

The Rapid Fire Product Review Writing System

By Steve Hines

Legal Stuff:

This document contains business and writing advice, that has been very successful for me, but being as we live in a world where not all things are the same across the board, you may not experience the same results.

I've gone to every effort to teach you every step that I take to write product reviews for profits, but you may not experience similar results at all. We all know that there are no full-proof systems, so if you are reading this document with hopes of getting a guarantee on how well you'll do or how much money you'll make, no such promises or guarantees are offered by the author.

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How to create high quality product reviews in minutes and make more money from your writing efforts.

This guide will be pretty straight forward and to the point. Like you, I've purchased my fair share of WSO guides and systems over the years. And also like you, I know what it's like to have precious little time to get things done each day.

That's why I'm going to cut through the clutter and make this guide as direct and to the point as possible.

I work a full time job, dabble in affiliate marketing and am a husband and father of three children.

I'm not trying to tell you my life story, I just want you to know that I face the same challenges that you do. We all have a common enemy called Time, and it's literally us against the clock every day. And that's precisely why I developed this Rapid-Fire Writing System. This is the system that I use every day to write high quality, high converting product reviews.

I only have a few hours available to write every day, so I needed to make the most out of this time. And that need for more productivity was the seed that grew into this writing guide.

And with that long-winded introduction finished, we're going to jump straight into the system. I plan to be brutally quick and cut right to the heart of the matter on every topic that we cover. If you'll put the tips, principles and techniques from this guide to work, you'll be clipping off review after review and making some good cash in return for your efforts.

TO get the most from this review writing guide, I suggest that you:

1. Quickly read through it one time in its entirety. Don't try to grasp everything, but use this reading to get a grasp of this basic, easy-to-implement writing system.

2. Go back to the beginning and read the guide again. This time, though, follow along with me and create a product review as you go along. That way, you'll have your first review in the can by the time you reach the end.
3. If you have any questions or need some help with a particular area of this report, feel free to email me at

That's all I have for you. I'll make no attempt at trying to impress you or fluffing anything up. This is the EXACT system that I follow, day-in-and-day-out to bank serious cash from writing affiliate product reviews.

Ready?

Let's do it...

Research

The first step of any writing project, be it a historical text book or a product review for electric toothbrushes, is to do research.

Now, I am all for learning and doing a lot of research. In fact, I'm pretty much an information junkie. But you have to know when to say “when”, as you are doing research for your product reviews.

You'll find that most of your clients will order 5 to 10 reviews at a time. Usually these reviews are for several of the best selling products in a certain category.

For example, Jim makes an order from you. He wants 10 coffee maker reviews. He sends you links to the products he wants reviewed, and PayPal's you \$75 for the ten pack. Now you're ready to get to work.

Here's how you need to do your research for Jim's order.

We'll start with the first product that's on his list. The coffee maker he wants reviewed is called DeLonghi EC155 Espresso Maker – here's the link to it -

http://www.amazon.com/DeLonghi-EC155-Espresso-Maker/dp/B000F49XXG/ref=sr_1_1?s=kitchen&ie=UTF8&qid=1306078465&sr=1-1

So we get into our working area. Get comfortable. Fire up your word processing program (I use Open Office) and then open your browser and go to the link for the espresso maker.

Now remember, we're not even writing yet. At this point, we are researching for the batch of 10 coffee maker articles that Jim has ordered. Here's what I look for when I'm researching, and I usually write this stuff down in a notebook for easy reference when I write the reviews:

- Bullet points of features/benefits
- Product description from the manufacturer – I usually skim over this in

30 seconds or less and write down anything that jumps out about the product niche in general

- Customer Reviews. This is the most important part to me, other than the bullets. I take notes of what people are saying about the product and what features are most important to them.

So then, we've spent about 5 minutes looking at this one product from the batch to make ourselves “instant experts” on the product. Here's what you may have put in your notes from the research on this product:

Espresso Makers

People want – compact models, good looking appliances, easy clean up, fast brewing, the high-end Starbucks experience at home, the ability to impress their friends with their kitchen appliances, authentic espresso at home.

Important Features – Pump driven brewing, frothers, easy operation, affordable, but not cheap, price

That's just a very basic, off the top of my head research session for espresso makers. I may even look at the URLs for a few different espresso makers to expand on my research. The most important thing is to do this quickly. Thrash through the research, write down the important points and move on. You don't need to understand every nuance of how coffee makers work, or hit every feature that makes people choose a particular brand. You want a baseline knowledge to get moving forward quickly into your product review writing.

OK, now you see that research doesn't have to be too intense or take too much time. Always keep a notebook nearby when researching, as it's easier to refer to written notes instead of constantly cycling through windows on your computer.

It's up to you, though. You probably have your own preference for taking notes.

Here's your homework. Please, whatever you do, don't skip these assignments. Your success with this rapid fire system is contingent upon you putting in some work, so do your assignments before you move onto the next section. You'll be glad you did when those writing jobs come pouring in...

Homework

- Look up a product that you're interested in buying on Amazon.
- Research the product and write your notes about it in a notebook or in a text file
- Think about why you are interested in this product and try to identify the features that most other buyers would consider important.
- Get a good night's sleep. Don't jump into the next section until you let things percolate in your subconscious for a while.

Formatting Your Review

Now that you've got the basic information for your product, let's move on to setting up the basic format for your review.

I'm including the most common and high performing product review templates in Appendix A, for you to use for your jobs later on. For now, though, we're going to use a basic template that is one of the most requested from several of my regular clients.

Your review is going to be set up like this.

- **Title – Typically “Product Name” Review**
- **Opening paragraph**
- **Strong Key Feature Paragraph**
- **Feature/Spec/Benefit Listing in bullet points**

- **Wrap up paragraph**
- **Customer Review Scores**

This is a basic, easy-to-write review that you'll find yourself writing again and again, so get comfortable with the basic layout.

Now that you know the basic format for your review, it's time that we get started with our writing. To do that I'm going to ask that you work along with me. Open up a blank word processing file and let's get down to the real work of writing lightning quick product reviews.

To do this, we're going to do each section of the review together, starting with...

The Title

Your Product Review Titles

I do a lot of other types of writing, and spend a lot of time fretting over title/headlines. Luckily, titles are a breeze when you're writing product reviews. Are you ready to see how easy they are?

OK. Remember our coffee maker at http://www.amazon.com/DeLonghi-EC155-Espresso-Maker/dp/B000F49XXG/ref=sr_1_1?s=kitchen&ie=UTF8&qid=1306078465&sr=1-1 ?

Well, here is our title for the review. Drum roll please...

DeLonghi EC155 Espresso Maker Review

That's not too hard now, is it?

You may even jazz it up a bit, and help your client to get some more keywords in the title, by making it:

DeLonghi EC155 Espresso Maker Review – Is it the Best Espresso Maker?

See how easy it is? You don't have to go overboard, get clever or give yourself a headache agonizing over review article titles. Simply copy the product name and tack on review at the end.

If you want to get fancy, you can, but for speed and efficiency the basic way is the best way. I'd say that 90% of the titles I write use the most basic layout and I never get any complaints from clients about the titles.

Ready for Your Homework? It's easy today, I promise. Simply make a title for the product that you chose in the last step. You'll find that your homework is complete in about 5 seconds if you stick with the basic method.

Opening Paragraph

Now it's time to really start writing. Your opening paragraph has to get the attention of your readers without being too enthusiastic.

Here's what I mean. You're writing reviews, not advertisements. Yes, you want people to click through the affiliate links in your reviews, but you don't want to come off as a huckster, used car salesperson in the process.

Going back to our coffee maker, here's one example of how I'd start the review:

“If you're anything like me, and love a good cup of espresso to get your day started, you know how important it is to have a high quality espresso maker at home. The DeLonghi EC155 Espresso Maker is an espresso maker that's been in high-demand for the past few years. And since I'm always on the lookout for a way to enjoy authentic, Italian-style espresso, I decided to do some research on this popular model, so I could share it with you here in this DeLonghi EC155 Espresso Maker review.”

That opening paragraph gives you about 90 words, so you can see just how easily it is to get on a roll and get nearly a quarter of your words, for a 500 word review, in just the opening paragraph alone.

That's just a basic idea. Notice I did this one in a first person, casual style. You'll end up with clients that like their reviews written different ways, so get used to writing in different voices and with different tones. And more than anything else, just get that first paragraph written, while mentioning the product name a time or two for SEO, without sounding like a mindless robot.

Reviews, like sales letters, need to have a bit of a conversational, friendly tone, so imagine that you were passing along what you've learned about your product to a close friend or family member. That way your reviews will be more inviting for people to read and, ultimately, take action on by clicking through the affiliate links.

Homework Time...

Here's your homework for this chapter. Take the title page that you created last time around, and add an opening paragraph. Simply think about what you've learned about the product during your research phase, and start off a friendly, conversational paragraphs that get's people interested and reading. In fact, you should probably write 2 or 3 different opening paragraphs, just to find out which approach works best for you.

Supporting Paragraphs – Key Features

Now that you've got your review started with a title and a strong opening paragraph, it's time to write some supporting paragraphs. One or two short paragraphs should work good for most products.

Going back to our original product, the espresso maker, here's a rough idea on how I would approach the supporting paragraphs.

“Making authentic, delicious espresso at home can be difficult with stove-top espresso pots, as they simply don't use the same approach that an authentic espresso maker, like the DeLonghi EC155 Espresso Maker uses. You see, real Italian bistros and coffee shops use pump-driven espresso machines. Fortunately, the DeLonghi EC155 Espresso Maker uses 15 bar pumping action to make every cup brewed as tasty and piping hot as possible.

And if you're searching around for the best espresso maker, you probably don't want one that is too difficult or time consuming to clean up. The DeLonghi EC155 Espresso Maker is made to allow simple, quick clean ups. With its removable drip tray, you never have to worry about big messes in the kitchen. And since the DeLonghi EC155 Espresso Maker has dishwasher safe parts, you can have this powerful espresso maker cleaned up and ready to brew in no time at all.”

There's another almost 200 words for our 500 word review. By the way, if you wonder why I keep referring to 500 word reviews, it's simply because they are the most in demand. Most affiliate marketers that I work with order 10 packs of 500 word reviews from me, week after week. Shorter reviews are, obviously, easier to write. But you may get orders for longer reviews.

For the purpose of this training manual, we'll assume that 90% of your orders will be 500 word reviews, and those are the type of review articles that you'll

be cranking out in 5 to 10 minute spurts

Here's your homework for today:

Take your existing review, and add two short, to the point supporting paragraphs. These two paragraphs should touch on key, important features and benefits of the product you are reviewing. If you have any doubt about what features to cover in your paragraphs, look at what real life customers are saying in their reviews, and touch on the topics that they seem to care the most about.

Features/Specifications

Now we're more than halfway home. For this type of review the next section will focus on the features/benefits. This part is simple because all I do is copy what the Amazon product page has, and jazz it up a bit.

For example, here's the feature list from the espresso maker we've been talking about, directly from the Amazon page:

- 15-bar pump-driven espresso machine with durable stainless-steel boiler
- 2 thermostats for separately controlling water and steam pressure
- Self-priming operation; accommodates E.S.E. pods and ground espresso
- Adjustable swivel jet frother; removable 35-ounce water tank; "on/off" switch
- Measures 7-1/2 by 9-1/2 by 11-1/8 inches; 1-year warranty

... now, here's my rewriting of the features, with some benefits thrown in to make the product more desirable:

- Built with a 15 bar pump system to give you authentic espresso
- Integrated stainless steel boiler that's built to last for years to come
- Features 2 separate thermostats for individual control over water and

steam pressure options

- This espresso maker is self-priming, so you don't have to fuss with a manual priming system
- Uses E.S.E. Pods and ground espresso, so have more choices for your espresso
- Built with a swivel jet frother to add delicious frothed milk to your drinks
- 35 ounce water tank is simple to remove for fill ups and clean ups
- Dimensions: 7-1/2 by 9-1/2 by 11-1/8 inches
- Backed by a powerful 1-year warranty

See how easy that was. I copy and paste the bullet points from Amazon directly to my review. Then I rewrite each main point, and add a strong benefit on to each feature. This makes for a much more, reader-centric review. People buy benefits, not features, so tying the two together makes your review much more persuasive.

I got another 115 words out of the features/benefits section, so we are well on our way to tying this review up.

Homework:

Copy the bullet list of features for your product, directly from Amazon. Paste those bullets into your review, and rewrite each one. Make sure that you add a benefit on to most of the features for the best results.

Now we're on to the last, main section of the rapid fire review writing system.

Conclusion/Customer Reviews

I always like to wrap things up by discussing customer reviews. People love to see proof-based testimonials, so I include a bit of information from the user reviews to finish off the reviews and convince the reader that this product really is what they're looking for.

Here's an example of what I'd do for the espresso maker review that we've been working through:

Customer Reviews

“No DeLonghi EC155 Espresso Maker review would be complete without discussing the real life customer reviews for this model. While doing research for this espresso maker review, I found over 600 helpful customer reviews. All told, this espresso maker has racked up an impressive 4.1 out of 5 star rating. That means that the vast majority of people have given this espresso maker the highest marks possible.

And while there were some minor complaints about the frother wand being a bit too low for some peoples' liking, the overall consensus is that the DeLonghi EC155 Espresso Maker is one of the best espresso makers in this price class. If you've been looking for an espresso maker to start your mornings off on the right foot, I highly recommend the DeLonghi EC155 Espresso Maker.”

That's it. We put in some user feedback, and wrapped the whole review up on a high note. If you paid attention, you probably noticed that I put in a negative about the frother wand. I always try to put in at least one or two little negative points to make the reviews more realistic and less over-the-top salesy.

Homework:

OK. It's time to finish your review. Take a look at the customer reviews and scores for your product and put them together into one or two paragraphs,

ending with a recommendation to the reader to purchase your product.

The Finished Product

Let's take a look at the espresso maker review we've put together, as a finished piece:

DeLonghi EC155 Espresso Maker Review

If you're anything like me, and love a good cup of espresso to get your day started, you know how important it is to have a high quality espresso maker at home. The DeLonghi EC155 Espresso Maker is an espresso maker that's been in high-demand for the past few years. And since I'm always on the lookout for a way to enjoy authentic, Italian-style espresso, I decided to do some research on this popular model, so I could share it with you here in this DeLonghi EC155 Espresso Maker review.

Pure Pumping Power

Making authentic, delicious espresso at home can be difficult with stove-top espresso pots, as they simply don't use the same approach that an authentic espresso maker, like the DeLonghi EC155 Espresso Maker uses. You see, real Italian bistros and coffee shops use pump-driven espresso machines. Fortunately, the DeLonghi EC155 Espresso Maker uses 15 bar pumping action to make every cup brewed as tasty and piping hot as possible.

Easy to Clean

And if you're searching around for the best espresso maker, you probably don't want one that is too difficult or time consuming to clean up. The DeLonghi EC155 Espresso Maker is made to allow simple, quick clean ups. With its removable drip tray, you never have to worry about big messes in the kitchen. And since the DeLonghi EC155 Espresso Maker has dishwasher safe parts, you can have this powerful espresso maker cleaned up and ready to brew in no time at all.

Features & Specifications

- Built with a 15 bar pump system to give you authentic espresso
- Integrated stainless steel boiler that's built to last for years to come
- Features 2 separate thermostats for individual control over water and steam pressure options
- This espresso maker is self-priming, so you don't have to fuss with a manual priming system
- Uses E.S.E. Pods and ground espresso, so have more choices for your espresso
- Built with a swivel jet frother to add delicious frothed milk to your drinks
- 35 ounce water tank is simple to remove for fill ups and clean ups
- Dimensions: 7-1/2 by 9-1/2 by 11-1/8 inches
- Backed by a powerful 1-year warranty

The Customer Reviews & Scores

No DeLonghi EC155 Espresso Maker review would be complete without discussing the real life customer reviews for this model. While doing research for this espresso maker review, I found over 600 helpful customer reviews. All told, this espresso maker has racked up an impressive 4.1 out of 5 star rating. That means that the vast majority of people have given this espresso maker the highest marks possible. ---503 words.

And while there were some minor complaints about the frother wand being a bit too low for some peoples' liking, the overall consensus is that the DeLonghi EC155 Espresso Maker is one of the best espresso makers in this price class. If you've been looking for an espresso maker to start your mornings off on the right foot, I highly recommend the DeLonghi EC155 Espresso Maker

As you can see, I didn't change much, other than putting in a few, bolded sub-headers for each major section. This is an easy formatting change that makes your reviews more attractive and readable.

Now you're ready for your final homework assignment for writing rapid fire product reviews.

Wait... You're actually already done. You see today's assignment was to write a review, but since you've been following along with me, and writing your own review, one section at a time, you already have a complete product review, ready to go.

Now, since there is no more homework, you have an opportunity for some extra credit. Follow the process all over again, from the very beginning. But do it for 4 or 5 more products from the same general category that you started with.

If you've been doing a review for sewing machines, review 4 more using the Rapid Fire writing system. By the time you have 5 or more of these reviews under your belt, you should be starting to notice how easy they are to do.

And not only that, you'll also notice that you are writing them faster too.

I type at about 60 words per minute. That's average at best, so don't think that I do 5 minute reviews simply because I type fast, because there are plenty of people out there that can smoke me when it comes to typing speed.

I do fast, high quality product reviews because I stick to a system. I know

exactly how I want the review to look, before I even start, so the entire process is just sticking the right information in the right spots, while keeping things light, conversational and focused on making the product look good.

Start timing yourself to see how fast you're getting. You may start off taking ½ hour or more to write a review. But I promise you, if you stick with this system and follow the guidelines, you'll be writing 5 minute reviews within a few weeks.

And that's when the money starts to roll in. When you can take an hour to write 10 reviews and charge your customers 50 to 75 dollars for those ten reviews, you're making \$50 to \$75 an hour. Not too shabby right?

But before you start raking in the dough, let me share with you how I have managed to stay so busy that I actually have to turn clients down from time to time. And all the while, I've managed to rake in thousands of extra dollars every month, just from writing 2 or 3 hours a days.

Finding Clients

This part is so simple, that anyone and everyone who takes this step will be successful, if they just take the time to take action on this step.

You're going to offer up your services on the Warriors for Hire section. This is easier than you think, and should only take you ½ hour to get your listing up and generating views.

Here's what you need to do:

1. Create a short sales letter. This guide can't go into copywriting sales letters in depth, but I can tell you that you need a good headline, like “Amazon Affiliates: Looking for the Best Product Review Writer? Look no Further...” or something like that. Take a look at how other writers are marketing themselves on the forum and come up with a basic, attention getting headline to let people know about your services.
2. Create the rest of the sales letter by telling people what you have to offer. Tell them that you write product reviews, how important product reviews are, etc... If you have any testimonials from your clients, include them near the top of the sales

letter, and close off with telling people your rates, turnaround times and conditions.

3. Then go to the Warriors for Hire Thread and start a new thread. Fill out the required fields, copy in your sales letter, format it to make it pretty, and then submit it.
4. After your thread is approved, you'll get a notification email, and will have to click a link to pay \$20. After that, your thread will be live, and people will begin to see it.
5. If this is your first thread for writing reviews, I'd even offer 2 or 3 review (free) copies to the first 3 warriors to contact you. That way, you can show people what you have to offer, and get some testimonials in the process. Plus, you may even hook up with a client that turns into a long-term business relationship. I gave away 5 reviews on my first thread and am still working with 2 of the 5 people that I gave a review copy to, on a regular basis.
6. Be prepared to answer questions and take orders. For the first 24 to 48 hours, you'll want to stay on top of your thread and answer as many people as you can. Thank people for their orders and testimonials. Basically, you just need to work the floor, as it were, and be very customer-focused to let people know that you are serious about your review writing business. Trust me, this pays off – big time.
7. That's all you really have to do. Edit your main posting to include new testimonials every few days, and stay on top of the demands for your services. And when your thread starts to show diminishing returns, you can bump it back up to the top of the forum by paying another \$20. You probably won't have to do this often, as you'll easily rack up enough customers out of the gates to keep you busy for some time. And as long as you do good work, and meet your deadlines, you'll have plenty of returning/regular customers that you may never even think about bumping your thread up at all.

That's all you have to do. And if you post regularly on the Warrior Forum, be sure to include a link to your thread in your signature. You'll attract even more sales using that simple method.

You may find that a lot of people just ask you for a sample review. If that happens, you're armed and ready with the review that you wrote while you walked through the steps in this ebook. Always have a few samples on hand, as some people need to see your work before they ever hire you.

Conclusion

If you read through this system and follow all the steps, doing your homework along the way, you're sure to be on the fast track to making more money from writing than you ever have before.

Amazon product reviews are in high demand. And of course, reviews for other products are always in high demand too. Once people find that you are the go-to resource for high-quality, high converting product reviews, you'll stay busier than you ever thought was possible.

I typically write 2 to 3 hours per day, and simply cannot keep up with demand. I have 10 regular clients that I work with almost daily. In addition to those clients, I have people contacting me constantly to get 10 packs of reviews.

A word on pricing...

You'll have to decide how much you want to charge for your services. Some people will tell you to avoid offering 500 word articles for a buck or two, and I agree. If you go that cheap, you'll never make any money, and you won't attract clients who want quality writing services.

I charge \$8 for 500 word reviews, and drop the price by \$.50 per article when people buy in quantities of ten or more. So a 10 pack costs \$75. And since I can usually do a ten-pack in about an hour, I make \$75/hour most of the time when I'm writing. Of course, sometimes I offer discounts for long-term clients, or offer special sales, but for the most part, that is my pricing.

Ultimately, you've got to decide on pricing for yourself, but if you stay close to what I'm charging, you should build up a nice following of regular clients to keep you busy and banking at an easy \$50 to \$75 per hour.

Just make sure that you give your clients a reasonable delivery time. If you're so booked up that you won't possibly get out from under for three or four days, don't go promising 24 hour turnaround times to new clients. Otherwise

you'll be setting yourself up for failure, and you'll end up driving great potential clients away.

That's no way to make more money from your writing, right?

I hope this rapid fire blueprint has helped you to realize how easy it is to write great product reviews quickly for massive profits for your writing efforts. Stick with the program, do your homework and get yourself out there to start attracting clients today.

Appendix – Product Review Templates

Here are four more templates to help you simplify your review writing. You can simply copy and paste these templates into a new Word document to write quicker reviews and add a bit of variety to your everyday writing.

Pros & Cons Template

Product Title Review

Opening Paragraph:

Secondary Paragraph #1:

Features & Specs

- Feature 1
- Feature 2
- Feature 3

Pros & Cons

Pros:

Cons:

Closing/Customer Reviews

Wordy Review – No Features List

Product Title Review

Opening Paragraph:

Secondary Paragraph #1: --- every paragraph touches on a particular feature/benefit, instead of a bullet list later on.

Secondary Paragraph #2:--- every paragraph touches on a particular feature/benefit, instead of a bullet list later on.

Secondary Paragraph #3:--- every paragraph touches on a particular feature/benefit, instead of a bullet list later on.

Secondary Paragraph #4:--- every paragraph touches on a particular feature/benefit, instead of a bullet list later on.

Closing/Customer Reviews

Standard – No Customer Reviews

Product Title Review

Opening Paragraph:

Secondary Paragraph #1:

Secondary Paragraph #2:

Features & Specs

- Feature 1
- Feature 2
- Feature 3

Pros & Cons

Pros:

Cons:

Closing Paragraph with No Mention of Customer Reviews

Feature Driven Template

Product Title Review

What to look for in xxx (where xxx is your product type)

- **main feature 1**
- **main feature 2**
- **main feature 3**

Paragraph about your product – how it has all those features....

Features & Specs

- Feature 1
- Feature 2
- Feature 3

Closing/Customer Reviews