Review Writing

- To write a product review that makes money, you need to start with the right product.
- Don't pick poor-quality products—choose winning products to review.
- Be honest in your reviews—your credibility is important!

Know Your Target Reader

- Key Point: Understand your intended audience.
- If reviewing for existing subscribers, you know them well.
- For new markets, do some research before writing.

Title

- Tip: Write a clear, direct title.
- Example: "Product Name: Product Review by [Your Qualification]"
- Purpose: Makes the review easy to identify in search engines and directories.
- Why Include Qualifications?: Helps readers connect with you (e.g., "A Concerned Mother" or "Internet Business Professional").

Product Details

- Name of Product: XYZ Widget
- URL Link: XYZWidget.com (affiliate link acceptable, but be transparent)
- Type of Product: What is it? (eBook, video course, etc.)

Does the Product Deliver on Its Promises?

- Review whether the product fulfills its promises.
- Provide Examples: Share personal experiences, stories, or real-life examples.
- Be Honest: If it doesn't deliver, say so and explain why.

Cost and Payment Options

- Be transparent about the cost.
- Example: State the total investment and any hidden or recurring costs.
- Payment Methods: How can readers pay for the product?

How Easy Is It to Use?

- Key Point: Review the product's ease of use.
- Example: Is the book easy to read? Is the app or program user-friendly?
- Tip: Keep it real! Describe your actual experience with the product.

How Easy Is It to Learn?

- Evaluate how easy it is to learn from the product.
- Example: If it's a video course, is the speaker clear and engaging?
- Question: Can the information be applied easily in real life?

How Long to Get Results?

- Results vary based on individual needs and experience.
- Avoid being overly specific—what worked for you might not work for everyone.
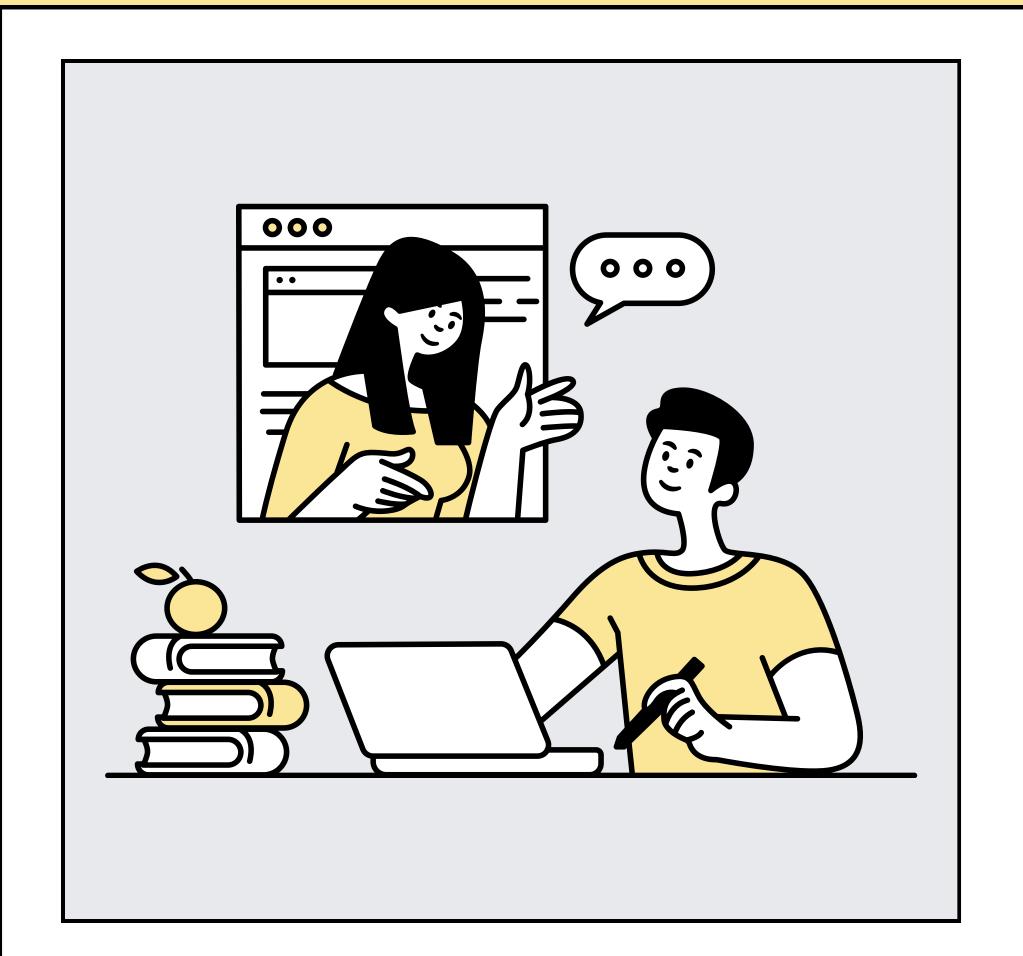- Don't overpromise results.

The Good, The Bad, and The Ugly

- Summary: Wrap it all up in a single paragraph.
- Be Honest: <u>Mention both positives and negatives, and provide a balanced view.</u>
- Final Thoughts: What did you love? What did you dislike?

Tips for Writing Effective Product Reviews

- Keep It Simple: Don't overcomplicate things, be clear and direct.
- Show Personality: Let your unique voice shine through.
- Be Original: Don't copy other reviews—make it your own.
- Avoid "Sales Messages": Focus on providing information, not pushing for a sale.

Use Visuals: Show an Insider's Look

- Tip: If possible, give readers an inside look at the product.
- Examples: Screen captures or videos showing the product in action.
- Why?: Helps readers make an informed decision.