



Putting Stuff Into The Funnel Part 6: The Big Offervault Video Part 1

Hello and welcome to Putting Stuff Into the Funnel Part 6. This presentation's called the Big Offer Vault Video Part 1. Offer Vault is, in my mind, probably the most powerful tool there is for niche research, and we're going to use it a lot over the course of the Forever Affiliate program. Offer Vault is something I've been talking about for a couple of years but what I'm going to be showing you in this video is that the most up-to-date stuff that I have been using with regards to finding offers through Offer Vault, using it to its maximum potential to pull out as many offers as possible to feed into your analysis funnel, and there's many great ones, many profitable ones as we possibly can.

Technique 1: OfferVault

This video really is in two parts and we're going to talk about two different sets of techniques here. Even if you have heard me talk about Offer Vault before, you're going to find things in there that I've never once said on a video. With that said, I want to get straight into this. We're going to flick straight over to the web, go to Offer Vault right now and get into this technique.



Alright, so this is the main screen of Offer Vault. Now if you haven't created a free account with Offer Vault, you should absolutely do that immediately. That's OfferVault.com. You can see the URL at the top of the screen there. The first set of techniques we're going to talk about in Offer Vault are for the situation where you don't have any particular ideas or preferences about the niche you want to enter as yet, so you haven't got an existing site necessarily or an existing market that's important to you. You're really open to finding mostly anything to promote as long as it will be profitable.

We're going to talk about two or three techniques here that you can use in this situation. There aren't really very many. So the first thing that we're going to talk about is the first technique, which seemed to work really well for me, and it takes some time, but it's very much worth doing. It's a really simple one. The first one is you actually don't run a search. You can choose to run a search or not. To begin with, don't run a search. You don't run a search and you pretty much just come and hit this button here, Payout, to sort by highest payout to lowest payout. What this is going to do is it's going to take all the offers that are in Offer Vault and sort them in order of their size of their payout. The biggest one's at the top, obviously.

So what this is going to allow us to do is to just gradually scroll through and find the best offers or the highest paying offers we can that suit our desires to promote. If you



do it, sometimes it's going to sort them by lowest to highest. You have to just flick it over, click it once again, and it will sort by highest to lowest. So when we do this, what we're going to have to do is scroll through a lot of offers. The ones at the very top are going to be ones that we mostly can't promote for various reasons. We're going to look at them, but the further in we get, the more we're going to find that are very interesting and appealing. So right at the top, mostly it's just legal offers, and for various reasons those generally aren't available to affiliates depending on who you are and how you're doing things. If you think that might be something that suits you, you definitely can give that a try and people certainly make money with it, but for the most part that's in the category of niches that people following this model have not have huge success with.

Anyhow, what you want to do is come to the very bottom and I find generally that if you scroll around about five pages in – well, five to ten pages in, that's where you start to get past all the offers that aren't good to promote with our kind of affiliate model. That is past all the dating offers, just another category that has not been traditionally successful for affiliates with my model, get past the legal offers, get to the other ones. Really what the process is from here is scrolling through and just looking at things that seem to have interesting names. So these can be of many different kinds. The things that seem like they might have brand names are something like Scientific Forex, for example. That could well have a brand name.



You want to keep open a text file when you're doing this and just quickly throw into a text file the names of anything that seem like it could have a brand name.

Using Your Analysis Funnels

Alternatively what you can do as you're going through Offer Vault here is to open up the tools for your analysis funnel, which is Adwords keyword tool and the Google search bar, and Odigger if you need to check for other affiliate programs, and thread them into the funnel immediately. So you would see Scientific Forex. You would go straight to your Adwords tab, see if it has searches for that brand name. If it does, check the competition in Google. If it does, make sure there's no other affiliate programs for it that could be better, and then if it ticks all the boxes, it comes through the funnel and it goes onto your short list of things to actually start testing.

Alternatively, you can just save them into a text file and run your analysis funnel on them all at once at a later date.

Anyhow, what we're looking for here is interesting brand names. So the first one that stands out to me, Scientific Forex. I'm going to guess that it's not because it's that Clickbank. Could well be a new affiliate offer, a new Forex product. It might not have a specific brand yet and if I don't have a presence in that niche, it might not be worth it, but I would note it down to check anyway. Coming further down the list, it's really just a matter of which ones stand out to you. My PC Backup sounds a little too



generic, so generally ones that are too generic don't typically stand out very much. They don't have brand searches and if they do, their searches might not be for the brand. Keep scrolling through. We can scroll to seven or eight here and see what we find. The further in you get past these, you get down to round about the point of – let me go in further, actually. Let's go to eleven. You start to come up with more and more offers that are in the category of ones that we can and do promote very well.

Breakout Incomes is close. It's possible. Trader's Mindset, close, probably not, probably can do better. Director of Ezines, possibly, all things to note down and to test to see whether they can pass the analysis funnel. Nothing else really there, but this is the process that you go through. It's really just scrolling through this list and watching for things that come up. All the dating offers you want to sort of skip. C-Date is the same. No, a little bit further. I'll just go a little bit further. I'll just go a little bit more deeply into this to see if anything specifically comes out that you could learn from. Cams, Payday, no. Nothing interesting yet. Xpress is possible. That's an adult kind of offer, so probably not, in fact, but anyhow, this is the process. You just basically sort by the price and you keep scrolling through until things look interesting. You make a note of the ones that look interesting as though they might have brand names, and you run them through your funnel. That's one way to do it.



Magic Words for OfferVault

Another technique that you can use for Offer Vault, this one's called the magic words technique, and this one is really cool. What this is is there are certain kinds of words that often come up in the names of affiliate offers that can alert you to offers of a high potential. I'm going to show you four of those words in this presentation. These can be good as starting places for your searches. So what you want to do with these are slot them into the search bar and just hit search and start scrolling. I'm going to tell you what these four words are.

So the first one is trial. So we're going to search trial here, and I'm going to explain to you why this is so powerful. Basically these trial offers are almost always very profitable to promote. What they are is where a company will pay you to have the customer give their credit card details but not be billed until 30 or 60 days after that period, so they get some time where they can try the product. If they like it, they can continue using it, but if they don't, they don't have to pay for it. They can call up the company and cancel. These trial offers, because it's such a low barrier to entry, a low commitment from the customer or the reader of your site, they tend to convert very, very well. So when you search trial, what you can get is any affiliate offer here that has trial in the name.



So it doesn't mean that all of these are going to be good, but for some reason searching this keyword and others like it that we'll see next tends to bring up offers that are very interesting. So in trial, we can see all different things, and you employ the same strategy. You basically sort by price and start scrolling through. So you'll notice on this magic word that a lot of other things come up that just seem like they're going to have brand names. So for example, the first one I saw, Ab Circle Pro. It's a trial offer, and it looks like it will probably have a brand name. I would put that on my list to run through the affiliate funnel. SeasonAire looks like another one. Not sure exactly what that product is, but that's something that I would check out. It obviously has a brand name. It's got some interesting different spelling there, could possibly be very cool.

Raspberry Ketone is a little too popular at the moment, as we've already seen. GeneME possibly has a brand name. You'll see that whereas before, we had to scroll many, many pages. On these words, it tends to increase the probability of offers coming up that are exactly in the category that we want to promote. Turns out that a lot of the niches that are profitable, a lot of the little market areas run these kind of trial offers. There's so many here. Giavoni, that's another one that stands out to me really strongly My Diet Patch is another one. Pure Instant Facelift is another one. TH121 is another one. Digest It is another one. So the further in you scroll, the more of these you can find. All these are the ones that potentially have brand names



that are potentially very profitable to promote, and you can run these same kind of searches, you can find them yourself, and you can run them through your own funnels and see how they fare.

There's three more magic words that are in this list that you can start with. Trial is one. The next one is exclusive, search the keyword exclusive, and generally you find similar results. A high concentration of those products that are generally very profitable for us to promote. So that one, exclusive. Skip all the sponsored listings at the top generally. There's personal injury lawyers at the top there and there's probably some dating sites to scroll through, but we would do the same thing here. We'd scroll three or four pages in and we would see what we find.

Again, number of things come up here quite immediately. Diet Patch Today possibly has a brand name. African Mango Brazil, African Mango Plus, in general, Smoke 51 and E-Cig Brand probably has a brand name. BeePureNZ probably has a brand name. Region-specific offer there for those listening and who paid attention in the first video of this series. Goji Active – these are just the kind of searches that really bring up a lot of these things, and I hope I've illustrated that very clearly now.



I'll just go ahead and tell you the rest of these magic words. The other one is coupon. You can run a search for the word coupon in exactly the same way. Coupon, you have to scroll a little bit further because they have more of those kind of shopping offers that we're not really into, but coupon is another one where it not only tends to bring up a lot of those offers that are perfect for us to promote, but it's ones that actually have a coupon. When they have a coupon, you can advertise that on your site. You can stand out above other affiliates selling that product, and by doing so you can increase your conversions, so coupon is a very powerful one to search as well.

Coupon is great, and the last one is a bonus. Bonus is not as powerful as coupon, but bonus is another one where you bring up – if you remember in the analysis funnel videos, we talked about one of the factors of a fantastic offer that converts highly is something that gives away a bonus or has a bonus as some element of it. Some of those offers can be found running a search like this. So again with bonus, you just scroll through. There's a couple. Bonus is a little bit longer, has a few more things to scroll through because you get a lot of casino things and stuff like that, but bonus is another one, powerful magic word for quickly bringing up offers when you didn't know any niche names.



That's the thing to remember about this is that these techniques are bringing us up offers, things that could very well be extremely profitable when we didn't know a single thing to begin with. We didn't know a niche name, we didn't know a product name. We knew nothing. We searched generic words and they brought us back all this good stuff. So those are the magic words. Search those magic words, scroll as many pages in as you need, and find your own pot of gold.

The last thing I'm going to show you on this video is one technique I like to use, small thing but it can make a big difference when I'm searching any of these terms is I like to go to search preferences here and I like to remove the offers from Clickbank. The only reason that is is that the Clickbank ones we can search when we're on Clickbank, and because there are so many of them, because it has just information products, has the most offers out of any of the networks and for some searches that you run, Clickbank can really flood the listing, and so it just takes you longer to scroll. You need more time to scroll through it. You come to here. You go to Clickbank one and you just untick that, untick and then you hit Save down the bottom. Once you've unticked Clickbank, the rest of the searches that you run from there will not contain Clickbank listings in the results, and that's perfectly fine. You don't need them. You can do your own searches for Clickbank things later.



So that is the end of this first set of techniques for using Offer Vault. Again, these are the ones to use when you don't have any ideas to start with. There are many more things that we can do than that, but those ones are the most powerful ones to get you started with. You will spend some time going through this but remember, this is the most important time that you can spend. Finding the best opportunities here is what will lead you to be able to make the most money down the track, so don't look past the significance of this. We're going to go back to the slides and wrap this up.

Recap: What We Learned

Okay, so what we learned in this presentation, we learned a set of Offer Vault techniques for using if you don't have any existing niches or ideas. We learned how to sort by price high to low and scroll until we see an offer name that looks interesting, putting those into a text file to run through our analysis funnel or analyzing them instantly if you find it more easy. We learned those magic words, trial, exclusive, coupon, and I thought I'd throw one more in there for you, formula is another one that you can use. That's an extra kind of one, and bonus was the last one. Use those in the search bar and scroll for interesting things. They increase the concentration of high quality offers and make it very easy for you and very quick for you to find something very, very profitable.



Finally, we talked about using the advanced search and removing Clickbank from the network's list to decrease the amount of fluff in your results and to focus on the highest quality offers that are not in the area of information. I really hope you found these techniques valuable. It's hard for me to overstate how powerful they can really be. Use them and like I said, find your pot of gold. We'll come back in the next video to show you the next set of techniques regarding Offer Vault.