

FINDING STUFF TO SELL AND TEST

Today you are going to learn the final part of your market research part. You will find stuff that you can sell for testing. Precisely, you are going to look for affiliate programs that sell stuff in your particular niche to make sure people in your niche, with that key phrase you've decided from Day 3, are spending money.

Some people may look into the conclusion and think that Thirty Day Challenge (TDC) is some affiliate selling thing. If you are one of them, you couldn't be more wrong.

Ed learned a lesson from late Gary Halbert that you have to test a marketplace to see whether they would actually spend money. It is all irrelevant until you figure out they would actually take money out of their wallet and give it to you.

That is what you do with the affiliate testing for. You use affiliate products, not to make money, although often you do make money, but the main purpose is testing. Again, you need to make sure that the market spends money.

People use this method to make lots of money and never bother to develop a product but that's not what you are going to do. Right now, it is solely for testing. This is an important point to understand.

Note for people who own their own small businesses or products, you'd still want to do this because initially when you start getting traffic you may not want to put your own stuff. However, you could substitute with your own stuff.

Another reason you use affiliate products is that everything is ready to go. You can start testing as soon as possible. If you are a small business who is just coming online, you may not have an actual e-commerce system to support your product yet.

EASY WAY TO GET STARTED

You can enter your *keyword* into Google, immediately followed by the word *affiliate*. To take from our guitar example from previous lesson, it may be *vintage guitar affiliate*.

Web

[Music Books Plus - >> The Official Vintage Guitar Price Guide 2008](#)

The Official **Vintage Guitar** Price Guide 2008 (HL6900) - Publisher **Vintage Guitar** Books The Official **Vintage Guitar ... Affiliate Program** **Affiliate Program ...**
[musicbooksplus.com/bthe-official-vintage-guitar-price-guide-2008b-p-9308.html](#) - 32k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[Music Books Plus - Vintage Guitar Poster 1: 1963 Fender Stratocaster](#)

Affiliate Program **Affiliate Program ...** **Vintage Guitar** Poster 2: 1965 Fender Telecaster
\$12.95US Buy 1 **Vintage Guitar** Poster 2: 1965 Fender Telecaster' now ...
[musicbooksplus.com/vintage-guitar-poster-1963-fender-stratocaster-p-10527.html](#) - 30k -
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[Vintage Guitar Ying Yang #1 Wall Clock - CafePress](#)

Marketplace > Vintage Guitar Ying Yang #1 Wall Clock. Vintage Guitar Ying Yang #1 Wall Clock. From Infinity Visual Graphics. From the Designer ...
[homedecor.cafepress.com/item/vintage-guitar-ying-yang-1-wall-clock/192880707](#) - 65k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[Affiliate Program - Guitar Center](#)

Guitar Center Affiliate Program. ... Join the **Guitar Center Affiliate** Program today and start earning commissions up to 10%! We offer a competitive base ...
[gc.guitarcenter.com/affiliate/](#) - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)

As you see, there is a Vintage Guitar wall clock product in CafePress, which may be a good idea.

The screenshot shows the CafePress website interface. At the top, there's a navigation bar with 'Your Account', 'Sign In', 'Cart', 'Items', and 'Help'. Below that is a menu with categories like 'T-SHIRTS & CLOTHING', 'HOME & GIFTS', 'CARDS & STATIONERY', 'ART & POSTERS', 'SIGNS & FUN STUFF', 'BOOKS & CDs', and 'ALL'. A search bar is present with the text 'Search Wall Clock:'. The main content area displays a product listing for 'Vintage Guitar Ying Yang #1 Wall Clock' from 'Infinity Visual Graphics'. The price is listed as '\$22.00'. There is a 'Quantity' field set to '1' and an 'Add to Cart' button. Below the price, it says 'AVAILABILITY: In Stock' and 'Product Number: 192880707'. There are sections for 'From the Designer' and 'Product Details'. A large image of the wall clock is shown on the left, featuring a black frame and a red and yellow face with two guitars and a yin-yang symbol. A 'View Larger' link is below the image.

GuitarCenter.com also has an affiliate program, which allows you to sell different guitar products, so you may also want to look at that.

The screenshot shows the Guitar Center website's affiliate program page. At the top, there's a navigation bar with links like 'View Cart', 'My Account', and 'Shop by Store'. A prominent banner for their 40th anniversary is visible. The main content area is titled 'In Affiliate Program' and contains several sections: 'Earn Cash Now' (explaining the commission structure), 'Cookie Duration' (30 days), 'Partner with Guitar Center, the largest music retailer in the world' (describing the benefits of partnering), 'No Limits' (regarding order value), 'Joining is free and easy' (with a \$25 fee), and 'Get Started Today' (with simple steps).

USING AFFILIATE NETWORK

There are dozens of them, but you'll learn two of them in this lesson.

The first one is [ClickBank](#).

Obviously you are now interested to promote products, so click on the **Promote Products** tab.

The screenshot shows the ClickBank website. The navigation bar at the top includes 'Home', 'Sign Up', 'Marketplace', 'Blog', 'My Account', and a search bar. Below the navigation are tabs for 'Sell Products', 'Promote Products', 'Buy Products', 'About Us', and 'Customer Service'. A red arrow points to the 'Promote Products' tab. Below the navigation is a banner with the text 'AFFILIATE POWERED E-COMMERCE, WORLDWIDE!' and a group of people. Below the banner is a section titled 'Welcome to ClickBank, the Internet's leading retailer of digital products.' followed by a description of ClickBank and a 'Become a PUBLISHER' button with a 'Click Here' link.

You may want to scroll down before you could find a link to the marketplace.

ClickBank makes it easy to become a successful affiliate. Opening an affiliate marketplace will provide opportunities you can't afford to miss. Just follow these steps right away:

1. [Sign Up](#) as a ClickBank affiliate.
2. Search the ClickBank [marketplace](#) for products to promote.
3. Incorporate our simple "[hoplink](#)" into your marketing campaign.
4. Earn [commission](#) on every sale, plus extended commissions on [re](#).

[Sign Up Now!](#)

Tips: You can also find the direct link to the marketplace at on the links at the top of the page or clicking on [this link](#).

Type *vintage guitar* in the **Keywords** field in the search form, and hit the **Go** button.

The screenshot shows the ClickBank Marketplace search interface. At the top, there are navigation links: Home | Sign Up | Marketplace | Blog. Below this is a blue header with buttons for Sell Products, Promote Products, and Buy Products. The main navigation bar includes Affiliate Home | SignUp | Marketplace | Faq | Tools. The search form is titled "Search the ClickBank Marketplace" and contains the following fields: Category (All Categories), Subcat (All Sub-Categories), Keywords (vintage guitar), Sort by (Popularity), Product Type (All Products), and Language (All). There is a "Show: 10 results per page" option and "Go" and "Reset" buttons. Two red arrows point to the "Keywords" field and the "Go" button. Below the form is a paragraph of instructions: "Use the ClickBank Marketplace drop-down categories and sub-categories, the keyword search engine, and the sort by function to find digital products. Click 'view pitch page' under the product to view how the product will be presented to customers. Check the stats under each product to determine how much you can earn for converted customer referrals. Open you have a product you want to..."

A product may not be available in your niche from ClickBank, but it is something worth trying. Currently there are 5 pages of guitar playing guides, software, and so on. Those may not be a perfect match for vintage guitar niche though.

In some niches, ClickBank would be fantastic to find products to test. There are also other affiliate networks like [Commission Junction](#).

To sign up for ClickBank, you want to go to the **Promote Products** page again and click on the **Sign Up Now** button.

ClickBank makes it easy to become a successful affiliate marketer. An affiliate marketplace will provide opportunities you can't afford to miss. Just follow these steps right away:

1. [Sign Up](#) as a ClickBank affiliate.
2. Search the ClickBank [marketplace](#) for products to promote.
3. Incorporate our simple "[hoplink](#)" into your marketing campaign.
4. Earn [commission](#) on every sale, plus extended commissions on [recurrent](#) sales.

[Sign Up Now!](#)

You go through the form and create your own account. It is very easy.

Another affiliate program is [Amazon](#). Many people don't realize that Amazon has an affiliate program. The first thing you can do in Amazon is type in your keyword, for this example it would be *vintage guitar*, to see if there's any product.



You may find magazines, books, and actual guitar products in the search result.

At the bottom of every Amazon's page, you will be able to find a link that's properly called **Join Associates**.



Associates is Amazon's affiliate marketing program. You can make up to 15 percent in referral fees, which may be tiny. But you have to understand this. At this point, it is not about making money, it is about working out whether people are going to buy.

The fact they actually buy something is far more important than the actual amount. At this point, you don't have to spend a penny. This will remain so for the rest of Thirty Day Challenge.

Any sale that you are going to make is going to be a positive. Indeed, you may make your first dollar in very quick time.

What you are interested in seeing is how many products you are going to sell for every 100 or 200 visitors. Based on the data from Ed, 1 in every 200 actually bought something from what he had to sell. That figure may seem to be horrible but he was making millions of dollars based on that, and you can too.

But first, you have to make sure that people are going to buy one or two products in your marketplace.

The great thing about Amazon is that there is at least one book in any market known to man. If you can't find any book, you really have to worry about that market. Usually Amazon is a good way to start. The affiliate program is great and it allows you to perform a test quickly.

Think about it. If you make \$2 for a sale of product, which is a miniscule commission for a product but imagine what is going to happen when you have your own product. That may mean \$20, \$50, or \$90 for a sale.

Again it is not how much you are making but the fact that you're selling something. That is the key for this lesson.

With Amazon, all you have to do is click the link to join the Associates.



There is a form to fill out and once you go through the process, you will have the information to login and start selling. Amazon may prompt you for a link (URL) to your web site, don't worry about it if you haven't got one. Day 6 will show you how to get one easily.

ACTION LIST

At the end of the day, your goal is to have a couple of affiliate products ready to go.