



Niche Analysis Report

**Relationships: Magic of
Making Up**

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Niche Detective Analysis Report

Niche: Making Up

In this report we're going to summarize the material covered in the Niche Detective video that discusses an ebook dealing with relationships and "making up," including:

Step 1 - Niche Evaluation

First we'll look at the stats in ClickBank to see what makes this a good niche.

Step 2 - Product/Merchant Evaluation

We'll find our product, and then take a closer look at it, using our keyword tool to determine whether it's a good idea to promote this merchant.

Step 3 – Market Research

We'll show you our preliminary market research and general keyword research. Even though you'll be getting a complete keyword list for this niche as part of your Niche Detective membership, reviewing this section will help you find even MORE keywords that can give you an edge over the competition. We'll also show you why you can NOT totally rely on using just one form of research (or research tool).

Step 4 – Niche Evaluation

Now it's time to discuss where the best place to market this niche is. Find out where you should concentrate your efforts on, and where your ads are most likely to show up.

Okay, let's get started...

Step 1 - Niche Evaluation

Looking through the ClickBank Marketplace under Society & Culture we spot this eBook:

"Magic of Making UP (Get Your Ex Back)"

This is an ebook for people who have recently broken up, gotten divorced, or involved in a relationship that is on the rocks. This ebook will help them resolve their relationship problems and get back together.

It's an excellent ebook to market because it helps solve a problem that many people have.

ClickBank Statistics:

Avg Sale: \$24.00 -- very good (also good for PPC, where you want your commission to be \$20 or more).

Commission: 75%

Sales from Affiliates: 92% -- again, very good.

Gravity: 300 – A 300 gravity on an ebook is pretty impressive! I know that this ebook has been available for a number of years, and it is still keeping a high gravity.

Very Hot Niche: For a number of reasons, many of the obvious!

Sales Page: Copy on the sales page is excellent!

Now, let's take a look at the sales page and point out what makes it work so well.



the magic of Making Up

From The Man That Has Secretly Helped 6,100 People In 67 Countries...

Now You Can Stop Your Break Up, Divorce or Lovers Rejection...Even If Your Situation Seems Hopeless!

I'll take you by the hand and show you exactly what to do and what to say to get your ex lover back in your arms- Especially if you are the only one trying...

Zzzzziiiiip...CRASH!...and then the shattering sound of glass as Deidre hurls Al's Playstation 3 from the 2nd story apartment window...followed by a shrill and sobbing "GET OUT!...GET OUT!...GET OooooUT!"

See, IT WAS THE LAST STRAW! Even though Al loved Deidre with all his heart...he had lied so often... he ignored Deidre so much that she just reached her boiling point that hot, muggy summer afternoon.

And Al did get out. Deidre was serious. She had had enough of Al's ways. See, Al was a good guy...a great guy even...he cared deeply and loved Deidre...and Deidre knew it too...but that wasn't her problem. She was sick of feeling unappreciated...and Al just didn't know what would make her happy anymore. He didn't know how to wipe the slate clean...or start over...

And this WAS the end of Deidre and Al...forever...As it is the end of so many relationships...

Take a look at the third headline where it says "**I'll take you by the hand and show you, etc.**). People love step-by-step manuals that don't require a lot of work on their part.

This is GREAT copy, and the rest of the page is also impressive, making it a very good sales letter.

This niche should be good for the content network as well as the search network. My experience is that the content network has a lot of sites with people who have relationship problems and conflicts who are just dying for a book like this.

Now we'll take a closer look to see if it holds up to scrutiny.

Step 2 - Product/Merchant Evaluation




Using Keyword Spy to do further analysis

Looking into the list of keywords using Keyword Spy, I see that there are only 18 keywords listed under the magicofmakingup.com domain. However, this isn't necessarily a "deal breaker." It may mean that the merchant is not aggressively marketing in PPC, or that the success of this niche is in the content network.

Now let's take a look at the affiliate keywords in Keyword Spy (in direct linking). Hmm...we have to look a little further, because I'm not seeing it on the list.

Here it is: I did a search in Keyword Spy on the phrase "how to get your ex back," and that's where I'm finding a lot of different products related to that phrase.

In one search there are 834 keywords and 66 competitors. That immediately tells you that this is a hot niche.

Pay-Per-Click Competitors			
GetWomanBack.com		Position » 1	
	Paid Keywords	Organic Keywords	
	Keywords found: 93	Keywords found: 0	
	#Competitors: 0	#Competitors: 0	
GetYourExGirlfriendBack.com		Position » 2	
	Paid Keywords	Organic Keywords	
	Keywords found: 834	Keywords found: 698	
	#Competitors: 66	#Competitors: 66	
meetyoursweet.com/GetYourExBack		Position » 3	
	Paid Keywords	Organic Keywords	
	Keywords found: 156	Keywords found: 0	
	#Competitors: 0	#Competitors: 0	

For more research, I signed up for the affiliate program, and received links

to a few other reports.

One report tells us that he is working on an upsell process, and also a recurring aspect so you could make even more money! The document also says the product converts at 3 to 4 percent, with a low return rate. And the commission is 75% with a payout of \$26.00.

A sample of the report I received is shown below.

The Magic Of Making Up

The Magic of Making Up went live January 2008. I had my first sale MINUTES. Written under my pen name TW (T Dub) Jackson.

- Sales page is converting from 3% to 4% depending on traffic source affiliate.
- Price has been extensively tested and is most profitable at \$39...and you 75%. So you make \$26 per sale.
- Refund rate is at a very low 4%
- Up sells and a residual back end will be added soon. The upsell w video instruction...and the backend is going to be an "email help" s because one of the desires of these folks is to have someone to tal
- Sales stay steady and consistent. Certain times of year such as h and Valentines spur extra sales, but there is not a SLOW time. Pec always breaking up, separating or considering divorce.

They also give you reports of a ton of keywords that you can bid on – as well as a ton of long-tail keywords.

Just a piece of that report is shown below:

getting revenge ideas
getting revenge on your ex
getting rid of cold sores
getting rid of the other woman
getting the love you want
getting the one you love back
getting through a break up
getting your ex back
getting your ex back articles
getting your ex back blog
getting your ex back bloggers
getting your ex boyfriend back
getting your ex boyfriend back breakup
getting your ex girlfriend back
getting your ex husband back
getting your exboyfriend or exgirlfriend back
getting your girlfriend back
getting your girlfriend back relationship
getting your relationship back together
gifts to get your boyfriend
girlfriend broke up with me
girlfriend dumped me
girlfriend left me
grief after breakup
grief denial rebound relationship
guide to get your ex back
guide to getting a teenage girlfriend
hack free how to get back your ex ebook
hack how to get back your ex ebook

This is great information! And, even though we didn't find a lot of information on this product in Keyword Spy, it was definitely worth checking further.

It may be that the information was not in Keyword Spy because it is a relatively new product; newer than some of the others, at least. But we will need to research more through Google and EzineArticles to get a better idea of how effective this product is for affiliate marketing.

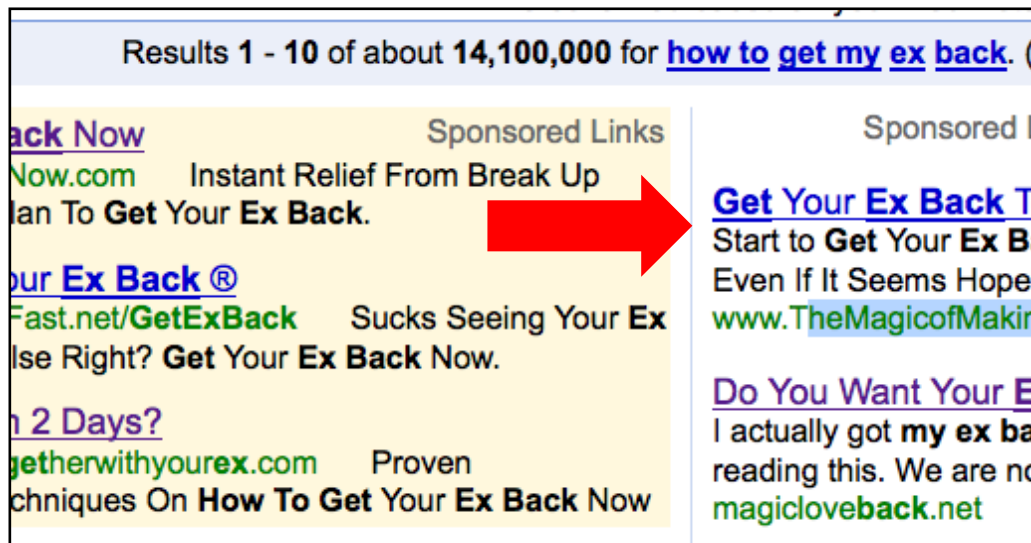
Step 3 – Market Research

Next, I'm going to show you why you can NOT use Keyword Spy as a crutch. Using Google Search, I just typed in ONE keyword for this market, and I literally found at least four (probably more) affiliates promoting "The Magic of Making Up."

I went through the first seven ads, and about four of them are all for "The Magic of Making Up."

Let's walk through it here:

I typed in the keyword phrase "how to get my ex back." I notice that the first ad's link, on the right side of the results list, goes right to the sales page (probably a cloaked link).

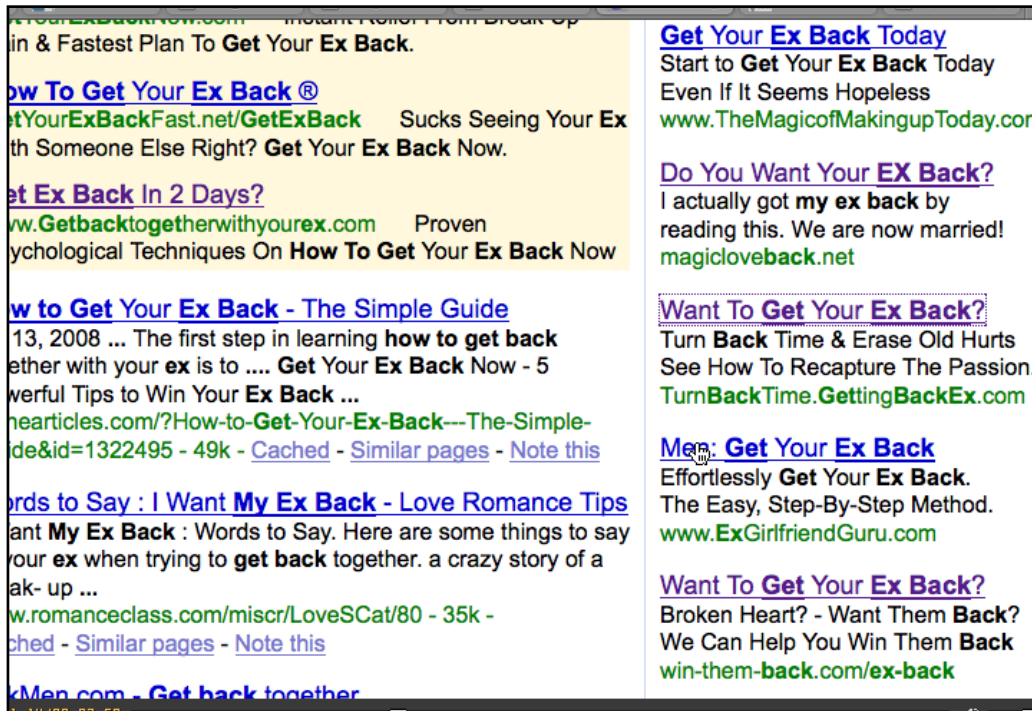


The second one has a simple presale page (not very well done) but it does link to our ebook.

By the way, the three at the top of the Google search results page of sponsored links are not for this ebook.

On the right again, we find a blog with some information and a small text link included in the content to "The Magic of Making Up." I wouldn't recommend marketing this way (using a text link in a blog), because your link could be missed in the content.

Scrolling through the Google links, we'll look at a few others and see where they link to.



Some are for our ebook, some are not.

Continuing on, we find a personal testimony page, with a link directly to "The Magic of Making Up."

There is an ebook on "How to get your Ex Girlfriend Back," which seems to be pretty popular, then we run across another link for another product.

Overall, in our research, we do see that almost half of the ads here are for "The Magic of Making Up."

Step 4 – Niche Evaluation

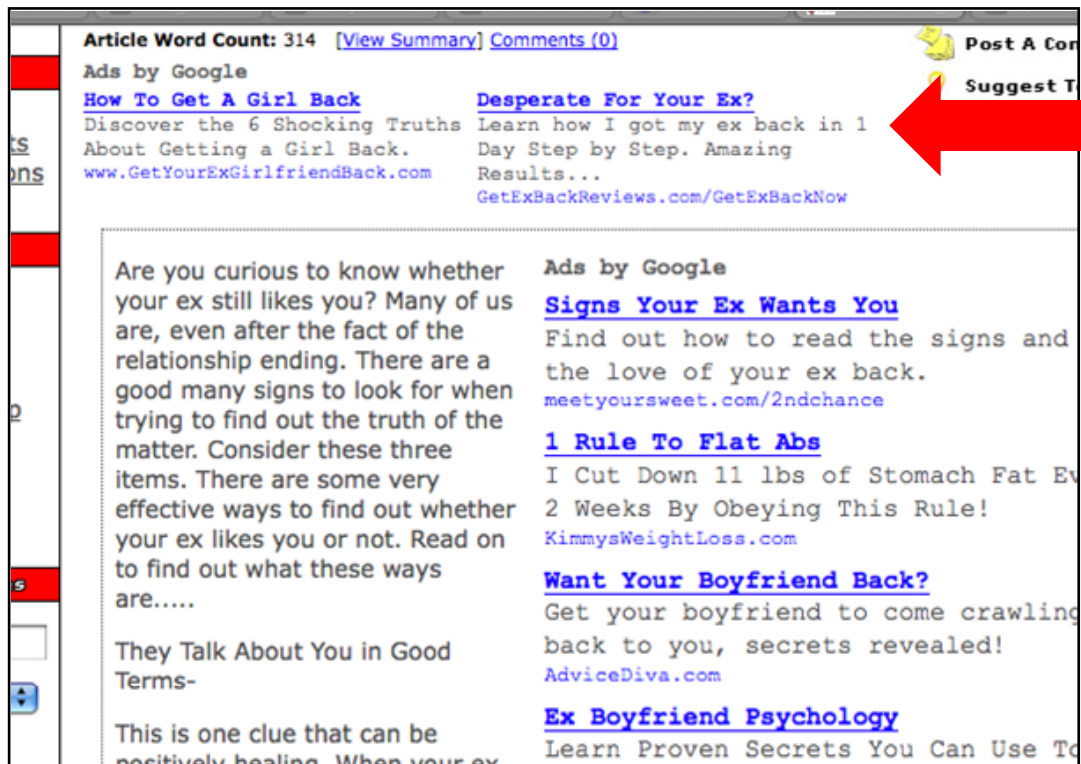
Now let's look at EzineArticles, Relationships and see what we can find.

Let's try the relationship area:

The image shows a screenshot of a website's navigation menu. The menu is organized into several columns and sections. On the left, there are links for 'Guidelines', 'Publishers', 'Service', 'Email Alerts', 'Subscriptions', 'RSS', 'Everyone', 'Gift Shop', 'Policy', 'Guest Authors', 'Comox, ned us 2', and 'Southend- ted Kingdom'. The main navigation area is divided into three columns of categories, each with a dropdown arrow:

- Column 1: Insurance, Legal, Real Estate, Home Based Business, Writing and Speaking, Computers and Technology, Gaming, Communications, News and Society, Relationships (highlighted with a yellow box), Reference and Education.
- Column 2: Home and Family, Pets, Automotive, Cancer, Food and Drink, Kids and Teens, Womens Interests, Arts and Entertainment, Shopping and Product, Reviews, Book Reviews.
- Column 3: (Contains profile pictures and names of authors: Jose Amaya, Kevin R Davis, Michael Warsh, Peter Coughlin).

Take a look at the first article. Look at the ads at the top of the page (see below):

A screenshot of a webpage showing an article and several advertisements. At the top, it says "Article Word Count: 314 [View Summary] Comments (0)". Below this, there are two columns of ads. The left column has an ad titled "How To Get A Girl Back" with a sub-headline "Discover the 6 Shocking Truths About Getting a Girl Back." and a link to "www.GetYourExGirlfriendBack.com". The right column has an ad titled "Desperate For Your Ex?" with a sub-headline "Learn how I got my ex back in 1 Day Step by Step. Amazing Results..." and a link to "GetExBackReviews.com/GetExBackNow". A large red arrow points from the right side of the page towards the "Desperate For Your Ex?" ad. Below the ads, there is a main article snippet starting with "Are you curious to know whether your ex still likes you? Many of us are, even after the fact of the relationship ending. There are a good many signs to look for when trying to find out the truth of the matter. Consider these three items. There are some very effective ways to find out whether your ex likes you or not. Read on to find out what these ways are.....". To the right of the article snippet, there are more ads: "Signs Your Ex Wants You" (link: meetyoursweet.com/2ndchance), "1 Rule To Flat Abs" (link: KimmysWeightLoss.com), "Want Your Boyfriend Back?" (link: AdviceDiva.com), and "Ex Boyfriend Psychology" (link: Learn Proven Secrets You Can Use To...).

We see that this ad links to a review site. When I went into the review page, I found that "The Magic of Making Up" was the #1 recommended link.

This is usually a good sign, because affiliates will usually recommend the product with the highest conversions/commissions as the #1 product.

You should research EzineArticles more and do some more analysis, but I can assure you that you will find this product coming up again and again.

Here are a few final comments on "The Magic of Making Up" niche:

You get a lot of activity from forums, particularly from the content network. It will convert really well, as we saw just by looking at that one page on EzineArticles.

Search is crazy! There are so many affiliates promoting this ebook that if you just build a site that is slightly better than the other sites out there, that will give you an edge over all the other affiliates promoting the ebook. And, you can obtain this edge just by using the templates we provide.

Or, you can start out by direct linking and just do a quick test with it before you decide whether to build a site or not.

However, based on what I saw on search, you might want to build a landing page right away. You can test direct linking on content -- certainly you'll get success with that. But as far as search, you might want to make the landing page site right away.

Our Recommendation

- Get the keyword list from the merchant. You will also get the keyword list that we have made for you.
- I would definitely start with a highly targeted, long-tail keyword list with at least three or more phrases when placing ads in the Search Network.
- With the Content Network, you can go broader with your keywords, and you don't need to be so long-tail. You can have anywhere from 30-50 keywords per ad group
- Develop either a presale site, a personal testimony site, or a review site. The presale site would probably work the best -- just modify some of the copy you see on the landing page and make a presell that encourages people to buy based on everything I've shown you in Module 5.

Good Luck!