

Now *Here's* A Starving Crowd!

A few years ago I was doing some "lateral thinking" trying to come up with a way to attack the "dating market"...that wasn't already just over run with competition.

And...I had an idea...that stemmed from thinking about the "people" involved. Which most of my good marketing ideas come from, thinking like or hanging out with the people involved.

So I was trying to pretend, after over a decade of marriage, that I was my target market...and the question I asked was...

What brought me to a dating site?

Like eHarmony...or Match.com...or Chemistry.com?

And I had the thought that many people probably come after a BREAK UP or DIVORCE...or in the middle of a separation.

So...

I began to look for and hang out where these newly separated guys and gals were hanging out.

What I discovered was that what MANY wanted, more than anything else, was a way to MAKE UP before the relationship completely broke up forever. Secondly, they wanted a way to deal with the emotions they were having going through this very tough time.

Interesting huh?

Now, if you have known me for any amount of time...I preach and preach and preach...what?...what about marketing success?...Success for regular guys and gals?

What is the first thing you need?

1. A STARVING CROWD

Then what?

2. Find out what they're hungry for!

Once we have that, we just...

3. Give it to them!

So here I am. I got my starving crowd. I have a good theory of what they need...and by this time, since this is a WORLD WIDE...evergreen problem, I don't even **care** about the dating sites now.

What do I do?

RIGHT!

I go to Clickbank and see if there are any products that I can test my theory with...

And there happened to be a few...

So I am feeling really confident... I have some articles written and put them up on a little mini-site so I can get an Adwords campaign off the ground.

While the articles are being written I come up with my first squeeze page that redirects to a Clickbank product with a pretty weak sales page, but a decent price for the demographic.

Long story short...

After I get my mini-site live and drive my first 20 visitors...BAM!...SALE...then BAM...BAM...BAM...

SALE...SALE...SALE...

...and I know I got another winner!

See...the first thing I ALWAYS look for is...does it make opt-ins and sales REGARDLESS if it is profitable at the beginning.

Get it?

I have seen many new marketers throw out campaigns because the first 10 or so sales aren't profitable. They don't realize they are throwing out TENS OF THOUSANDS of dollars.

(Most of the time all they would need to do is capture names and do just a little relationship marketing.)

Or even worse is the poor fella who just doesn't have a hungry crowd...and he spends days...weeks...months writing articles for a crowd that could care less...let alone pull out their wallet.

Here's the cool thing about this hungry crowd...

This campaign came out of the gate with a 20% opt-in and was profitable with a measly \$12 commission.

But...something kinda weird happened.

I started to get email, after email, after email from these folks. I mean it was weird because they're giving me personal details of their life, relationship and break up. And I decided that I was going to help them.

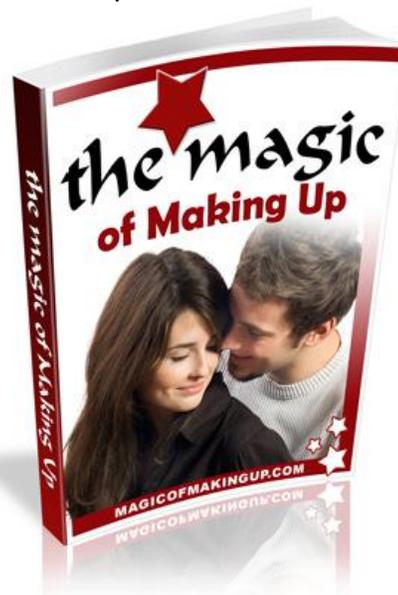
You wanna know what happened?

I fell in love with the people I was helping...and this has happened before and I'll talk about that in a second.

But...I fell in love with them and, because of my past experience helping folks in almost the same position, I decided I was going to create an even BETTER product so I could really help these folks.

Now, I will spare you the trials and tribulations...which went on for nearly six months as I put together what is, in my opinion, the best product on the market for people trying to save their relationship.

But I'll give you the condensed version of the points you may be interested in, okay?



The Magic Of Making Up

The Magic of Making Up went live January 2008. I had my first sale in MINUTES. It was written under my pen name TW (T Dub) Jackson.

-Sales page is converting from 3% to 4% depending on traffic source and affiliate.

-Price has been extensively tested and is most profitable at \$39...and I give you 75%. So you make \$26 per sale.

-Refund rate is at a very low 4%

-We've added upsells and a backend. The upsells include an audio version of the ebook...and the current backend is an "email help" service, because one of the desires of these folks is to have someone to talk to.

-Sales stay steady and consistent. Certain times of the year, such as holidays and Valentine's Day, can spur extra sales, but there is not a SLOW time. People are always breaking up, separating or considering divorce.

-**IMPORTANT:** This product works! I get testimonials EVERY DAY. I am averaging around 7 a day now! I cannot tell you how happy and grateful my customers are!

And many times these are FAMILIES with children involved that we're SAVING.

Now, I do get the occasional stinker too. The "know it all" or the "this will never work in my situation" without ever trying it kind of person...but 7 UNSOLICITED TESTIMONIALS a day means there are probably many more success stories.

You can see a video I did with 26 testimonials on the sales page...the link is below. I think it is IMPORTANT for you to feel good about what you are promoting...don't you?

On the sales page, I used a pen name, you HAVE TO these days with so many crazy folks out there, but EVERYTHING on the sales page is TRUE. My military experience...my experience helping other folks...is all true.

As you see in the sales page...I did NOT try to pretend I am a "professional" etc.

Tips To Help You Make Great Money Promoting The Magic of Making Up

The sales page is located here:

http://magicofmakingupcourse.com/presentation_new/

Your affiliate link will look like this:

<http://xxxxx.makingup.hop.clickbank.net>

Make sure to change the xxxxx to your own Clickbank ID.

1. There are TWO VIDEOS on the sales page. Make sure you use those to your advantage. So many affiliates don't use what they've been given! There is GREAT CONTENT in those videos and the first one I designed to help drive traffic...and to match the conversation going on in our guy or gal's mind. Use the fact that there's a video when writing your bio box, ads, articles...etc.

2. Articles, Hubpages, Blogger and other website platforms work GREAT! In fact, there is so much traffic in the relationship area at ezinearticles.com that those articles make sales before they even hit Google. I have an article writer that I pay several hours a day just to write articles for this niche.

3. There are lots of people breaking up. Conversions will be even better if you actively target people that have JUST broken up. For this reason I find that targeting people that are ALREADY divorced does not pay well...since divorce is such a long process...but focusing on couples who have just separated works much better.

4. Social sites like Facebook, Meetup, Google+ etc...ROCK for this product. Many are in a demographic where relationships are more tumultuous. In other words, a college guy is likely to get dumped a couple of times in 4 years...where as a 40 year old guy like me, if we look at the odds mathematically...will be with the same girl in 4 years (Hope So!)

There is HUGE TRAFFIC on social sites you can get not only free, but once you have that tweaked...you can place ads on those sites as well, which can drive UNLIMITED amounts of traffic.

5. Understand that there irrational wants as well. As marketers we need to use this...without taking advantage...but you need to understand that in a "perfect

world" what these folks irrationally want is a magic product they can put under their pillow that will align them perfectly with the planets so the next time they see their ex , he or she falls madly back in love with them.

Now, I am not saying that to be mean. It is good marketing to understand that people want the PRODUCT to do all of the work. It's one of the reasons I named the product The Magic of Making Up. See how the name puts the burden of work on the product?

I also include as a BONUS, The Magic Second Chance Letter. Customers and prospects LOVE THIS...because it is a letter that is ALREADY written for them...and it works! MAKE SURE you use this feature in your articles, ads, landing pages etc...it goes perfectly with the video.

What many want too...is a SECOND CHANCE. Not only does the letter cover that...I have the other bonus, for more serious problems, called the Clean Slate Method, which is an effective method of how to make an apology that gives you the best chance of being forgiven.

Final Notes

If you send half way targeted traffic, you stand a very good chance of making money. (I haven't found too many niches that are hungrier than this one.)

If you are on a shoe string budget, start with a Hubpage or Blogger blog doing some basic keyword research. Then branch out to EzineArticles, hire some article writers, get a site up, then PPC and other paid advertising. The key is to keep on rolling it out.

You can do \$100 a day...or \$1000 a day...it's up to you. The traffic is there. The need is there. I am giving you a PROVEN product...with proven success.

\$1000 is just 40 sales, which means if you drive roughly 1000 to 1200 visitors a day to your Clickbank hoplink...you should hit that target.

I have affiliates already doing \$100 a day with 20 or so articles and a Blogger blog or a tiny little website.

I would love to just give everyone a copy of the product. I don't think that would be the smartest thing for me to do though, for many reasons.

But...

Here's what I will do...

If you sell at least one copy...email me your Clickbank ID...and I will send you the product free.

I want to help you in every way I can, but many just won't do anything with this info.

You know what I mean?

If you sell 10, email me...and I will set up a time where I can call you and give you PERSONAL HELP.

Cool?

ickyhelp@gmail.com

Put **YOUR AFFILIATE** as the subject.

I want to help as many affiliates as I can to get to \$100 a day...then \$500 ...then \$1000 a day.

And look...

This traffic is NOT going away. It's like the diet industry...people will always be breaking up...and wanting to reunite...just like people will gain weight and want to lose it...yeah?...it's evergreen.

Keywords and Such

People go gaga for keywords. But look, the important thing is to try and THINK LIKE your PERFECT PROSPECT. Remember, there are people behind these keywords.

I am including a few hundred that I know the "root phrases" work really well...but, BE THE PROSPECT and write down your questions and problems...those are your PERFECT PHRASES. There are millions, but I hope these give you some lateral ideas to get started with.

Root Phrase: Ex Back

ex back
how to get your ex back
get ex back
get my ex back
get your ex back
how to get my ex back
win back your ex
getting your ex back
how to get an ex back
get back with your ex
how to win back your ex
getting back with an ex
how to get your ex boyfriend back
how to get your ex girlfriend back
get your ex girlfriend back
get an ex back
i want my ex back
how to get back with your ex
want my ex back
getting back with your ex
getting back with ex
get your ex boyfriend back
how to win back an ex
get back with ex
win back an ex
win back ex
getting back together with an ex
how can i get my ex back
how to get ex back
get back with an ex
get ex girlfriend back
getting an ex back
getting ex back
make your ex want you back
how to get back with an ex
ex wants me back
get my ex girlfriend back
how do i get my ex back
how to get an ex girlfriend back
how to get an ex boyfriend back
getting back together with ex

get ex boyfriend back
does my ex want me back
should i get back with my ex
my ex wants me back
ex wants you back
how to make your ex want you back
winning back your ex
getting back together with your ex
get my ex boyfriend back
ways to get your ex back
get back with my ex
win back my ex
get an ex girlfriend back
how to get my ex boyfriend back
ex girlfriend back
back with ex
winning back an ex
getting back at your ex
how to win back ex
how to get my ex girlfriend back
getting my ex back
get back together with ex
can i get my ex back
how to win back your ex girlfriend
how to get ex girlfriend back
getting your ex girlfriend back
back together with ex
win back your ex girlfriend
i want my ex boyfriend back
get your ex back
will my ex come back
how to get back with ex
your ex wants you back
get back together with your ex
signs your ex wants you back
how to get back together with your ex
win back ex girlfriend
how to get ex boyfriend back
how to win back an ex girlfriend
how to win back my ex
how to get back with your ex girlfriend
i want my ex girlfriend back

get back with your ex girlfriend
how to win your ex boyfriend back
how to get you ex back
get back together with an ex
getting ex girlfriend back
how do i get my ex boyfriend back
winning back ex
back with the ex
ex wants to get back together
get back with ex girlfriend
want ex back
getting your ex boyfriend back
going back to ex
ex boyfriend wants me back
getting back with my ex
get the ex back
getting back with the ex
get an ex boyfriend back
does your ex want you back
ex girlfriend wants me back
win your ex boyfriend back
going back to an ex
should i get back together with my ex
how do i get my ex girlfriend back
how to get back together with an ex
getting an ex girlfriend back
how to get back with my ex
getting back with ex girlfriend
ex came back
ex boyfriend back
ex comes back
when your ex wants you back
how to win back an ex boyfriend
how to get back your ex ebook
how do you get your ex back
want your ex back
how to get a ex back
win back an ex girlfriend
get your ex wife back
ways to get your ex boyfriend back
how to get your ex wife back
ex boyfriend wants you back

how to get back with your ex boyfriend
get your ex back free
should i go back to my ex
tips on how to get your ex back
how to make your ex boyfriend want you back
going back to your ex
getting back with an ex girlfriend
win back ex boyfriend

Root Phrase: Breakup (can use Break up too)

break up
the breakup
text message breakup
relationship break up
breakup poems
breakup
break up advice
getting over a breakup
how to get over a breakup
get over a breakup
how to breakup
how to deal with a break up
marriage breakup
breakup advice
dealing with a breakup
how to deal with a breakup
breakup letters
how to get over a break up
bad breakup
after a breakup
breakup lines
surviving a breakup
breakup stories
good breakup songs
after a break up
get over a break up
how to survive a breakup
getting over breakup
get over breakup
dealing with a break up
dealing with breakup
coping with a breakup

breakup to makeup
post breakup
survive a breakup
breakup girl
surviving a break up
how to handle a breakup
breakup tips
love breakup
stages of a breakup
moving on after a breakup
how to cope with a breakup
breakup survival
txt message breakup
coping with breakup
breakup sayings

Root Phrase: Men Leave (could also do women leave)

why men leave
men leave
the woman men adore and never want to leave
ladies leave your men at home
why do men leave
men who leave
the women men adore and never want to leave
paternity leave for men
why women leave men
women men adore and never want to leave
men who leave their wives
ladies leave your men at home lyrics
men don't leave
do men leave their wives
why men leave their wives
do married men leave their wives
do married men leave
when men leave
two men enter one man leave
women men leave
women men love women men leave
why do men leave their wives
why men leave relationships
all you ladies leave your men at home
why do men leave women

why men don't leave
reasons men leave
men leave wives
talented men leave dead wood doesn't
married men leave their wives
men just leave
men don't leave their wives
reasons why men leave
men who leave women
men never leave
men who leave their families
men never leave their wives
men that leave their wives
married men who leave their wives
men who leave wives
why men don't leave their wives
why men leave their families
married men who leave
men leave me
men always leave
men leave wife
married men never leave
percentage of men who leave their wives
reasons women leave men
men leave pregnant women
why men don't leave
why men leave wives
the woman the men adore and never want to leave
married men leave wives
the woman men adore and never want to leave free
how many men leave their wives
let us leave pretty women to men devoid of imagination
leave men alone
why married men leave
why men leave pregnant women
women men love and never want to leave
men who leave pregnant women
married men leave wife
ladies leave your men at home the club
pregnancy leave for men
married men never leave their wives
when men leave their wives

married men don't leave their wives
what makes men leave
men that leave
why men leave pregnant
why men won t leave
men who won t leave
do men leave wives
men leave children
women men adore and never want to leave
do men leave women
men leave their wives

Root Phrase: Save Relationship (could use save marriage)

save relationship
how to save a relationship
save a relationship
save your relationship
save my relationship
how to save my relationship
how to save relationship
how to save your relationship
save the relationship
save our relationship
how do i save my relationship
how to save a failing relationship
can i save my relationship
save relationships
save a failing relationship
ways to save a relationship
how can i save my relationship
trying to save a relationship
how to save relationships
save a broken relationship
how to save a broken relationship
save a dying relationship
how to save a long distance relationship
can this relationship be saved
can your relationship be saved
love will save the day
can a relationship be saved
save your love
saving a relationship

Root Phrase: Save Marriage

1 week to save your marriage
affair save marriage
alone marriage save
book marriage save
can a marriage be saved
can i save my marriage
can marriage be saved
can my marriage be saved
can this marriage be saved
divorce save marriage
god save my marriage
help me save my marriage
help save marriage
help save my marriage
help save your marriage
how can i save my marriage
how do i save my marriage
how to save a broken marriage
how to save a failing marriage
how to save a marriage
how to save a marriage after an affair
how to save a marriage and ruin your life
how to save a marriage in crisis
how to save marriage
how to save my marriage
how to save your marriage
how to save your marriage alone
how to save your marriage before it starts
i want to save my marriage
marriage relationship save
one week to save a marriage
one week to save marriage
one week to save my marriage
one week to save our marriage
one week to save your marriage
prayer to save a marriage
save a failing marriage
save a marriage
save Christian marriage
save marriage
save marriage advice

save marriage counseling
save marriage dignity
save marriage from divorce
save marriage infidelity
save marriage tips
save marriages
save my marriage
save my marriage advice
save my marriage now
save my marriage today
save our marriage
save the marriage
save this marriage
save your marriage
save your marriage alone
save your marriage before it starts
save your marriage central
saving a marriage
saving marriage
saving your marriage
saving your marriage before it starts
separation save marriage
should i save my marriage
steps to save a marriage
stop your divorce save your marriage
technically our marriage is saved
tip to save a marriage
tlc one week to save your marriage
to save a marriage
to save my marriage
to save your marriage
ways to save a marriage
ways to save marriage
ways to save your marriage