

# **How to Write a Product Review That Makes Money**

**- A Special Report -**

**By Paul Barrs**

[PaulBarrs.com](http://PaulBarrs.com)

Internet Business Training for your  
Home Internet Business

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# How to Write a **Product Review** That makes Money...

By Paul Barrs.

First things first (and this might sound a little silly), but if you want to write a product review that makes money to share with your subscribers, web visitors and 2.0 social networks, you're going to have to pick a good product.

Yep. That's rule 1.01 - Don't pick some crappy \$7.97 "special report" written by Cousin Terry down the road – get serious and select what looks to be a winning product before you begin.

Of course, it's worthwhile pointing out that if you intend to do more than one product review, that you might want to drop in some dime-store products from time to time just so as your readers know you're serious... and not just trying to fleece them.

And that brings us to rule 1.02 – be honest.

With those things out of the way, let's move on.

## The Outline.

### ***Know the target reader:***

Before you begin it's important to have some idea of your indented readership. Obviously if they are your existing subscribers then you're going to have a good idea of who they are, but if you venture into another market place, then do a little research first before you get started.

### ***Title:***

The best way to write your title is "Product name: Product Review by (your qualifications to review)". This way, when your review is picked up by search engines and article directories, readers can quickly identify exactly what it is and what it's about.

If you've got a potential customer looking for information on XYZ product, they are going to be wanting direct and straight to the point info, not waffle and bees-wax.

The reason for including your 'qualifications' is to help you reader identify with you. It could be as simple as "a concerned mother" or more upbeat like "an internet business professional."

Once you've got your title, it's time to list some specifics...

**Name of Product:** XYZ widget

**URL Link:** XYZWidget.com

## ***Type of Product***

Is it a video package, an eBook, a timber box, a paperback magazine?

How exactly is the product presented and where can they find it – and yes, it is totally acceptable to have an affiliate link here, though you certainly want to make it look like the main URL if you've got one of those hinky looking affiliate links.

i.e. The affiliate link for [MaximumSuccessUniversity.com](http://MaximumSuccessUniversity.com) is <http://CBID.paulbarrs.hop.clickbank.net?x=1> where the CBID is replaced with your Clickbank ID. Kind of ugly.

There are numerous ways to hide your link "professionally", but even using this basic HTML code would be sufficient:

```
<A HREF="http://CBID.paulbarrs.hop.clickbank.net?x=1">http://www.maximumsuccessuniversity.com</A>
```

I usually just tell them, "Here is the main link, and here is my affiliate link" and let them choose. Honesty sells!

The next question to answer is, ***"What does the product sales copy promise?"***

This is important. I'd estimate that over 80% of people who go to the sales page won't actually \*read\* most of it (check your 'bounce rates and time on page stats for your own details). This is your chance to build some serious credibility with you reader by summarising a snap-shot view of what the promises made are. Be clear and direct.

Bullet points are a great way to list multiple promises (but no more than 3 or 4).

## ***Does the product deliver on its promises?***

Now you must clearly outline your own personal judgements for this product. I don't want to exaggerate here, but this is probably THE MOST IMPORTANT part of the entire product review!

People want to KNOW if a product will DO what the makers say it will do. So... tell them. Does it?

Give reasons. Give examples. Draw from your own personal experiences. Use life stories. Make your explanations as "live" as possible.

But do it in no more than 3 paragraphs.

## ***What is the cost? How can this be paid?***

You'll only need a line or two for this; just tell the reader the total investment, any hidden or ongoing costs and how these payments can be made. *This is not the place for "value for money" statements.*

A good product review is made up of both opinion and fact.

So let's look at the "opinion"... **How easy is it to use?**

[Sidebar: I'm assuming at this time that you've actually USED the product that you're reviewing, tested it, and tried it... yes? Because if you haven't, you sure as hell *shouldn't* be doing a product review!]

How did you find it? Was it a book...? Was it easy to read or difficult? Was the language appropriate for the genre? To basic, to advanced? Is it a program, and 'app'? Same again. Let us know how easy it is to use. And that will lead us into our next question -

### ***How easy is it to learn?***

Most times we buy stuff that is going to give us some benefit to do something that we can't do already, yes? Of course! Most people don't buy things to do what we can already do... unless it can be done better!

So is it easy to learn? If it's a video course, is the speaker legible and does he or she give good information. Can that information then be APPLIED? This is what people want to know.

Because they also want to know...

### ***How long would it take to get results?***

Hmmm. This is my personal non-favourite because it HIGHLY SUBJECTIVE according to individual needs and experience; so please make sure that you tell them this.

Just because you found that you got results within 4 a week period, doesn't mean that your reader will and vice versa. Most people do this and say, "*Yah... it was good, you can kill this if you'll just do blah blah blah*"

Yawn.

Tell me, have you ever heard of buyers' remorse? It's a recognised psychological condition where after the purchase of some item or another, the person who bought it very quickly wishes that they hadn't.... usually because of the bullshit information that was fed to them prior to purchase.

That's what leads to chargeback's and refund requests.

Next - ***The Good, the bad, the Ugly (Summary).***

Wrap it all up in a single paragraph; tell us what you loved about it, what you didn't like and (if any) *really didn't like*.

Be honest at all times.

## **Key tips:**

### ***Keep it simple.***

I know this seems like a no-brainer, but many people fall into the trap of trying to “look good”. There’s no need. Just say it as it is, be clear and be real.

Look how simple this report is! It’s really easy stuff.

### ***Show personality.***

If you’re working on a new product “launch”, then chances are there are going to many “product reviews” coming onto the market at the same time. It’s sometimes hard to ‘compete’ – so don’t try.

If you’re just stating out, you’re not going to be able to “compete” for readership against someone who’s published 70- something product reviews over the last 24 months. But by being “real” and showing your own unique personality (along with directed traffic) you will soon build a loyal readership who will eagerly wait upon your revealing revelations.

### ***Be original.***

Another no-brainer, I know, but it has to be said. Please don’t’ copy someone else’s work.

### ***Not too much flair.***

Stay away from the “sales message”. You’re not writing a ‘buy-me-now’ message, you’re writing a product review... what you think about it, why and what others might find.

Your job isn’t to “sell” the reader; it’s to inform with a logical balanced argument.

Too many people these days chase the big buck and readers can sense it, sort of like one of those ra-ra-ra testimonials. We can always tell if it’s a review or a “sales message”.

If you want to build loyalty and readership with product reviews... write them!

### ***Can you get / record an insider look? (screen caps / video)***

Lastly, if there is anyway that you can give the reader an “insiders look” at the product, this is the ultimate way to help them see what they might be buying before they do – open the box for them!

If it’s something that you open up / read on your computer then show them a series of ‘screen-captures’ or a live-time video shot as you “walk through” the steps.

If it's something that arrives by land mail, then pick up your video camera and make some footage. Show your excitement or your disappointment as you open the box. Whichever it is, let them "see" it.

## Wrapping up

As I was doing some research for this report (yes, even a 5-page written report even deserves a background check), I found that a number of websites had published the following stats –

- \* 83% of consumers say that product reviews influence their online purchasing decisions
- \* 70% of online shoppers actively seek out product reviews before they buy
- \* More than half of US online shoppers surveyed, read user reviews as part of their product research
- \* Nearly 9 of 10 US online buyers read reviews at least "some of the time" before making a purchase

*Web Pro News Survey Stats  
Webpronews.com*

While I cannot verify the above statistics, I have no reason to disbelieve them. I saw the page they were published on and they make complete sense in context with this report.

Here's what they mean... **people LOVE product reviews!**

So whether you're doing a niche market review on something like the latest how-to guide for teenage parenting or something in the internet business marketplace like Maximum Success University – now is the time to get started.

There's going to be a number of people putting out reviews for your product, especially if it's new or is in "pre-launch" – people will be waiting for it.

Don't make them wait, start writing to day!

**Paul Barrs**

[PaulBarrs.com](http://PaulBarrs.com)

**Internet Business Training**

PS. Another great strategy with product reviews is to go out and grab some related internet real estate. Look for .net or .org domains like the product name (assuming it's not trademarked of course). If you' can't grab a top level domain, how about XYZReviewed.com or XYZProductReviews.com.

If it was me, I'd want more than one review per domain so I'd pick a niche-name and start to build a readership such as MembershipSiteReveiws.com or ParentingGuideReviews.com etc.

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# Product Review Template

*Feel free to copy and paste these headline starters into your web page or review document....*

Title:

Name of Product:

URL link:

Type of Product:

What does XYZ promise to deliver?

Does XYZ deliver on those promises?

How much does it cost?

How easy is it to use?

How easy is it to learn?

How long might it take to see results?

Inside peek (video):

Summary (The good the bad the ugly).

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- Build your list by offering this eBook as a subscription incentive to new visitors.
- Build confidence and trust by offering fresh, quality downloadable content.
- Put *your* name and *your* website address on the title page – get exposure.
- Re-brand targeted affiliate links with *your* Clickbank affiliate link.
- Get access to the same tools and services we use to build our business.

### ***Licence Rights:***

[YES] Can give away

[YES] Can be added to membership sites (free or paid)

[YES] Can be packaged with other products

[YES] Can be given to list subscribers

[YES] Can be used as bonus product

[YES] Can pass on 'giveaway rights'

[YES] Can be given away on public download

[YES] Can be used as free web content

[NO] Can be edited and your name put on it as the author.

[NO] Can be broken into multiple chunks

[NO] Sales Letter included

[NO] Can be offered through auction sites

[NO] Can be sold

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