

EASY PRO REVIEWS STRATEGY GUIDE

The background of the title section is a solid orange color with a faint, repeating pattern of stylized city buildings and geometric shapes.

How To Minimize Your Effort
And Maximize Your Income
Using Easy Pro Reviews And Review Packs



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Introduction

This guide will help you see the bigger picture. It will explain how best to use Easy Pro Review pages to maximum effect and maximum profit.

Easy Pro Review Pages have a few main advantages.

1. People actively search for reviews when they want to buy a product.
2. People viewing review videos are up to 3 X more likely to buy that product
3. As they are review pages i.e. your own pages (and not direct affiliate links) they can be posted in most places that direct affiliate links may not be allowed. Such as forums, Facebook and many other potential traffic sources.
4. Every EPR page contains a review or demo video. People engage with videos, tend to stay on the page longer and are more likely to purchase.

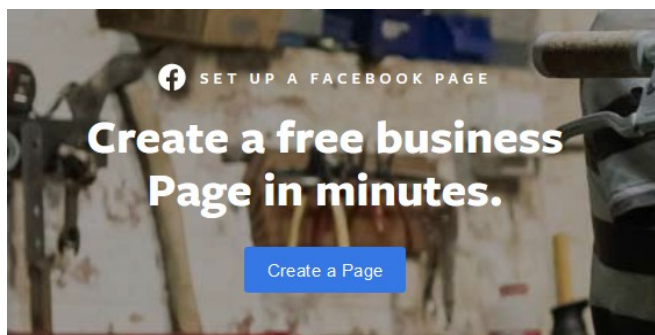
Easy Pro Review pages are simply free web pages that you can promote. Each page contains an affiliate or other product link that will send readers to a purchasable product that will pay you a fee or commission.

Many networks that allow advertising or promoting of products have their own rules or terms and conditions. You should be fully aware of all and any such terms & conditions that may apply.

For example many places do not allow direct affiliate links or require landing pages to contain privacy policies. In these particular cases Easy Pro Review pages act as landing pages and hence avoid direct affiliate links and have a built in privacy policy.

However although Easy Pro Review pages are designed to be able to be used anywhere all web sites are different and different rules may apply.

For example Facebook does not allow commercial promotions on your personal pages. To promote anything that makes money you need to create a fan or business page.



<https://web.facebook.com/business/pages/set-up>

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THE SALES PROCESS



To sell any product you need a sales process. This is true offline, online and anywhere else you want to sell something.

To sell you need a minimum of:

1. A product.
2. Potential customers.
3. Some way to tell the potential customers about the product.
4. Some way to take payment.

Sounds easy in principle but things are a little more complicated than that.

If you want to sell a few items you have no use for, it's not hard to put them on Ebay or Facebook market place or some local classified site. As long as they are something people want and you ask a reasonable (probably low) price then the inbuilt audience of those markets will likely result in a sale.

This is OK for a few odd items but to scale this to a business or for long term sales raises a lot of other problems like:

1. Getting new products
2. Getting enough quantity of individual products
3. Getting products at low enough cost.

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4. Finding continuous supply of potential customers
5. Building trust with potential customers
6. Converting potential buyers into actual buyers
7. Ensuring you can make an overall profit
8. Managing after sales support

and more.....

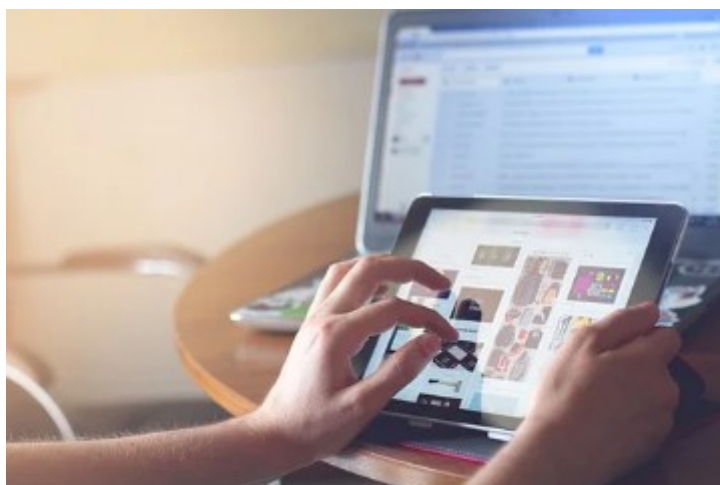
Easy Pro Reviews helps solve all of the above problems. Let's look at each individually.

Getting new products

Getting enough quantity of individual products

Getting products at low enough cost.

These are some of the big advantages of digital products. A digital product is not a physical thing. Once one has been created it costs almost zero money and zero time to create a replica. This means that your cost per item is extremely low and in some cases zero.



So you have no problem creating as many copies of the product you want. In the case of SAAS (software as a service) and membership sites even duplication isn't required. Just adding new accounts to the service.

Of course if you need to create these digital products first then that will take time but that is at least a one-off process. However things get even better with Affiliate Products as these are created by other people and you can sell them and receive, often significant, commissions. 50% -75% is quite normal.

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Building trust with potential customers
Converting potential buyers into actual buyers



If your traffic is what is known as “cold traffic” then even if you are offering a product they want, the chances of them buying can be very low. The main reason for this is that they do not know you and they have no reason to trust you. With a standard sales or landing page this can be a real problem.

Easy Pro Reviews use a review or demo video as its main feature. This helps considerably in creating engagement and trust.

Firstly, statistically the longer someone remains on a sales page the more likely they are to buy. This is one reason why video sales pages can be so effective. Visitors will have taken in more information and begin to start to feel more engaged and the “seller” tends to feel less of a stranger as time goes on.

So with Easy Pro Reviews you use the video to initially engage and then keep the visitor on your page. BUT a review is also something a visitor wants to watch, in fact they may have actively searched it out, so are much more likely to watch right through.

Of course the content of the video will hopefully tell the visitor that you understand the product, may have actually owned and/or purchased the product, have seen the value of the product and used it successfully.

In the case of a demo they will have seen a walk-through of the actual product and have a really good idea of what they are buying. Something quite often missed off a sales page. You will be perceived as an expert and an authority. This adds a huge amount of trust. Combine this with possibly a few testimonials from real buyers and you have a very convincing pre-sell page.

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Many new internet marketers ask how they can sell training products when they have no personal experience of creating the success the products themselves extol. i.e. they haven't lost a lot of weight, or build up a lot of muscle or even made a lot of money online. By using reviews of people that have, you instantly offer authority and expertise to the viewer.

Finally it ramps up the value of the product with bonus items. Everyone loves a bargain right? So a bunch of additional bonus increases the perceived value of the main product and helps ensure they buy through your link and not someone else's.

ENSURING YOU CAN MAKE AN OVERALL PROFIT



At the end of the day making a profit is the end goal. Unless this is simply a hobby you will want to make some money. It's easy to spend more money than you make. In fact most marketers do. But that is not what you want to do.

Basically to make a profit you need to spend less money on presenting your product than you get in sales income. It can come as a surprise just how much your overheads can be.

In a perfect world you probably need web hosting, an email service, a computer, an internet supplier, traffic budget, payment processor, online storage and a few software tools like graphics and video editors, ftp program etc. The list can be as long as you like.

To understand your real profit you need to understand all these monthly and one-off costs.

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But for a moment let's forget the cost of these and focus on a simple model of promotion cost out and income in.

TRAFFIC COST => CONVERSION % => SALES



The cost of the traffic is a key factor of course but not as much as you might imagine. Most (failing) marketers will blame a lack of traffic or the cost of traffic. In truth there is no lack of traffic. The web has billions of users every day. And the problem is not the cost of traffic. It is how much money you can make with that traffic. So the challenge becomes how to make more sales (or more income) with the same traffic.

The key factor then becomes CONVERSION. i.e. how many visitors are converted to sales or sign-ups or whatever your goal is. This brings us back to the cold traffic scenario. Cold traffic does not convert very well. You need to warm it up, engage with them, gain their trust and make them a fan. The more they feel they know you the more likely they are to buy from you.

Easy Pro Review pages increase conversions by doing exactly that.

TARGETING

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Another factor is TARGETING. This is a measure as to how interested a visitor may be in the product or offer you put in front of them. Think about it. If you send an offer for low cost flowers to a number of flower arrangers then you would expect (all things being equal) to make a few sales. Send the same offer to the same number of snowboarders and you would expect to sell a lot less.

This is why targeted traffic is important. This is true whether you are buying ads or banners or using SEO to rank your website. Targeting is a huge factor in CONVERSION.

So to summarize: For high conversions you need:

1. Targeted traffic.
2. A value offer.
3. Customer trust.
4. A product they want.

FINDING A CONTINUOUS SUPPLY OF POTENTIAL CUSTOMERS



The basic Easy Pro Review apps comes with a fair amount of traffic training.

But as a monthly member you also have 100 traffic and engagement training videos in your account. This is a great place to start. And EVERY MONTH you remain a member you will also get a new additional comprehensive training course.

Initially you will likely be making a decision about PAID or FREE traffic. I always say there is no such thing as free traffic. You either pay money or you pay time. Only PAID traffic will immediately give you on demand traffic. You can turn it on and off whenever you want. In the long run this is always the best way to go. It gets faster and more predictable results result.

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Almost every successfully marketer uses paid traffic. It's why Google, Facebook and YouTube etc. are multi-billion dollar companies - They sell hoards of traffic!

USING SOCIAL NETWORKS



Easy Pro Reviews comes with a One-Click Traffic Driver. You can see more about that in the EPR videos.

It means that with just one click you can open up your social account with the review page link already added and maybe some default text.

In all cases you can vastly improve the engagement with your review page by adding more detail in your post editor. i.e. adding an image is always great, or even video, change the call to action to something very specific to your page. Add additional text telling visitors about bonuses. Improve the basic post to make it more interesting and eye catching.

BUILD AN EMAIL LIST



The best way to reduce your traffic costs and still retain traffic on demand is to build a blog

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and an email list. This means capturing an email address in exchange for something free.

Although you do not need a blog to get started it can form an integral part of your business. A blog is your central point. It's where your customers learn to look for you. It's where you can collect emails and build an email list. It's where you can add content and get Google to send you traffic from the search results.

It can take time to build up a good authoritative blog but if you do that alongside everything else it will soon become a hugely beneficial resource.

Your email list will also become a cash generating machine. Sending emails is the most powerful traffic you can have. People on your list know you, trust you may even be raving fans. Send them regular links to your blog for useful content and regular offers they will want.

People on your email list will buy, buy and buy again. You can email 10,000 trusting proven customers at about a 100 or even a 1000 times cheaper the cost of the same amount of cold traffic from other paid sources. And your conversions will be 10 times better.

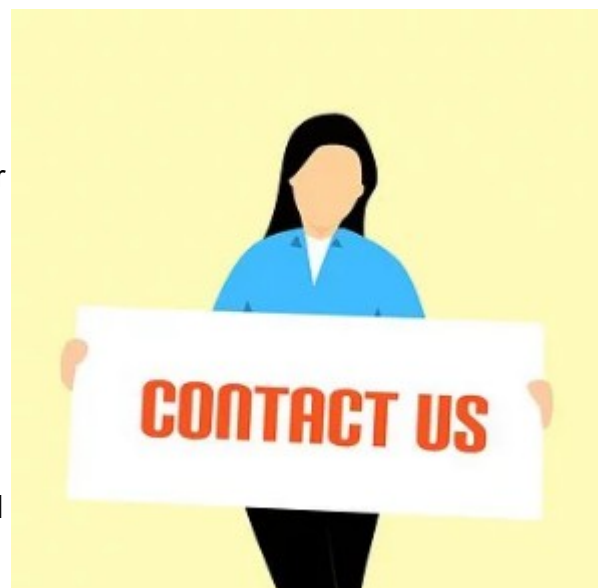
This is a key element of reducing your traffic costs. If you can re-use your traffic. i.e. send the same people to multiple offers then the more you can sell per customer. This also increases your CUSTOMER LIFETIME VALUE which in turn means you can afford to pay more for traffic.

MANAGING AFTER SALES SUPPORT

For affiliate products this is an easy one. Every product seller will have their own support. Either contactable by email or a product specific support URL. As an affiliate marketer you do not have to worry about supporting the actual vendor products.

Of course if you offer free bonuses you may need to ensure they get delivered so you will need to offer an email address or similar for support but the amount of work needed should be almost zero.

If you have your own products then you will need to support those. However if you stick to ebook or video based training or information products then support should also be minimal. Mainly ensuring the customer has access to the product and to deal with any refund requests or complaints. These again should be



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minimal if your product is good but no matter what the product you will always get a few. Don't feel aggrieved its just part of doing business.

THE FOLLOW-UP PHENOMENON

When emailing out offers to your customer or lead list ALWAYS use a series of emails. In other words never send just one email. Although this method needs a longer explanation you need to be familiar with your email service first. However basically you need to craft a series of emails for each product you promote from your list and send then out over 5-7 days.

For example

1. Day 1-Send out an email with an exciting subject.
2. Day 2-Send out same email with different subject to un-opens.
3. Day 4 -send out an email with a curiosity subject.
4. Day 5 -send out an email with scarcity subject (Last day/bonuses going).

The email series could be 3,4 or even 5 emails. I can guarantee you will sell twice as many products as with just a single email. Remember to email un-opens and your closing/scarcity email. These are crucial.

PROMOTING CLICKBANK, WARRIOR PLUS AND JVZOO PRODUCTS

The ClickBank logo, featuring the word "CLICKBANK" in a blue, sans-serif font with a small trademark symbol.The Warrior+Plus logo, featuring the text "Warrior+Plus" in a white, sans-serif font on a blue rectangular background.

Easy Pro Reviews initially shows you or allows you to promote ClickBank products. The main reason for this is that CB products generally do not require approval from the seller. It's free to join ClickBank and they deal with all the payment processing so you can literally start with just a free ClickBank account. This makes it very easy for new starters.

In the long run though promoting products from JVZoo and Warrior Plus can be very profitable. Especially in the make money online niche. Unfortunately you do need to get seller approval for the products in JVZoo and Warrior+.

To get approval you generally need a history of selling products. This can put you in a catch 22 situation. This stops many new marketers in their tracks. Your best option is to build your email list. If you can show sellers that you have a list and have sold products elsewhere (I.e. ClickBank) you will have a much better chance of getting accepted for promoting products.

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You can also start by asking to promote older but evergreen products as you are more likely to get approved. Once you have 10 sales under your belt you will find it starts to get a lot easier to get approval.

PROMOTING YOUR OWN PRODUCTS

You can promote your own products of course. You can use a payment processor like PayPal or stripe to sell directly or you can even add your product to JVZoo or Warrior Plus for free.

One advantage to this is that any sales will count towards your selling history on those platforms making it easier to get affiliate approvals.

If you are a new marketer you may struggle to create your own products but it is a very easy and cheap option to buy a PLR or resale rights product. For PLR I strongly advice you change the covers and images and ensure the text is well written. You may need to do a bit of rewriting or editing yourself but that is pretty simple to do.

Make the product unique and it will pay dividends.

Check Warrior Plus and JVZoo for some high quality PLR there a few sellers who specialize in PLR.

Note that YouTube is likely to have more review videos for well known products and those that have sold well already. So if you use PLR products to sell as your own you probably need to do a lot more work with your review page than for other peoples products.

One way to help is to add the product to JVZoo and Warrior Plus. Set a launch date for at least couple of weeks ahead. Often you will get affiliates requesting a “review access” of the product. GIVE THESE AWAY FREELY. I know it sounds crazy but some ask so they can create reviews to post on YouTube. Then you get a review video made for you for free!

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LAUNCH JACKING



Launch jacking is a very profitable method of affiliate marketing. I used to do this all the time when I started. Originally Launch Jacking was done by purchasing a similar domain name to the product, and include review or demo and bonus in the name. Then create a small one page site that would rank on Google page one. When launch week comes people search Google for review/demo/bonus find your site and hopefully purchase via your affiliate link.

Google algorithm changes killed that off quite some time back so people moved to YouTube doing pretty much the same thing. However it's limited to a few people because you need to create a video and not everyone has the skill or inclination to do that.

To find upcoming and popular launches check out <https://muncheye.com/>
The higher profile the launch the better. That means more people searching for reviews.

Now you just need a review video!

Easy Pro Reviews gets around that by using the videos already created. And near launch time you will see quite a few new review videos on YouTube for the launch products.

Create an Easy Pro Review page with plenty of bonuses and post it on your social media or whatever promotional plan you have. Even use paid promotion on Facebook for instance and you should see the sales come in.

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OTHER AFFILIATE NETWORKS

There are alternative affiliate networks but most have fairly strict entry requirements making it hard for newbies. However if you are an intermediate marketer you may be able to use the networks.

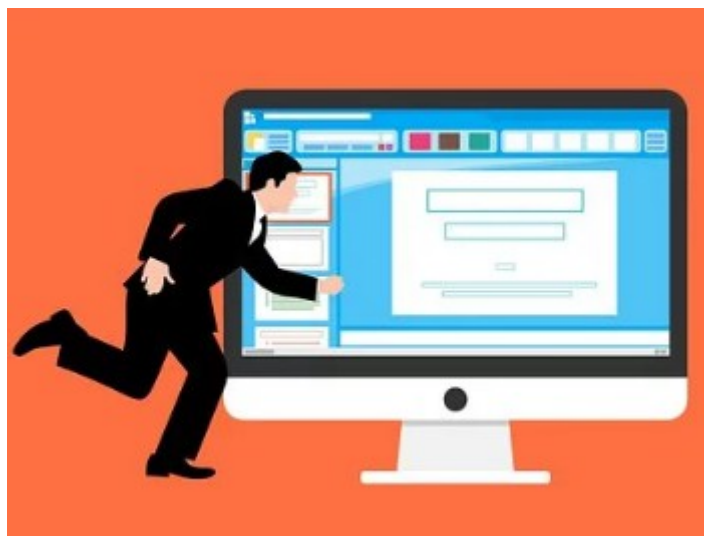
Some alternative networks include Affiliate Window (AWIN), Shareasale, MaxBounty, CJ Affiliate, Flexoffers and 2Checkout.

To find out how to join the networks just Google the name and follow their instructions. As I said though these are for more experienced marketers.

HIGH PAYING PRIVATE AFFILIATE PROGRAMS

Most marketers start off with and in fact stick with the affiliate networks. However many great products have their own affiliate programs. In this final section I have listed a number of companies and products that are all free and quick to get started with and the payouts are great. Many are continuity payouts and pay every month. Some are very high payers indeed.

INTERNET MARKETING TOOLS



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Most of these are software products are used by successful internet marketers so are high quality products that people pay for month after month. That means you get paid month after month as well-established

I have already or will be creating Review Packs for these products so check your account first.

Clickfunnels - <https://whatsyourdreamcar.com/signup-now>

Shopify - <https://www.shopify.com/affiliates>

SEMRush - <https://www.berush.com/en/>

URL Profiler - <https://urlprofiler.com/affiliates/>

ConvertKit - <https://convertkit.com/affiliate>

LeadPages - <https://www.leadpages.net/affiliates>

DreamHost - <https://affiliates.dreamhost.com/>

Cloudways - <https://www.cloudways.com/en/partners/cloud-affiliate-program.php>

BlueHost - <https://www.bluehost.com/hosting/partner>

Immotion - <https://www.inmotionhosting.com/hosting-affiliate-program>

Flywheel - <https://getflywheel.com/referrals/>

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HEALTH PRODUCT PROGRAMS



There are many networks that have affiliate health products but if you want to promote health products you could look at the following programs. They are much easier to join, are free and pay well.

1. <https://www.sellhealth.com/>
2. <https://www.markethealth.com/>
3. <https://moreniche.com>

OTHER PROGRAMS – NOT FOR THE FEINT HEARTED



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Below I have listed a few other programs that are free and easy to join and have some large payouts.

HOWEVER: A word of warning All the programs below are in niches that are probably not for the new marketer. They include FINANCIAL INVESTMENT, FOREIGN EXCHANGE TRADING, DATING and GAMBLING niches.

All these niches really need more expert understanding as many sites (Facebook etc.) have some strict terms & conditions about promoting products in these niches. Laws may vary across countries and states and some email services and advertisers do not allow certain niches.

FINANCIAL INVESTMENTS

Regal Assets
Colmex Pro

FOREX

Best Forex Partners
Forex Club
Finmax
8Binary.com

DATING

FriendFunder
eHarmony
Cupid.com

GAMBLING

888.com
iAffiliates
Casino Blasters
Betfair Affiliates

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CONCLUSION

Using Easy Pro Reviews can make your affiliate marketing super simple and super profitable.

Like anything else this is just a tool to help you make a success. It is not the final answer or a get rich quick scheme.

The real secret to your success is you. What you do, how you do it, how much time you spend doing it.

Good Luck & Enjoy!