

Informational Post Templates for

Amazon Niche Master

Following are ten templates you can use to assist you in writing posts for each of the strategies listed in the main Amazon Niche Master guide.

For each template, you'll find an outline the post and some basic instructions to capture the objective of each post. Don't stick to the outline if it doesn't make sense for your topic. Tweak it as needed.

You can also use these templates to outsource articles to your writers or service providers.

The process is:

1. Decide which of the 10 strategies you want to try
2. Jump to the template for that strategy
3. Organize your notes in the template (you may have to copy the template into a Word document)
4. Write your post
5. Publish your post
6. Promote your post with the basic backlink strategies listed in the main guide

The sections shaded in grey are your guidelines for writing the post and should not be included in your final text.

Don't be afraid to have fun with your writing! It is what will put your own personal mark on your site.

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Top 3/5/10 Lists

Intro Paragraph

(Before you start, you have to pick a category for the products on the list. Are they all products under \$200? For beginners? For mothers? Establish your set of products using those criteria and then do your homework and rate the products on your own scale. Write an opening sentence that includes the phrase “top 3|5|10 [your niche]” and include some introduction as to why you’ve tackled this subject.)

#1 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#2 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#3 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#4 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#5 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#6 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#7 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#8 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#9 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

#10 Product

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

How the Ratings were Assigned

(Talk about the process you went through to find the products that should be on this list, the research you did to evaluate the products, and how you rated the products.)

Summary

(What's the important take away for readers of this material?)

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Compare and Contrast Product Options

Intro Paragraph

(Talk about how confusing it is to know which product to choose without understanding the differences between THIS or THAT option in your product. Remember the example from the guide was when people shopping for televisions have to decide if they want an LEC, LCD or plasma screen.)

Different Feature #1

(Describe the feature, its benefits, and its negatives.)

Different Feature #2

(Describe the feature, its benefits, and its negatives.)

Different Feature #3

(Describe the feature, its benefits, and its negatives.)

How to Decide Between the Features

(Help the reader understand how to pick between the features. For some, the first choice will be the best decision. For others, it will be the other choice. Talk about which people should make which decision and why.)

Summary

(What's the important take away for readers of this material?)

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Compare Bestsellers or Competing Model

Intro Paragraph

(Discuss why you're reviewing these 2-3 particular products. Are they bestsellers, competitors, a new and old version or similar models put out by the same manufacturer?)

Product #1 Description

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

Product #2 Description

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

List of the Differences

(Use bullet points, a comparison table, or short paragraphs to discuss the differences.)

How to Choose Between the Two Products

(Talk about what a shopper should consider about the differences and how they should use that information to choose between the two products.)

Summary

(What's the important take away for readers of this material?)

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Buyer Decision Flow Chart

Intro Paragraph

(Write about how a shopper has to make several important decisions about these products before they can find the one that best suits their needs. Talk about how you've boiled the process down to simple steps to aid the decision making process.)

Decision Point #1

(What's the first decision a shopper must make? This is the highest level decision that sorts the possible products into 2 or more categories. For televisions, the first decision point might be screen type. Explain how a shopper should decide between these options in a way that will suit their individual needs. Heavy gamers might want one screen type while parents buying a TV for their small children might want another.)

Decision Point #2

(What's the next decision a shopper must make? What should buyers consider when making this next decision?)

Decision Point #3

(What's the next decision a shopper must make? What should buyers consider when making this next decision?)

Decision Point #4

(What's the next decision a shopper must make? What should buyers consider when making this next decision?)

(LIST AS MANY MORE DECISION POINTS AS MIGHT BE NEEDED)

Summary

(What's the important take away for readers of this material?)

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Dominate the Product

Intro Paragraph

(There are a number of ways to approach new posts about products you've already reviewed. This template only addresses one in which you call out WHY this product is a best seller in the niche.)

Product Description

(Brief description of the product along with an image, a link to your review post, and an affiliate link. Include some comments as to special product features.)

Five Reasons this Product is a Bestseller

(List five reasons why this product is a bestseller and beats out the competition.)

Who Should Buy This Product

(Describe the people who should buy this product. Is it great for students, beginners, hobbyists?)

Summary

(What's the important take away for readers of this material?)

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Explain Product Terms

Intro Paragraph

(Write an opening sentence that discusses how you came across the term and why you're going to give an explanation of the term.)

Term Definition

(Define what the term means in simple, easy language. You want readers to walk away with a clear understanding of the term – but don't bore them silly.)

Why Understanding the Term is Important

(Explain why the term is important when shopping for products in this niche.)

What This Means for a Buyer

(How should buyers use this information? Does it mean they should pick one model of product over another? Does it mean they might have more or less maintenance expense down the road? Does it change whether this product is a good match for the reader and their unique needs?)

Summary

(What's the important take away for readers of this material?)

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Discuss a Problem Solved by the Product

Intro Paragraph

(Outline a common problem that your readers run into and that can be solved with this product.)

Problem

(Describe the problem. Why is the problem an issue? Who is affected by the problem?)

How to Solve the Problem Using the Product

(Describe why the product is the perfect solution for the problem. If you know others have used the product to fix the problem, relay the situation. Relate to how the problem makes people feel – are they having health issues the product could solve? Are they frustrated with something that doesn't work right that the product would solve? Are they spending too much on something that could be done faster with this product?)

Recommended Product for the Problem

(Recommend the best product to solve the problem. Make sure you've done your homework and support your recommendation with facts.)

Summary

(What's the important take away for readers of this material?)

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Enhance a User Comment from Amazon

Intro Paragraph

(Without mentioning the source or any details that might intrude on someone's personal information, discuss the nature of the comment and why you think it's important to the niche. In the case of the comment that talked about the baby at risk of SIDS, you could write about someone you know that had the same issue – if it was true – or you could say that you remember reading an article about SIDS and then mention how there are new monitors that can help parents better monitor children with this condition.)

The Comment Impact

(Explain why the issue is important and who is impacted by this information.)

What This Means for Buyers

(Explain how this information might impact someone's buying decision. Who benefits from knowing this information?)

Summary

(What's the important take away for readers of this material?)

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Forum Finds

Intro Paragraph

(Write about the tip, suggestion or question you found and why it's important to cover the topic. If you have a site about clothes irons and you found the forum mention about snowboarders using a clothes iron to apply wax to their boards, mention how you tripped across this information on the web recently and thought it was fascinating that a clothes iron would serve another purpose.)

Tip for Using the Product

(Discuss whether using the product as you found in the forum tip is a good or bad idea.)

What This Means for Buyers

(Help shoppers understand what this information means to them. In the case of the snowboard and wax, your post could be reaching out to a buying segment you hadn't yet reached. You would want to talk about how snowboarders might be able to save money by using an iron – assuming it's a good idea at all. That's an example only!)

Summary

(What's the important take away for readers of this material?)

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Be an Info Leader

Intro Paragraph

(Discuss how you recently came across some news of interest to your niche.)

News Item

(Express your thoughts on the news item. Is it exciting, good, bad?)

Source

(Mention the source of the information and include a link to a reputable source for that information. Linking out to reliable, related content every now and then is a good move SEO-wise.)

What This Means to Buyers

(Talk about how this information impacts future buyers in the niche.)

Summary

(What's the important take away for readers of this material?)

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