

# **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.

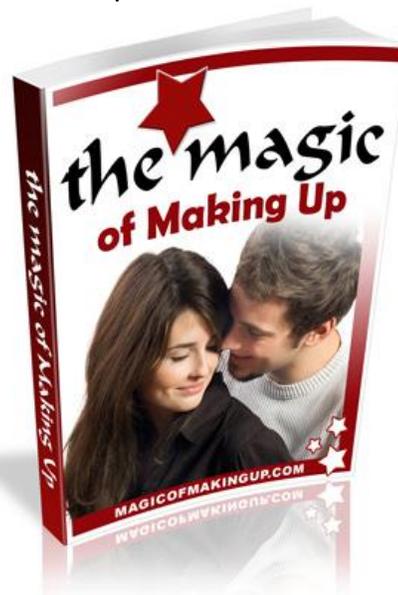
You wanna know what happened?

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/](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](mailto: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