlines: based on what research has proven captures attention as well as what keywords you want to rank for.

Content style: the focus you want your writer to take along with the writing style (conversational, authoritative, humorous, etc.).

Key points: what is most important to convey and the overall objective of every piece of content.

Then, hire an experienced ghostwriter from places like www.Upwork.com and outsource the majority of the content creation! If you do that, your role will be to research content and then manage your small team of writers.

In this guide, you're going to learn a process for promoting affiliate products through reader magnets (strong, quality content) that will generate a **long-term, stable income** rather than one-off sales that come and go with search engine flux.

You'll learn how to create quality content that will not only get you ranked in the search engines, but also make visitors happy enough that they just

might come back again and again while positioning yourself as an expert in your niche.

If you think you can earn a ton of money by slapping up affiliate links and spamming social media or the search engines, stop reading right now. That's **not** what this method is all about.

But if you are ready to roll up your sleeves and get your hands dirty, and you're willing to be dedicated and most importantly consistent, you can build a solid, long-term income in a matter of a few short weeks.

What is the new, tried-and-true method of making money today?

You are going to **build targeted authority websites** that will stand out in your niche, bring in long-lasting, high quality traffic, and build trust and credibility in your market.

People are going to turn to you for guidance, advice and reassurance when at the verge of purchasing products and services.

There will be no wall of resistance or extensive conditioning needed because you will have already **proven yourself capable** of delivering the kind of content that helps them make the best decisions.

You are going to focus on quality over quantity, and on user experience and satisfaction, over making a quick sale, and by doing this you are positioning yourself for maximum traffic, exposure and profits.

The authority niche website model is the absolute easiest way to build a long-term, profitable online business.

With authority niche websites:

- You can build an evergreen, future-proof website around popular niche markets that are proven to be profitable.
- You can easily generate income through affiliate marketing by helping to connect consumers with products that help them.
- You can diversify your income in a safe, effective and scalable way that doesn't rely on Google.
- You can turn your niche authority website into an automated, passive income source!

Your first step? Choosing a profitable niche market based on longevity and exponential growth. Let me show you how.

Choosing a Profitable Niche

The first step in getting started is choosing a niche market. You may already have a niche in mind, but even if you do it would be a good idea to **research it thoroughly** to be sure it's likely to be profitable over the course of time.

That doesn't mean I want you hung up on choosing a niche. For many, this is the point in which they freeze up, afraid that they'll choose the wrong niche or spend a lot of time and effort creating killer content around a niche that doesn't make enough money to keep them afloat.

Instead, I want you to **exploit a simple yet powerful strategy** for choosing a profitable niche market so you can get started quickly without risk.

There are many different **types** of niches, and the methodology for niche research and application can be significantly different based on the type of niche you choose.

Let's look at some of the different types of niche markets.

- **Desperate Niches** – Desperate niches are those in which the average buyer has a problem they are desperate to solve. Maybe they're lonely and they are desperate to find a partner. Perhaps they're dealing with mental, emotional or physical affliction that they're anxious to seek relief from. Or perhaps they are struggling financially or professionally and need guidance in getting their career back on track.

These people will gladly spend money if you can convince them you can give them the help they need. In desperate markets, **you are a problem solver.**

- **Passionate Niches** – Passionate niches are those in which the average buyer is very passionate about the topic. This type of niche includes hobbies like crafts, golf, collecting, drawing, painting, singing, cooking, video gaming... pretty much any type of hobby or pursuit that people feel extremely excited about.

These people will gladly spend money if you have what they are looking for at a good price.

- **Everyday Niches** – These niches are those in which the average buy *might* need or want the product, but not to the degree that they are willing to do nearly anything or spend nearly anything to get it.

These niches include things like household goods, small appliances, most types of consumer electronics, etc.

These people might spend money, but only if you can lead them to a good price or a hard-to-find product.

Desperate niches are usually **the most profitable**, but they are also typically very competitive. They also require a bit more work because you need to prove yourself worthy by delivering killer content that they can't find anywhere else.

Passionate niches are also typically **very profitable**, but as with desperate niches, they are extremely competitive. The great thing about passionate niche markets is that half your market research has been done for you because you already know what your target audience is most interested in and willing to pay for.

Everyday niches require that you focus on promoting products that are in high demand and low supply. If you can find a source for an in-demand product that is hard to locate, you have the potential to make good money in an everyday niche. Otherwise, it's a good idea to avoid niches like this—at least until you're a lot more experienced as an affiliate marketer.

That leaves desperate and passionate niches, and my advice is that you choose one of those to concentrate on in the beginning.

Just to be clear, I'm not saying you can't make money in obscure niches. You certainly can, but if you are just starting out it will be a lot easier to focus on evergreen niche markets such as 'desperate markets' and 'passionate markets'.

Ultimately, the best niches are evergreen niches that already have:

- Unlimited products to promote.
- High demand and constant growth.
- A large, existing customer base.
- Lots of existing blogs, websites, products, social media groups and forums.
- And above all else, competition!

Makes sense, right?

It's always best to dive into a niche that has already proven to be popular and profitable. Don't be afraid of competition, it's a sign that the niche is viable and worth pursuing.

You can also divide niches into:

- **Information-Based Niches** – Information-based niches are those that involve digital products rather than physical products. An example of such a niche would be the “how to make money online” niche.
- **Product-Based Niches** – Product-based niches are those that involve physical products more than information or digital-based ones.

There may be some crossover between these two types of niches.

For example, the acne niche is heavily focused on both information and products. You can choose to focus on either information or products, or you can focus on both. It’s your choice.

In fact, **most** niches have at least some degree of crossover, but you’ll quickly learn which one is the primary focus as you do your research.

Niche Research Methods

There are a few easy ways to check a niche for potential profitability that don’t require a lot of time.

To start, the niche research method you use will depend on the type of niche you are interested in. For example, the easiest way to check for profitability of an **information-based** niche is to check sites like Amazon for things such as:

- Books on the topic
- Magazines on the topic
- DVDs on the topic
- Book rankings which will indicate popularity
- Bestsellers lists

You want to see a lot of different books and products in your chosen category, and then analyze rankings to determine whether they are profitable, as well as how easy it would be for you to break into that market.

How do you know if a product is doing well?

Look under “Product details” and find the **Amazon Best Sellers Rank**. This will give you a good idea as to whether that product is selling.

Many well-known affiliate marketers follow this when using Amazon for market research:

- There should be at least 4 books in the category's top 10 with a ranking of 15,000 or less.
- If you're looking to sell physical products, veteran marketers like Josh Shogren suggests the products should hold a rank at 5,000 or less and be priced between \$10-50.

Let's start with researching information based niches on Amazon using the "4 books in the category's top 10 with a ranking of 15,000 or less".

To begin, log into your Amazon account and browse the categories until you see something that personally interests you. You can begin by browsing Amazon charts, bestsellers or run a keyword search for a topic that interests you.

Tip: Another fast and easy way to find niche markets that you are personally interested in is by looking through the "**Recommendations by Amazon**" which are based on your purchase history. It's a simple way to uncover hot niche markets that you will personally enjoy working in.

I'm going to start with a book, *The Power of Now* by Eckhart Tolle, in the Medication and Self-Help category because I have personal interest in this niche and know I could write a lot of killer content for it.

The first thing I do is scroll all the way down so I can see the rankings of the book:

Amazon Best Sellers Rank: #1,766 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#3 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Self-Help](#) > **Spiritual**

#4 in [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [New Age](#) > **Meditation**

#8 in [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [Spirituality](#) > [Personal Growth](#) > **Self-Help**

We can see that the book ranks in the **top 10 within 3 popular categories**, Spiritual, Meditation and Self-Help.

Next, let's scroll further down until we see "Similar Items by Category" as shown below. This is where we'll be able to investigate the overall popularity of this niche market as well as find sub-niches.

Sub niches are found when you drill down into a main niche. They are a smaller segment of the market. For example, the "make money online" is a broad, main niche but "Make money online as a freelance writer" is a sub niche. Another example is "weight loss" which is a primary niche market where "weight loss after baby" is a sub niche.

Looking at the "Similar Items by Category", I can find relevant sub niche markets easily, as shown below:

Look for similar items by category

- [Books](#) > [Health, Fitness & Dieting](#) > [Alternative Medicine](#) > [Meditation](#)
- [Books](#) > [Reference](#)
- [Books](#) > [Religion & Spirituality](#) > [New Age & Spirituality](#)
- [Books](#) > [Self-Help](#) > [Personal Transformation](#)
- [Books](#) > [Self-Help](#) > [Spiritual](#)
- [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [New Age](#) > [Meditation](#)
- [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [Spirituality](#) > [Personal Growth](#) > [Self-Help](#)
- [Kindle Store](#) > [Kindle eBooks](#) > [Self-Help](#) > [Spiritual](#)

Take note of these sub niches and then scroll back up to the product information for the book you are researching. In my case, *The Power of Now*.

Amazon Best Sellers Rank: #1,766 Paid in Kindle Store (See [Top 100 Paid in Kindle Store](#))

#3 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Self-Help](#) > **Spiritual**

#4 in [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [New Age](#) > **Meditation**

#8 in [Kindle Store](#) > [Kindle eBooks](#) > [Religion & Spirituality](#) > [Spirituality](#) > [Personal Growth](#) > **Self-Help**

The book is ranked 1,766 of the entire Kindle store and is in the top 10 in three popular categories. This is a great sign, but this ranking is based purely on the Kindle version of the book. We want to take things a step further and create a more detailed snapshot of the niche's profitability by looking at site-wide rankings. To do this, you simply check out the physical paperback's book ranking and compare.

Paperback: 236 pages

Publisher: Namaste Publishing (August 19, 2004)

Language: English

ISBN-10: 1577314808

ISBN-13: 978-1577314806

Product Dimensions: 0.5 x 6 x 8.5 inches

Shipping Weight: 9.1 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ ▾ [5,267 customer reviews](#)

Amazon Best Sellers Rank: #143 in Books ([See Top 100 in Books](#))

#4 in [Books](#) > [Health, Fitness & Dieting](#) > [Alternative Medicine](#) > **Meditation**

#6 in [Books](#) > [Religion & Spirituality](#) > **New Age & Spirituality**

#7 in [Books](#) > [Self-Help](#) > **Spiritual**

Look at those numbers!

I can see that this book ranks #143 of all books on Amazon, which means this is a very popular book.

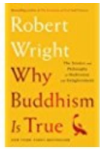
It's time to drill down further into sub-niches based on the information we collected earlier. This is the final step in uncovering other profitable niche markets within this one. In my example, based on what Amazon shows as "Similar Items by Category", I would drill down into:

Alternative Medicine – Meditation

New Age & Spirituality

Personal Transformation

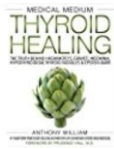
and so on.



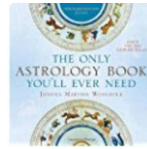
Meditation



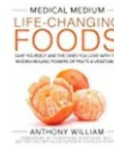
Dreams



Mental & Spiritual Healing



Astrology



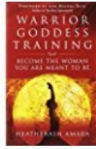
Angels & Spirit Guides



Spiritualism



Wicca, Witchcraft & Paganism



Shamanism



Druidism



New Thought

This leads me to even more sub-niches to investigate! Amazon is truly one of the best places to conduct niche research, especially for information products because not only is it the largest digital marketplace in the world, but it provides a treasure trove of valuable information for niche marketers.

Focus on solid books rather than anything based on trends (like adult coloring books, for example). You want to dive into a niche with staying power.

Of the top 5-6 products in every sub niche, run the numbers again, paying attention to category rank, physical (paperback) product rank and overall rank on the entire Amazon store. If you find 4 books in the category's top 10 with a ranking of 15,000 or less, you're onto something!

In this example, I would consider writing content around the meditation or self-help spiritual niche market because I've uncovered multiple books ranking in the top 10 and multiple sub-niches ranking below 15,000 overall. Plus, there are tons of products within this niche market and lots of competition, a clear indicator that it's a healthy, viable niche.

Repeat these steps until you've found yourself a solid, evergreen niche market. Once you've found a niche with longevity, take a closer look at the types of books being sold. I've discovered that Meditation books are popular and a solid niche, but what kind of books exactly?

For example: Meditation for single moms, meditation for high stress jobs, meditation for pregnant women, and so on.

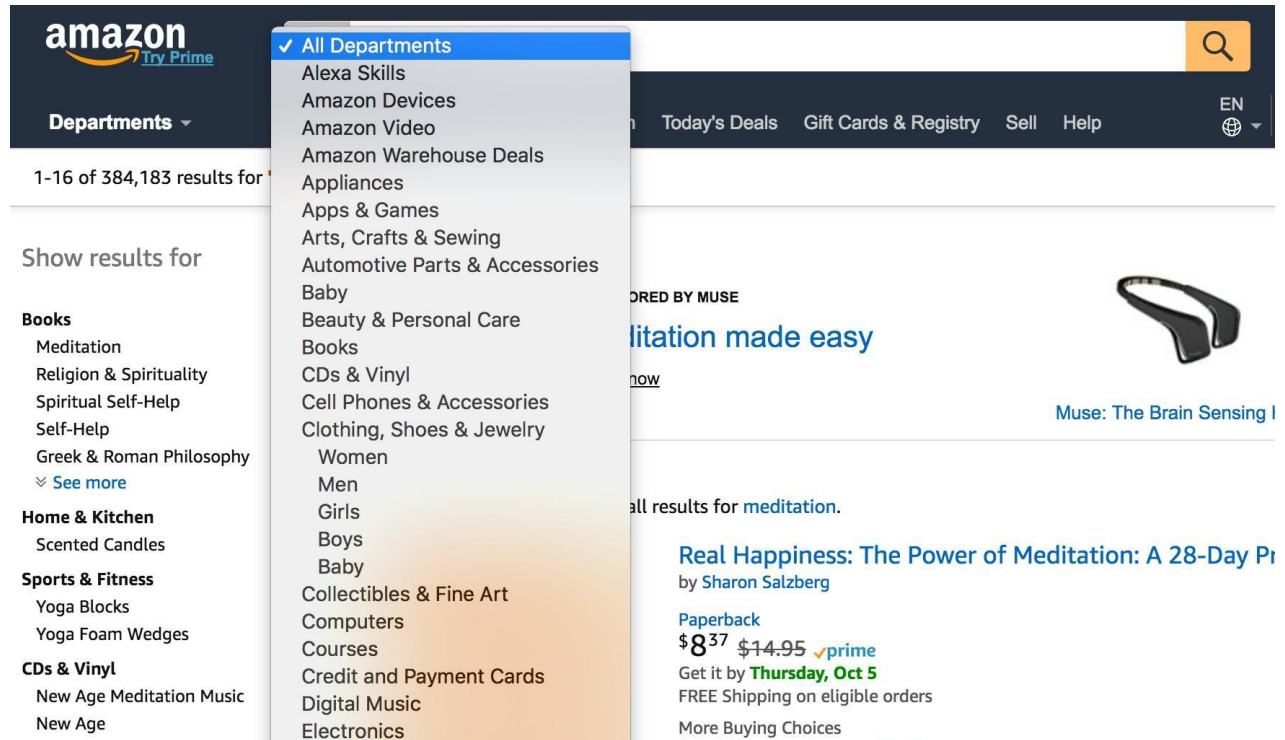
Drilling down into the types of books is the key to **true niche segmentation**, and will help you learn to read the metrics and determine a niche's long-term potential.

Plus, the titles of these books make awesome blog posts!

So, what about **product-based** niches?

Let's turn to Amazon once again. This time, enter your niche into the top search bar and choose "All Departments".

In this example, I enter in "Meditation" and choose "All Departments":



Doing this loads a page that has everything from scented candles, yoga blocks, new age music, and aromatherapy products.

Next, I would take a close look at the product rankings of those physical items to determine how well they are selling. It's a similar process to how you conduct niche research for information-based products on Amazon, except you're casting a wider net since you are analyzing products in many different categories.

Another easy way to find hot physical products to promote is by looking through the Best Sellers lists on Amazon. You can do that here:

<https://www.amazon.com/Best-Sellers/zgbs>

Best Sellers | New Releases | Movers & Shakers | Most Wished For | Gift Ideas

Amazon Best Sellers


Our most popular products based on sales. Updated hourly.


Any Department


- Amazon Launchpad
- Appliances
- Apps & Games
- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty & Personal Care
- Books
- CDs & Vinyl
- Camera & Photo
- Cell Phones & Accessories
- Clothing, Shoes & Jewelry
- Collectible Coins
- Computers & Accessories
- Digital Music
- Electronics
- Entertainment Collectibles
- Gift Cards
- Grocery & Gourmet Food
- Health & Household
- Home & Kitchen
- Industrial & Scientific
- Kindle Store
- Kitchen & Dining
- Magazine Subscriptions
- Movies & TV
- Musical Instruments
- Office Products
- Patio, Lawn & Garden
- Pet Supplies

Toys & Games

> [See more Best Sellers in Toys & Games](#)

- 


Hatchimals - ColLEGGtibles 4-Pack + Bonus (Styles & Colors May Vary) by Spin Master
★★★★☆ 322
- 


Disney Moana's Magical Seashell Necklace
★★★★☆ 353
- 


Cards Against Humanity
★★★★★ 37,033

Electronics

> [See more Best Sellers in Electronics](#)

- 

Fire TV Stick with Alexa Voice Remote | Streaming Media Player
★★★★☆ 108,583
- 

Echo Dot (2nd Generation) - Black
★★★★☆ 54,864
- 

Kindle Paperwhite E-reader - Black, 6" High-Resolution Display (300 ppi) with Built-in Light, Wi-Fi...
★★★★☆ 66,500

Now, browse through different categories on the search for physical products that could be connected to your niche by clicking on the links in the left-hand navigation menu. And don't forget sub-categories!

For example, if I were interested in promoting cell phones, I would also consider cell phone cases, and accessories. The same for the digital camera niche. I would dig further into sub-categories such as lenses, DSLR cameras and camcorders.

The idea is to niche down! Choose a main niche, prove its profitability through quick and easy research (category rankings and overall rankings) and then drill down into that niche to segment and uncover other profitable markets.

Make sure to check out the “Also Bought” section on every product page as well, as Amazon does a great job at providing a snapshot of related items that may be worth selling.

Keep in mind that when choosing physical products to promote, you may want to start with products that are \$50 or less. This price range is an easy one to work in because the price is low enough that potential buyers aren’t second-guessing their purchase, or needing further reassurance.

If a physical product doesn’t fall into a category that includes books, you can do the same thing with other types of products as well.

For example, if you find a niche involving some type of collectible item, you can simply search for products that someone in that niche might buy. Let's use the model car niche as an example.

I searched for "model cars" on Amazon, making sure I had "All Departments" selected so it wouldn't show me only books, or only videos, but would show me all products related to that search.

Next, I clicked "Model Kits" to further refine my search. This narrowed the results considerably.

I clicked the first result that was not a sponsored result. (Remember, we want to know what's popular, and sponsored results might not be popular.)

I took a screenshot of the "Product information" section. You'll notice that this looks a bit different than the "Product details" section of the book result I posted earlier. It does not show the **overall** best seller rank, just a couple of category ranks.

Look at the results:

Product information

Product Dimensions	6.6 x 2.9 x 2.9 inches
Item Weight	15.2 ounces
Shipping Weight	9.6 ounces (View shipping rates and policies)
Domestic Shipping	Item can be shipped within U.S.
International Shipping	This item can be shipped to select countries outside of the U.S. Learn More
ASIN	B0083VDTKG
Item model number	85-4011
Manufacturer recommended age	8 years and up
Best Sellers Rank	#26,923 in Toys & Games (See Top 100 in Toys & Games) #43 in Toys & Games > Hobbies > Models & Model Kits > Model Kits

In this case, it is ranking #26,923 in Toys & Games, and #43 in the Model Kits sub-category. Toys & Games isn't a tight enough category to be a lot of use, so I clicked the Model Kits sub-category and clicked the #1 result, which had a rank of #1,995 in Toys & Games.

That tells me that the model kits niche is likely to be a profitable one, and it warrants additional research.

You can also do research on other marketplaces, but I primarily use Amazon because:

- It gets a lot of traffic.

- It has best seller ranks.
- It generally features the lowest prices, so results aren't skewed by being overly expensive.
- It has a lot of products all in one place.
- Chances are, if a product is out there, it's on Amazon.

Still, here are a few other places where I conduct niche research on digital/information products:

Clickbank: <http://www.ClickBank.com>

Go beneath the surface of their top-level categories and drill down into the sub-categories so you can narrow your focus and find hot, sub niche markets.

Yahoo Trending: <http://www.Yahoo.com>

Check out the trending section on the front page to see what kind of news, current events and hot topics are trending. This is a great way to generate ideas for content as well. You can do the same thing at Twitter, <http://www.Twitter.com>

And here's my **top spot for spotting hot niche markets** while being able to view snapshots of a website's income: <http://www.Flippa.com>

Flippa is a website flipping marketplace where people buy and sell

established niche websites. It's a fantastic resource when scouting for potential niche markets. Add this one to your niche research toolbox.

I recommend starting with a niche that **you are passionate about**, but that you have also verified to be both **evergreen and profitable**, after conducting some quick and easy research.

If you're personally interested in the niche, you will be more excited about creating content, building your websites and engaging with others in the market. And trust me, the content you write will be so much better if you are personally invested in the topic.

Also, because the method I'm teaching involves a considerable amount of time and effort, I also **highly** recommend sticking with **just one or two niche websites when you're just starting out**. You will never have enough time to devote to managing dozens of different niche sites unless you have the money to outsource most of your content to qualified freelance writers and marketers.

If so, feel free to venture into other niche markets once you've cut your teeth on the first one and have generated sales and gained some hands-on experience. But remember, you don't need a hundred different websites to make money anymore, anyway!

It is much more effective (not to mention manageable) to stick to one or two niches, focusing on delivering killer content and providing a positive user experience, than it is to spread yourself too thin.

Again, you want to create an **authority-based niche website** that positions you as a leader in your niche and someone that others turn to for insight, valuable information and guidance. That means you need to be able to produce top-notch, original content that will leave readers begging for more.

Do that and you'll never struggle to make money online again.

Quick & Easy Product Selection

Once you have signed up to a couple different affiliate networks, it's time to start looking at individual products. The products you choose to promote can make or break your success, so you'll want to choose carefully.

One benefit of using a large network like Amazon is the ability to see reviews for most products as I've mentioned earlier.

This will not only make potential buyers more comfortable when purchasing a product as they can read through feedback from previous buyers, but it will put your mind at ease when you choose products, as well.

As long as you look for products with a large number of reviews and an overall positive rating, you will generally be safe as far as the quality of the product.

Choosing the right products to promote doesn't have to be a huge process. Just look for the most interesting and exciting products you can

find, and then try to find a way to work that product into the article that you write.

You could try writing a review of the product if you have used it yourself. If not, you can aggregate reviews you find on other sites by rewriting them.

Examples:

The Dice-O-Matic 9000 has a bevy of great reviews on various websites. Most people say that the blades are incredibly sharp, and stay sharp for a long time, so you don't have to worry about them getting dull and less effective over time. People also seem to think it chops and slices much faster than the competition, and makes much neater cuts.

Although positive reviews far outweigh the negative, a few reviews do mention that the motor is rather loud, and that the cord seems a bit too short. However, these issues are minor when compared to the overwhelming benefits of the product.

That way, you're not copying a specific review, which would be plagiarism, but you're still expressing the reviews for your readers. You're just aggregating people's thoughts on the product.

Be sure to include a little negative information, too, if there is any. People tend to trust reviews more when they include both positive and negative information about the product.

Of course, you don't have to use the review format. You can just work the product into a standard article.

For example, you might write an article/recipe on your food blog that mentions the product and drops a link to it.

It might be something like:

Today's recipe is my famous Meat Overload Lasagna, and this stuff is mmm-mmm good! Everyone who's ever tried it says it the best lasagna they've ever had—except for my vegan sister who wishes I'd just make my Spinach Lasagna instead.

I got this new food processor called the [Dice-O-Matic 9000](#) and gave it a try today. I must say, it FLEW through all those onions and peppers in no time flat, and even managed to chop all the herbs without getting gunked up. I'm really impressed, and I think it was the best purchase I've made for my kitchen in a long time.

Now, I wouldn't say something like that if it isn't true, obviously. If you haven't used the product, you could try something like this:

I've been thinking of getting a new food processor for a while. I've had mine for about three years, and the blades seem to be getting pretty dull, and the bowl is scuffed up.

I found this new model on Amazon called the [Dice-O-Matic 9000](#) and the reviews are really good, so I'm thinking of buying it and giving it a try.

Have any of you tried this model? If so, what do you think of it? Let me know in the comments.

This way, you're not only working the product into your article, but you're also encouraging interaction, which is beneficial for search engine optimization as it shows your visitors are engaged.

Remember, you can promote a very wide range of products. You don't have to stick with just one or two. Because you'll probably be using an affiliate program with thousands, if not millions of products to choose from, you aren't stuck promoting just a handful of items.

In some niches, there are so many great products that you could promote something new every day and never run out of products to promote!

Occasionally, you'll run into a product that sells so unbelievably well that you'll want to focus on selling it in more than just one post.

Let's say you create a website in the DIY crafts niche, and you do a lot of crafting yourself. Maybe you use a specific craft caddy to organize all your tools. So, you could plug in a link to that craft caddy in nearly every post you make.

Just mention you pulled out your trusty [Super Craft Caddy](#) and got to work on the new product.

Simple, right?

You can also put links to your MVP (Most Valuable Products) in your sidebar to keep them right at your visitor's fingertips. I'd stick to just 3-5 of your favorite, best-selling products so you don't dilute their effectiveness.

You can also check places like Pinterest, Instagram, YouTube, and other blogs in your niche to find product ideas. You may even find products you didn't know existed this way!