

Crash-Course ClickBank Review Writing

By Steve Hines

Legal Stuff:

Earnings Disclaimer:

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.

Liability Disclaimer:

Reading this document means that you accept any risks that might come by following the advice and techniques listed in it. You, and you alone, are responsible for putting this information into action and you hold the author blameless for any results or lack of results that you experience as a result of purchasing and reading this document.

Despite the information in this guide being 100% accurate, you still have to take the action and put in the work that is required to reap any benefit from this course. And even then, you may or may not experience the results that you had hoped for or expected. The author of this product is in no way responsible for how much success you have.

Affiliate Disclaimer:

Some of the product and service links in this document are affiliate links, which means that the author will receive monetary compensation if purchases are made through these links. However, you are not compelled to purchase any of these products or to use the affiliate links to get to them if you are interested in making a purchase.

Hey, I'm an online marketer, can you blame me for putting some affiliate links in my content? You may be interested to find out, though, that I do actually use and endorse every product I listed, so don't think I just put them there to simply have more affiliate links – I heartily endorse every product that I mention in this guide. Capisce?

Licensing:

When you purchased this document, you received a non-transferable, “personal use” license. You are not allowed to distribute or give this product away to anyone without express written consent from the author.

You also cannot sell or give any licensing rights away for this product because you are give rights only to use it for your own entertainment and education. You purchased it, and it's for your eyes only.

Table of Contents

Foreword	4
ClickBank Product Reviews – An Overview	5
Research	6
Formatting Your CB Review	7
Introduction – Opening Your Review	8
What the Product Offers.....	11
The Curveball – Not What Readers Expect	12
The #1 Feature/Benefit.....	14
Pros & Cons	15
Conclusion.....	17
Example Review	19
CB Previews.....	22

Foreword

Writing reviews for your affiliate products is an important art to master. Unless you feel like forking out a lot of money to get a professional writer to do your reviews, it's essential to add this skill to your repertoire.

Of course, the end goal of your review writing is to get the reader to click on your links to the affiliate product, and – hopefully – make a purchase. If your reviews aren't generating a good click thru rate, you're probably not making as much money from your affiliate efforts as you should be.

I've been writing for my own affiliate sites, and sites for other Internet marketers for years. During that time I've written reviews for every product type imaginable. From instant software downloads to high end, \$3,000 power tools, I've reviewed them all.

And I've learned that different types of writing skills are required for different types of affiliate products. For example, the style that I use when doing an Amazon product review isn't the same style that I'd use for an existing ClickBank product. And both types of reviews are different than the reviews that I write for upcoming ClickBank product launches (which are really previews and not reviews.)

This guide is dedicated to helping you write lightning fast, high converting ClickBank product reviews & preview articles for upcoming launches.

Be warned before you dive in, though. My guides are pure, instructional content. I'm not going to mince words and tell you how you'll make millions and convert every single reader with your reviews. We both know that those kinds of guarantees are bogus anyway.

What I will do, though, is equip you with the skills you need to quickly write effective product reviews & previews for your ClickBank affiliate sites.

Ready to get started?

ClickBank Product Reviews – An Overview

You simply can't write a ClickBank product review the same way you would write a standard product review for a physical product. Here are a few reasons why:

- It's a different audience. Generally, your ClickBank reviews are going to be for information products, courses or software. And more often than not, the audience is going to be other Internet marketers. These folks are usually a bit savvier and skeptical than the average Amazon customer. So you have to walk a very fine line between hype and straight-to-the-point truth.
- ClickBank products don't convert as consistently as Amazon products. The real key to whether or not a ClickBank product will convert to a sale depends on how good the sales letter is. If you're writing your reviews to send people along to the sales letter, your job is to warm the reader up, whet their appetite and do a hand-off to the sales page. From there on, you're depending upon the sales letter to do its job and turn visitors into buyers.

Keep these things in mind as you approach your ClickBank product reviews. Successful writing, of any kind, depends upon you knowing your product and your audience well.

With that in mind, be sure that you check the sales letter that you are sending your readers to. You could have the best "pre-sale" review page in the world, but if the product sales page stinks, all your efforts will be in vain. Be selective and only be an affiliate for products that have sales pages that you, yourself, find to be irresistible.

OK, let's get on to writing our reviews.

Research

Everyone hates to hear this, but research is essential for writing a good product review. Fortunately, you probably understand your audience well, especially if you are an affiliate for IM products and plan on getting sales from other Internet marketers.

The bulk of your research, then, has to be about the product. One thing will make your reviews more successful than 90% of your customers – Actually purchasing, or acquiring a copy of the product and reading/using it for yourself.

Nearly every affiliate marketer skips over this important step, but that is why most affiliate marketers also fail and give up on IM. To make your reviews the kinds of reviews that actually generate lots of sales – you NEED to understand the product. And the best way to do that is to actually buy it.

Now, that little rant aside, I know that most people still won't buy the product they are reviewing. And I admit, that I've been guilty of this myself. So, in lieu of buying the product, you have no choice but to research it thoroughly.

That means reading that sales letter – over and over – front to back – several times. In fact, I suggest printing the sales letter, and making a few copies of it. This may seem tedious and difficult at this point, but by researching well, you'll find that the actual writing process is much easier.

And I'm going to make your research time even more efficient. You see, you don't need to rewrite the sales letter in order to write a great ClickBank Review. All you need to do is pick out 3 key feature/benefits.

So read through those sales letters, get to know them well. And then, take your highlighter and mark off the three most important features. What I really want you to do is pick out one feature/benefit that really overshadows the rest of them.

For example, if the product is an SEO product, and it promises number 1 rankings within a week, highlight that and put stars by it. This is going to come in handy a bit later.

Formatting Your CB Review

The nice thing about writing CB reviews is that you can take a very easy-to-repeat approach to writing your reviews. In fact, once you start using the template that I provide here, you'll find that you can write your reviews in just a few minutes.

Here is an overview of the sections to include in your CB product reviews:

- Intro – Why you're reviewing the product
- What the product is/does – typically this is a short bullet list
- Curveball – This is where you'll immediately say something that you don't necessarily like about the product. I'll explain more on this later.
- #1 Feature Benefit – This is the one that you highlighted and marked for use in the last section.
- Pros & Cons – comparing your curveball with the #1 feature
- Conclusion – Call To Action

Now, I only included one, official call to action in this overview, but you'll see that we have places to put them in throughout the body of the review.

Now that you've seen a high level of all the sections, let's get on with starting our review. I want you to pick an actual product to review, as you follow along with these steps. If you need to take some time to print the sales letter off and make some notes, please do so before you continue on to the next section.

Introduction – Opening Your Review

The introduction is the first main section of text in your review. Before we talk about this important section, let's digress a bit and discuss titles.

The title of your review is a headline for all practical purposes. That means, you'll want it to be an attention grabber, while still including your keywords. This is actually pretty simple.

Most of the time your headline & main keywords are going to be something, like:

“Micro Niche Finder Review”

And that is good, as it includes the main keywords. I suggest adding a bit to it, just to make it more appealing to readers. Maybe something like these examples:

“Micro Niche Finder Review – Is it a Scam?”

“Micro Niche Finder Review – Is it Worth Buying?”

“Micro Niche Finder Review – Is it Any Good?”

I like to tack little, provocative questions on to the end of my review titles. People have an innate need to answer or find the answer to these questions, so that is enough bait to get them to read your introduction.

On to the intro...

I like to keep the introduction paragraph short, sweet and to the point. I don't fill it with a bunch of hype, and I don't try to stuff it with keywords. Remember, we know our audience and they're not going to keep reading if they feel like you're pushing a hard sale or a bunch of huckster tactics on them.

For my Micro Niche Finder Review example, I'd do something along these lines:

“If you’re an Internet marketer, you probably spend a lot of time researching keywords and trying to find new niches to dominate. I know I do. And to do this kind of work, you simply have to own powerful software tools to make your job easier. Recently, I had the opportunity to check out one of the most popular keyword research/niche finding tools around – Micro Niche Finder.

If you’re thinking about buying this keyword tool, you’ll want to read this entire Micro Niche Finder review, to get all the facts before you buy...”

Now, that’s not a masterpiece opening paragraph, but it will do nicely. Remember, you’re not chasing perfection, because that’s a futile pursuit. Instead, you want to get close enough to the mark to make your readers continue reading your review.

Let’s break down that first paragraph and see the important points that we hit.

“If you’re an Internet marketer, you probably spend a lot of time researching keywords and trying to find new niches to dominate. I know I do. And to do this kind of work, you simply have to own powerful software tools to make your job easier. Recently, I had the opportunity to check out one of the most popular keyword research/niche finding tools around – Micro Niche Finder.

If you’re thinking about buying this keyword tool, you’ll want to read this entire Micro Niche Finder review, to get all the facts before you buy...”

For starters, I mentioned the product name twice. I even hit the targeted phrase – Micro Niche Finder too. Also, I immediately focused on the reader – **“If you’re...”**

I mentioned making the reader’s keyword research “easier”; which is a benefit. Then I kept the flow going by telling my readers that I’m looking out for their best interest – “If you’re thinking about buying... get the facts before you buy...”

I ended that passage with the ellipsis (...) because it is a leading statement, and I want people to keep on reading.

Easy enough right?

Whatever you do, don't kill yourself by agonizing over the first paragraph. Get the review moving – get your thoughts on the screen – and keep moving. I probably wouldn't stick with this as my final opening paragraph, but that's what revision and editing time is for.

But you know what? I may just decide that the opening paragraph is good enough. After all, I'm not trying to win a Pulitzer Prize, I'm just looking to get my readers to continue reading.

OK. We're started now. The momentum is there. You've written your opening paragraph. You kept it short and to the point. So let's get to the next section...

What the Product Offers

Here is where you're going to put in your three main feature/benefits. And you can do this with a simple heading, and three bullet points.

Here's my example:

“Micro Niche Finder is Keyword Research Software that:

- Provides important keyword statistics, similar to what the Google Keyword Tool does.
- Gives you an easy to use interface for drilling down and locating virtually untapped, profitable niches.
- Helps you determine which of the niches you should target by providing valuable, competition analysis.”

This is pretty self explanatory, but I do put my own twist on how I list the features/benefits.

For starters, I don't put the most important feature first on the list. In fact, I usually put the feature that I'm going to use as a curve ball in at the first slot.

I also stay pretty general about the features/benefits. I can't expect people to read dozens of bullets, or a 1200 word review and then go on to a lengthy sales page. People simply don't stay focused for that long. So, I give people a very general feature/benefit combo.

For example, the second bullet point – “... easy to use interface... locating virtually untapped, profitable niches...” I didn't go into details, but I kept it upbeat and promising for the reader. Everyone likes “easy to use”, right? And everyone wants to find “profitable niches” too.

So keep this section simple. Don't try to list every feature and benefit. Focus on three, maybe four, and keep them simple. Remember, you're not selling the product, you're whetting appetites for the sales letter.

OK. That section was easy. Now it's time for us to throw our readers for a loop with the Curveball.

The Curveball – Not What Readers Expect

If our review did nothing but go on and on about how wonderful the product is – how everything is perfect – all the features are super-duper... then it won't take long to turn most people away. Your readers want a review, not a sales pitch.

So the curveball is going to jar our readers out of complacency and establish our review as being honest and straightforward.

How will you do that?

By picking on one of the key features. You're going to actually say why you don't really like a particular aspect of the product.

Here's an idea of what I'd do for the Micro Niche Finder review:

“Keyword Research – Nothing to Write Home About...”

Micro Niche Finder has a pretty solid reputation for being a great keyword research tool. To be honest with you, though, I didn't really find anything from a keyword research perspective, that a million other software tools don't do. In fact, the results are pretty much pulled straight from Google's keyword research tool, so there's nothing groundbreaking about the search volume and keyword variations that you'll find when using Micro Niche Finder.

Let's face it, there's no IM tool that's going to “Out-Google” Google, right? Micro Niche Finder, for all its good points, simply can't give you keyword data that Google isn't already presenting to you with their free Keyword Tool. Don't get me wrong, I like the way that this program lays the keyword information out for you, but it's nothing earth shattering”

Does that make sense? I tore into a key feature of the program, without being too harsh. I was honest in my assessment and gave my users my actual opinion. I've used this software, and like it, but the keyword research is not the greatest thing in the world.

The importance of the curveball is that it makes me seem like a real human being to my readers. It shows them that I, too, am a bit cynical when it comes to information products and software. And it shows people that I'm not a smarmy salesman that's going to lie to them just to get a sale.

This is one of the most important parts of any CB product review, so make sure that you NEVER skip on throwing the curveball.

The #1 Feature/Benefit

Now we're going to turn the tables, and follow up our complaint with something great about the product. We've earned our reader's trust by telling them that the product isn't perfect, so now we're in a prime position to push something that we really do like about the product being reviewed.

In my case, I'm going to use the #3 bullet from the earlier, feature section. Here's how I would do it:

"Getting the Competitive Edge

Now, there is one thing that clearly makes Micro Niche Finder the clear winner for Internet marketers, and that is the competitor analysis feature. Let's face it, we can all research keywords for niches and products that look good on the surface, but it's hard to tell if we should target these niches. Competition can be fierce and none of us wants to waste out time fighting against already established competitors.

And that's where Micro Niche Finder really shines through. You get all the facts about your potential competition. And, best of all, the program even gives you a "Green Light" that tells you whether or not you stand a chance in your chosen niche. This feature, alone, has saved me tons of time by telling me precisely which niches are worth the effort, and which ones to skip over."

See what you'll want to do for this section? Give plenty of praise to the key feature, and describe the exact benefit it gives. In this scenario, the benefit is laser-focused information about competition that helps people save time by only going after green light niches. "

Simple, right?

You don't have to do an in depth analysis, though putting in a few screenshots, if you have them, of the key feature at work is helpful.

I hope you're starting to see that you don't have to be a "writer" to do this. All you're doing is taking information from the sales page, and putting your own little twist on it. Anyone can do this, and with a little practice it becomes second nature.

Let's move on to the last few sections

Pros & Cons

This section will be short and painless. All you're going to do is summarize the last two sections, and add in a few little details.

Here's how I would approach it:

Pros & Cons (This can also be "what I like/what I don't like", "what's good/what's bad", etc...

Pros and Cons

Pros:

- Micro Niche Finder gives you an in depth analysis of the competitiveness of your niche. This means you don't have to waste time and build sites promoting niches that are too competitive. This feature alone makes MNF a steal at any price, as none of us want to waste our valuable time.
- This software is much cheaper than some of the other high-end keyword tools out there. Plus, it's a one-time payment, and the software is yours to use forever.
- The makers of MNF are constantly updating the product to make it even more effective. Once you buy Micro Niche Finder, you get free upgrades for life.
- The user interface is simple to use and understand. Most people can start using Micro Niche Finder without even reading the instructions.

Cons:

- Keyword Results are Standard Fare. Don't expect to find any "new" or "hidden" keywords with Micro Niche Finder. The software does a great job of helping you research keywords and niches, but the keyword portion doesn't give you any more, or less, than the other products on the market.

All you have to do for this section is summarize the curveball and #1 feature sections. Make them short bullet points, and, when possible, make sure you have more pros than cons.

Easy as pie.

Now, let's close things up...

Conclusion

This is the bottom-line on the product. More than likely, you are going to be recommending that people purchase the product or go to the sales page. I like to end things in a nice conversational paragraph with a strong call to action.

“Micro Niche Finder Review – My Conclusion

While Micro Niche Finder isn't perfect, it is easy to see why it's such a popular keyword/niche research tool. It's very powerful, easy to use, and provides fantastic information about how competitive your chosen niches will be. With this kind of information virtually any Internet marketer, regardless of experience level, can conduct successful affiliate campaigns and begin making more sales online.

If you've been struggling with niche research and want to use the same tools that the gurus and top affiliates use, you need to check out Micro Niche Finder. I use it on a regular basis and can't imagine doing IM work without it.

Click Here to Find Out More About Micro Niche Finder from the developer's website.”

Very easy to do, right? All you're doing is wrapping things up and putting a little bow on the entire package. You reiterate the strong points of the product, and gently prod your readers to check the product out.

The last sentence is a strong call to action that tells the reader exactly what to do:

“Click Here to...” You have to take people by the hand and give them direction, or they may never take action.

That's really all there is to it. If you follow this guide, and use the template that I've included with this report, there's no reason that you can't crank out one successful ClickBank review after another.

And since the heart of being a successful CB affiliate lies in having good reviews, you'll need these skills to make profits from CB products.

A Word About Calls to Action

Throughout the body of the review, I'd put in three or four calls to action. Usually I put these in between the major sections of the review. On the next pages, you'll see the review formatted for website use, and with the additional calls to action put in place.

Example Review

Micro Niche Finder Review – Is It Worth Buying?

If you're an Internet marketer, you probably spend a lot of time researching keywords and trying to find new niches to dominate. I know I do. And to do this kind of work, you simply have to own powerful software tools to make your job easier. Recently, I had the opportunity to check out one of the most popular keyword research/niche finding tools around – Micro Niche Finder.

If you're thinking about buying this keyword tool, you'll want to read this entire Micro Niche Finder review, to get all the facts before you buy..."

Get Micro Niche Finder Here!

Micro Niche Finder is Keyword Research Software that:

- Provides important keyword statistics, similar to what the Google Keyword Tool does.
- Gives you an easy to use interface for drilling down and locating virtually untapped, profitable niches.
- Helps you determine which of the niches you should target by providing valuable, competition analysis.

Keyword Research – Nothing to Write Home About...

Micro Niche Finder has a pretty solid reputation for being a great keyword research tool. To be honest with you, though, I didn't really find anything from a keyword research perspective, that a million other software tools don't do. In fact, the results are pretty much pulled straight from Google's keyword research tool, so there's nothing groundbreaking about the search volume and keyword variations that you'll find when using Micro Niche Finder.

Let's face it, there's no IM tool that's going to "Out-Google" Google, right? Micro Niche Finder, for all its good points, simply can't give you keyword data that Google isn't already presenting to you with their free Keyword Tool. Don't get me wrong, I like the way that this program lays the keyword information out for you, but it's nothing earth shattering

Getting the Competitive Edge

Now, there is one thing that clearly makes Micro Niche Finder the clear winner for Internet marketers, and that is the competitor analysis feature. Let's face it, we can all research keywords for niches and products that look good on the surface, but it's hard to tell if we should target these niches. Competition can be fierce and none of us wants to waste out time fighting against already established competitors.

And that's where Micro Niche Finder really shines through. You get all the facts about your potential competition. And, best of all, the program even gives you a "Green Light" that tells you whether or not you stand a chance in your chosen niche. This feature, alone, has saved me tons of time by telling me precisely which niches are worth the effort, and which ones to skip over."

See what you'll want to do for this section? Give plenty of praise to the key feature, and describe the exact benefit it gives. In this scenario, the benefit is laser-focused information about competition that helps people save time by only going after green light niches.

Find out more about Micro Niche Finder Here...

Pros and Cons

Pros:

- Micro Niche Finder gives you an in depth analysis of the competitiveness of your niche. This means you don't have to waste time and build sites promoting niches that are too competitive. This feature alone makes MNF a steal at any price, as none of us want to waste our valuable time.
- This software is much cheaper than some of the other high-end keyword tools out there. Plus, it's a one-time payment, and the software is yours to use forever.
- The makers of MNF are constantly updating the product to make it even more effective. Once you buy Micro Niche Finder, you get free upgrades for life.
- The user interface is simple to use and understand. Most people can start using Micro Niche Finder without even reading the instructions.

Cons:

- Keyword Results are Standard Fare. Don't expect to find any "new" or "hidden" keywords with Micro Niche Finder. The software does a great job of helping you research keywords and niches, but the keyword portion doesn't give you any more, or less, than the other products on the market.

Micro Niche Finder Review – My Conclusion

While Micro Niche Finder isn't perfect, it is easy to see why it's such a popular keyword/niche research tool. It's very powerful, easy to use, and provides fantastic information about how competitive your chosen niches will be. With this kind of information virtually any Internet marketer, regardless of experience level, can conduct successful affiliate campaigns and begin making more sales online.

If you've been struggling with niche research and want to use the same tools that the gurus and top affiliates use, you need to check out Micro Niche Finder. I use it on a regular basis and can't imagine doing IM work without it. Thanks for reading my Micro Niche Finder Review. I hope you found it helpful

[Click Here to Find Out More About Micro Niche Finder from the developer's website.](#)

That's all you have to do. That's an 800+ word review that was pretty much effortless. And that's the beauty of having a system in place to write your reviews. The first few may take a bit to get used to, but once you do this process a few times, you'll fly through your reviews and write them effortlessly.

And by taking the time to craft good, solid, honest reviews, you're much more likely to get click-thrus and conversions.

Please read the next section about writing previews for CB launches

CB Previews

If you have to write a review for an upcoming product launch, you can use the exact same formula as above. The only difference will be that you'll have to change the tone of things a bit.

Instead of saying something like:

“It's easy to use this SEO software, as the user interface is very simple to understand.”

You would say something, like:

“The makers of the SEO Software, well known traffic gurus Bob & Tom, say that this software is so easy to use, that even a complete newbie will be a pro in just minutes.”

You just have to change things from giving the idea that you've used it, to stating some promises that the seller has included in their pre-sales page.

Same process, same format, just changing tone a bit, and you're on your way.

And always be sure to end your Previews, with the promise of a Review, shortly after the launch. That way some folks may bookmark your site to get a better idea about the product after it launches. And you'll be more likely to get the credit for a sale based on your review.

Again, previews for product launches should be handled the same way. Don't try to be a hype machine, just honestly tell people what you've learned about what the product promises, and keep things formatted similar to what you do for your reviews.

That way, you're repeatedly doing the same thing, and your readers will appreciate the uniform approach to your content.