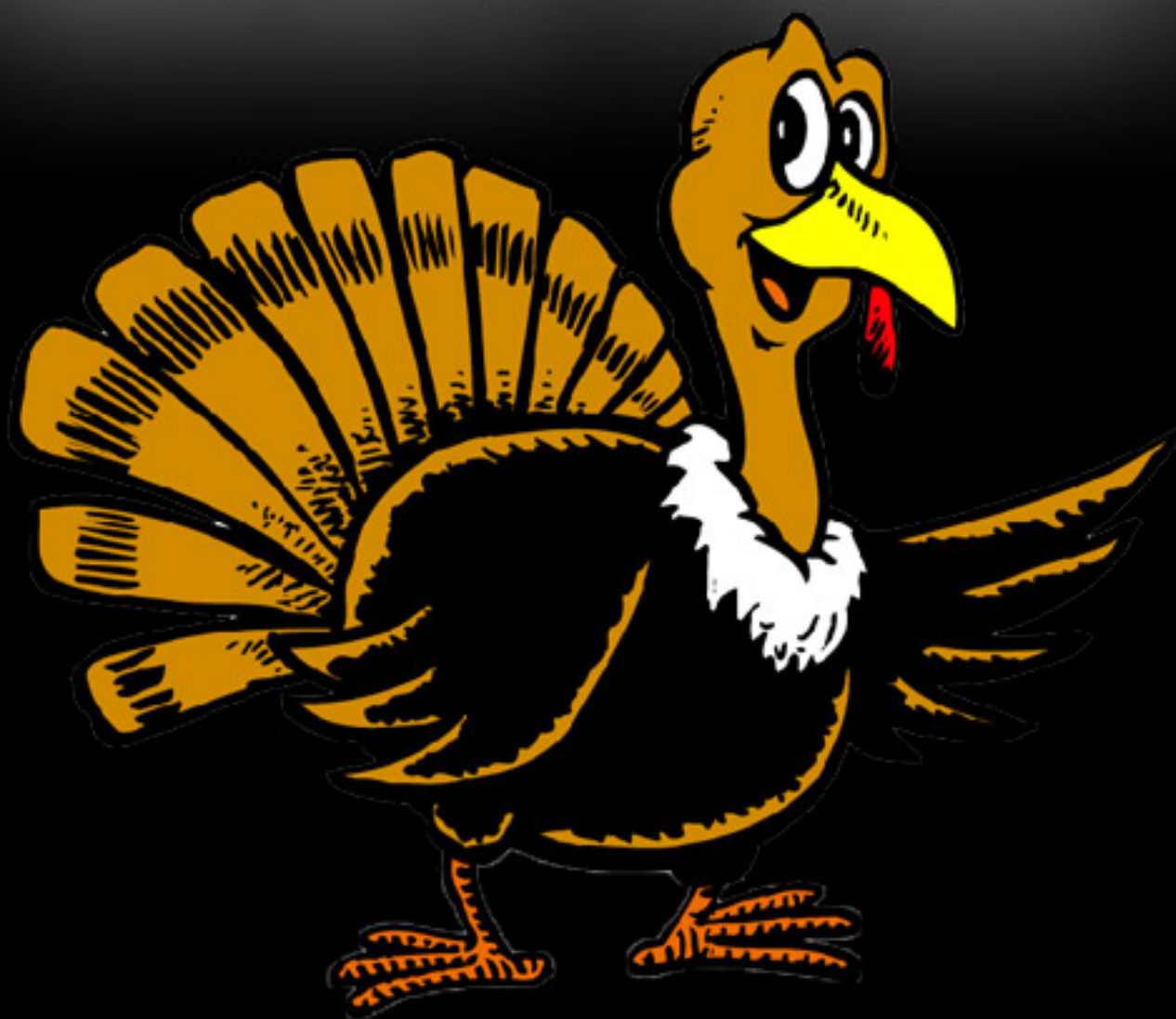


Niche Feast



**An Inside Look at How Million Dollar
Super Affiliates Find HOT
Products To Sell Online**

A Wealthy Affiliate Production

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Happy Thanksgiving!!!!

We hope we have caught you before you have stuffed yourself with turkey and are feeling too tired, because you are going to want to be somewhat alert when you read this. Within this special guide, we are going to reveal to you some of the sweetest & neatest ways you can find niches online.

After this, you should never have an issue finding a niche again. We are going to let you in on some tools we use in our day-to-day activities to reveal over 500,000 niches.

THEN...

We are even going to tear apart a niche that generates affiliates \$1,000,000's in commissions every year.

So sit back, grab your composure and get ready to learn how to find and bust up niches, the \$1 million dollar marketer way!



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Quick Intro:

Before we get started, we feel that we should let you know exactly who we are and why you should care what we have to say. We are Kyle & Carson, also known as the Wealthy Affiliates. We own and operate the largest Internet marketing community online called Wealthy Affiliate and have helped 1000's of people earn anywhere from their first sale online to their first \$1000/day online.

Like you, we have always wanted to be successful in one way or another so 6 years we set out independently to try to make a living online. Within the first year we were both making well over \$100,000 and it has grown exponentially since then. We know what it takes and we are continuing to help people achieve their goals online each and every day. In fact, Wealthy Affiliate members have earned well over \$3,000,000 to date and this will only continue to grow.

To see what we are talking about, feel free to check out our newly renovated homepage!

====> <http://www.WealthyAffiliate.com>

This special guide was created with the entire Internet marketing audience in mind. We do not care if you join Wealthy Affiliate; we just hope that we can help you in your current situation by offering insight into finding niches and how to perform research, a couple of the most critical aspects that contribute to successful marketers. If you can master these, you can be successful online!

There are literally millions of opportunities online, and anyone can make money if they spend some time researching. Researching is the root of all successful campaigns, and we are going to give away some amazing techniques within this book. After reading this you are going to have many different niche hunting strategies at your finger tips and every trip to the computer will be an exciting and eventful one!



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A Little Note About Finding Keywords

We are just about to get into the real JUICY info, but before we do we should clear something up. We have never paid for keyword tools and never will. The reason for this is people spend too much time trying to make sense of keywords and the numbers that go along with them. A campaign should not be driven from a keyword tool, rather your brain and a few other tools that we are going to bring to your awareness.

We have the resources to develop keyword tools, and we have at Wealthy Affiliate (where we offer them for 100% free to our members). These are the same tools that you pay monthly fees or \$1000's for, but we do not recommend that you keyword research start with a tool.

Research can be done FREE believe it or not and there are some tools out there that provide you with more valuable data than any of these so called "niche finding" tools will every give you.

We are going to walk you through 5 of these **Niche Strategies** within this section. These tools are FREE, HIGH POWERFUL, and will lead to HUGE PROFITS if used correctly.



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5 Cool Tools to Satisfy Your Niche Cravings

(1) 590,000 Niches On the Wall

Access to 590,000 niches is at your fingertips. Not only are they free to access, but they are organized in a methodical way, allow you to break down high level niches to find sub-categories that you could easily promote to.

There is a website called [dmoz.org](http://www.dmoz.org) that has been around for quite some time. People have never realized the power in this open directory project. This is in fact the largest human-edited directory on the web listing over 4.8 million websites and 590,000 categories.

Here is a link to the site: <http://www.dmoz.org>

These categories start very broad and allow you to dig down within them. This follows the same principles of niche research. You start with a broad subject and work yourself towards more niches, less competitive sub-categories. We have started campaigns that have earned us upwards of \$100,000 from this directory and we have been able to leverage the slew of categories to develop some of the most obscure, but profitable campaigns around.

So how do you take advantage of DMOZ? The first thing you need to do is click on a broad category. For example, if we click on the “Arts” category in the top left, we are taken to a page with the sub-categories of Arts.

We then can click on “Animation”, the first listing to dig down even further. You already have access to some more “niche” subjects within the art industry. Animation has over 12,000 sub-categories within it, so there must be a lot of interest out there about animation. Would you have thought of this niche without this tool? Great, we are already making progress!



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Top: Arts: Animation (12,952)

- ◆ [Anime](#) (8,714)
 - ◆ [Cartoons](#) (2,211)
 - ◆ [Movies](#) (707)
 - ◆ [Voice Actors](#) (881)
-

The next sub-category contains a group of new topics. If you look at the bottom group, you will see Training.

- ◆ [Puppetry@](#) (306)
- ◆ [Shopping@](#) (228)
- ◆ [Stop-Motion](#) (44)
- ◆ [Training](#) (45)

OK, so now we have a niche of “animation training”. If you click on training you will get a new page of sub-categories and a list of website that are relevant to this and within the DMOZ.org directory.

[specialists.](#)

- ◆ [Karl Gnass' Spirit of the Pose](#) - Gallery and information about classes and tips on life
- ◆ [Karmatoons Incorporated](#) - Small studio site with drawing for animation lessons.
- ◆ [M. I. A. Training Center](#) - Offers Maya training and resources to the 3D Graphics c
- ◆ [Make Movies](#) - Free film scriptwriting and animation lessons for schools, covering n
- ◆ [DOM - Teach For Animation](#) - Human Motion Reference Videos & Diagrams for...

If you look within these sites, you will see there is a site called “M.I.A. Training Center” that offers Maya training. So now we have a much targeted niche. Maya Animation Training!

We started with a broad category like “Art” and within a minute had narrowed it down to a niche as targeted as “Maya Animation Training” (Maya is a graphic design tool). How is this for niche research? In a matter of minutes you will be able to find hyper-targeted niches with dmoz.org!



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(2) Steal From Your Enemies!

WOW! We don't know why we are doing this, but we are going to show you a tool that will show you exactly what keywords your competitor's websites are optimized towards. These keywords are highly targeted and are excellent for PPC, SEO and article marketing campaigns.

Go to the following page: <http://www.seodigger.com>

Type in a URL that you would like "steal" from! A list of results will display containing the keywords that the website is listed under within the search results.

Here is an example. We typed in <http://www.ediets.com> into SEO digger. This is one of the largest dieting sites on the web and we can not only see what search terms their site is optimized for and has listings under, we can gather a bunch of related terms for campaigns within this industry.



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Enter your link or domain in a field below:

Full search for domain name

- Google 60M English Base

← Prev Page | Page 1 of 33 | 1 ... 50 of 1607 keywords |

Link search in Google database:

^ ID v	^ Date v	^ Requests v
1	04.10.2007	diet healthy loss plan weight
2	04.10.2007	diet and fitness program
3	05.10.2007	loss diet program
4	04.10.2007	free lose weight fast diets
5	04.10.2007	diet e free
6	04.10.2007	diet plan fast weight loss plans
7	04.10.2007	eating plans weight loss
8	06.10.2007	over plan weight
9	07.10.2007	weight loose diet
10	04.10.2007	diet e information
11	04.10.2007	diet ediet free plan
12	05.10.2007	health weight loss diet
13	04.10.2007	diet ediets free plan
14	07.10.2007	weight loss online programs
15	03.10.2007	com diet ediet free
16	04.10.2007	diet ediets from loss program weight
17	07.10.2007	the qi diet online
18	04.10.2007	diet e

This particular website yielded over 1607 keywords in Google alone. Not a bad start for typing in a single domain within this industry. You now have over 1607 highly targeted keywords to dieting. If you were lazy you would set-up a quick campaign with ad groups that contain these keywords...and link them to your ediets through your affiliate link (yes, they do have an affiliate program). Or you could use this as ammunition to drive your own weight loss/dieting campaigns.



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Have some sites that you would like to rip apart and steal their keywords from? Go to SEO Digger and check it out for yourself.

<http://www.seodigger.com>

This tool is likely not going to be free for too much longer, so take advantage of it while you can. You can type in any website to reveal exactly what keywords that are optimized under and have rankings under within the search engines.

Since you are only allowed 5 searches per hour, you may want to register for a free account. You can do this by visiting the following page:

<http://seodigger.com/signup.php>



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(3) Daily Trends or Yearly Trends...WE FOLLOW THEM!

Do you like to follow trends? Well we do. There is a great tool out there and it is provide by a company that you have probably heard of...Google! Good ol' Google coming to the rescue with some timely and relevant trend information for us to utilize for our research.

Jumping on trends works great! At any time of the year there will be stories and products that people are following online and offline. You can take advantage of these stories and leverage their hype; you will be able to milk them for all they are worth. This requires relatively quick action on your part, but if you are quick to the drawing board, money is going to be filling your bank account very soon.

Each day Google releases the top 100 trends within its Hot Trends section. You can find this by using the following link:

<http://www.google.com/trends/hottrends>

Since we are writing this one day before Thanksgiving (Nov 20th), you can guess what some of the biggest trends are relevant towards...THANKSGIVING. Here is a screenshot of the top 10 trends for Nov 21, 2007.

Nov 21, 2007 - [change date](#)

Updated 51 minutes ago

1. [typhoid](#)
2. [turkey cooking time](#)
3. [how long to cook a turkey](#)
4. [bitten](#)
5. [natalie holloway](#)
6. [macy s thanksgiving day parade](#)
7. [butterball](#)
8. [walking tall](#)
9. [butterball turkey](#)
10. [don larose](#)



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As you can see, 5 of the top 10 listings are relevant to Thanksgiving. This means that the search engines (Google in particular) is seeing an influx of searches surrounding these, including two pertaining to “how to cook a turkey”.

Now, how can you monetize or take advantage of something like cooking a turkey? Well, the easiest thing to do would be to create a small squeeze page including some information about cooking a turkey and offer a full guide on cooking a turkey if they join your mailing list. You will be able to build a list off of this which you can then monetize later through cooking products/services and events like Christmas.

Secondly, you could whip together a guide on how to create a turkey or a holiday cookbook full of Thanksgiving recipes and sell it on your site.

OR, you could promote an affiliate website that offers Thanksgiving recipes.

This niche is pretty obscure, but where there is a niche, there is an opportunity to make money online. You can take advantage of the daily “hot trends” to earn money online. There are over 100 every day and we have probably outlined a way to monetize just one of these (imagine the potential if you went through the whole list).



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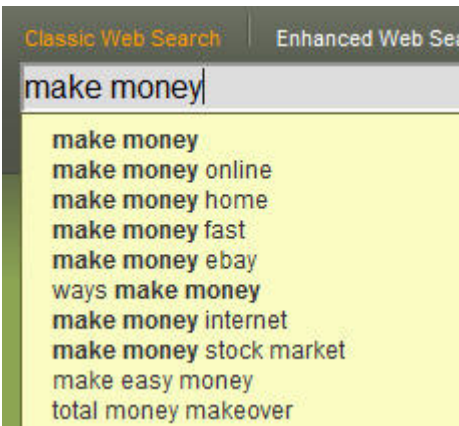
(4) Snap, Crackle, Pop...Magically Nichelicious!

Need keyword ideas? Welcome Snap.com, a new school type of search engine. Snap will give you keywords suggestions as you type in keywords into its search function. This will allow you to discover many different keyword variations as well as reveal many niches and sub-niches that you would not have typically thought of.

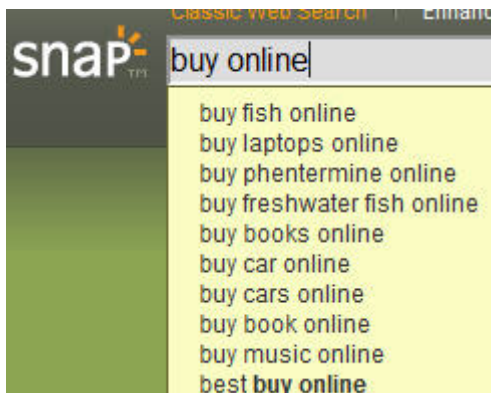
Here is how it works:

Go to <http://www.snap.com>

Start typing in your search. As you are typing in it will give you results that start with the letters and words that you are typing in. Here is what the search looks like when the term "make money" is typed in.



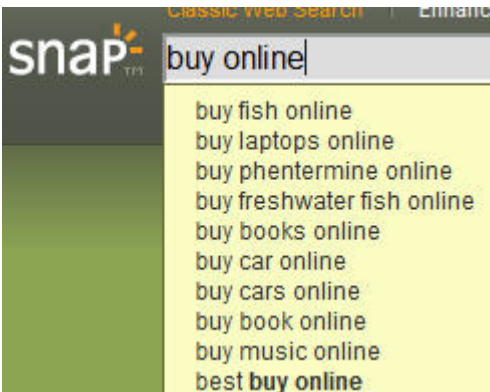
Now let's take this one step further. Let's find out what people are looking to fix or resolve by typing in "how to". Here is a list of the results:



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What about things that people are interested in buying, type in “buy online”?



In just under 30 seconds we have revealed some great niches that people are not only searching for, these audiences are people who are hungry to either find an answer to their problem or make a purchase online. Pretty good audiences to monetize if you ask us!

You can utilize Snap to find many small niches by starting with a broad keyword and then narrowing your search down. This tool will come in handy not only if you are looking to expand within a particular niche/industry, but if you are looking for ideas of niches to enter.



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(5) Going to the “Shopping” Mall to Find Niches

Imagine if you could sit in the shopping mall and ask people exactly what they are buying or what they are looking to buy. This would be great, wouldn't it? What we are going to show you is something called the “Consumer Demand Index”. This is basically a sophisticated term for “What People Are Shopping for Online”.

Without further adieu, we will give you the link to this index.

http://www.shopping.com/top_searches

The site that we just gave you is from Shopping.com, one of the largest shopping and consumer review networks online (and this is owned by eBay).

This index contains hundreds of categories that are hot **right now** and allows you to dig down within these categories to find the hottest products on the market. This is a perfect time to take advantage of this as holiday season is quickly arriving and people online shoppers are out in “full force” making their online purchases for Christmas.

Shopping.com Consumer Demand Index

The Shopping.com Consumer Demand Index (CDI) makes it easy for you to put a week, the CDI reveals emerging trends and hidden gems while highlighting the top

View the top 100 searches for each of the Shopping.com categories. These searches

[2 Way Radios](#)

[Air Conditioner Accessories](#)

[Air Conditioners](#)

[Air Purifiers](#)

[Amplifiers and Preamps](#)

[Answering Machines](#)

[Appliance Accessories](#)

[Audio and Video Media](#)

[Audio Shelf Systems](#)

[Auto Parts and Accessories](#)

[Automotive Security Systems](#)

[GPS Devices](#)

[Graphic Tablets](#)

[Graphics Cards](#)

[Grill and Smoker Accessories](#)

[Grills and Smokers](#)

[Handbags and Wallets](#)

[Handheld Electronics](#)

[Hard Drives](#)

[Hardware](#)

[Headphones](#)

[Headsets](#)

Let's quickly take just one of these categories and break it down. For this example, we will select GPS which is within the main list. When you click on the link, it will take you to an index outline the top ranking keyword searches for GPS devices.



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Shopping.com Consumer D

Top ranking keyword searches for GPS Devices

RANK	KEYWORD
1	map quest
2	sat nav
3	tom tom
4	tomtom
5	satellite photo
6	cheap sat nav
7	garmin
8	auto gps
9	map quest
10	navigation
11	navman
12	tomtom one
13	garmin gps

Here is what it looks like:

These are all keywords that people are searching for that relates to “GPS”. Now if really wanted to make money, you would create a campaign around these keywords and drive your traffic to sites that sold the most relevant GPS devices and accessories.

You could literally spend days navigating through the consumer index in Shopping.com and find 1000’s of niches and 10,000’s of keywords.



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****Special Bonus Straight from the Forum at Wealthy Affiliate****

We thought that you might want to check out the kind of value offered within the forum at Wealthy Affiliate. Here is a post that was made by Kyle earlier this month outlining research and niche finding strategies.

FIRST POST

Electronic Gaming Research – Phase 1, THE Niche

Time of research: 24 minutes

Types of products:

(1) Electronic Games

>Types of Games (taken from Dmoz.org)

- * Action
- * Action-Adventure
- * Adventure
- * Board Games
- * Cards
- * Dice
- * Driving and Racing
- * Educational
- * Fighting
- * Humorous
- * Interactive Fiction
- * Music and Dance
- * Outdoors
- * Pinball
- * Platform
- * Puzzle
- * Recreation
- * Role-playing
- * Shooter
- * Simulation
- * Sports
- * Strategy
- * Survival Horror
- * Tile Games
- * Trivia
- * Word Games



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>Hottest Games (taken from ign.com)

PC (<http://pc.ign.com/>)

The Witcher
Hellgate: London
TimeShift
Half-Life 2: Orange Box
Guitar Hero III
BioShock
Kane & Lynch: Dead Men
Call of Duty 4
Assassin's Creed
Alone in the Dark

PS3 (<http://ps3.ign.com/>)

Guitar Hero III
The Simpsons
Metal Gear Solid 4
Ratchet and Clank Future
Assassin's Creed
Uncharted: Drake's Fortune
The Eye of Judgment
NBA 2K8
Folklore

****HOTTEST SELLING PS3 GAMES from Amazon:**

http://www.amazon.com/gp/bestsellers/videogames/14210861/ref=pd_ts_vg_nav/105-9836057-7696460

1. Ratchet & Clank Future: Tools of Destruction
2. Rock Band Special Edition
3. Call of Duty 4: Modern Warfare
4. Assassin's Creed
5. Guitar Hero III: Legends of Rock Bundle Guitar Hero III: Legends of Rock Bundle

Also have information on other consoles as well as different types of games like action, adventure, sports, etc.



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Learning About Customers:

> Forums/Discussion Boards

>>>Game Consoles (from dmoz.org)

http://www.dmoz.org/Games/Video_Games/Console_Platforms/Chats_and_Forums/

>>> All Games Forums

http://www.dmoz.org/Games/Video_Games/Chats_and_Forums/

General tone of the forums, and things that people are talking about. People are looking for help on many games within the ign.com forum, which means that you can take this information and elaborate on it within your campaigns. You can also gather quality reviews from the forums/boards online.

People are discussing:

- what they like about particular games
- what they need help with
- cracks for games and where to find them
- cool and funny stories that are game related (and could be sent to a mailing list)
- techniques for optimizing gaming systems
- how to play games better

Things I found out quickly from forums as to why people buy games:

- they love gaming, almost to the point of addiction
- their friends have the games and they are multi-player
- media drew them to a game, such as TV, radio, and internet ads



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Trends (taken from google.com/trends)

Systems: PSP, PS3, XBox 360, Atari

See graph

<http://www.google.com/trends?q=PSP%2C+PS3%2C+XBox+360%2C+Atari&ctab=0>

Games: Guitar Hero 3, The Witcher, Hellgate, Call of Duty 4, Metal Gear Solid 4

See graph

<http://www.google.com/trends?q=Guitar+Hero+3%2C+The+Witcher%2C+Hellgate%2C+Call+of+Duty+4%2C+Metal+Gear+Solid+4&ctab=0&geo=all&date=mtd&sort=0>

Related Categories

These are also known as sub-niches, or niches that could be cross-promoted to. You can also take this approach. Someone that is interested in games is also interested in _____ (fill in the blank).

- gaming consoles
- cool gadgets toys
- anything technology related
- computers, in particular high end comps
- deals on anything game related
- learning how to crack games
- having the newest and best system/toys
- game rentals
- game burners/DVD burners

These are a few cross-promotions that you could do within your site and to mailing list within this category. There are also many categories associated within this industry, and they are outlined at the bottom of this post.



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Affiliate Programs

To find affiliate programs, you can either do a search in Google, or you can search through Clickbank, cj.com, linkshare.com and other large affiliate networks.

Google Search: games affiliate programs

Codemasters.com (10%)
GameColony.com (20%)
amcgames.com (30%)
GameStop.com (5%)
GameFly.com (\$5/lead)
VideoGameCentral.com (8%/Sale)

Google Search: game rentals + affiliate programs

GottaPlay.com (\$15/referral)
gamefly.com (\$15-\$25/referall)
Blockbuster.com (\$18/referral)

CJ.com Search: Games

realarcade.com (\$12/referral)
playfirst.com (20%/sale)
worldwinner.com (\$1/lead)
gameaccount (£18.00 GBP/sale)

*** Other Categories (FEEL FREE TO CONTINUE RESEARCH)

- (2) Game Consoles
- (3) Gaming cheats
- (4) Gaming books
- (5) gaming peripherals
- (6) gaming magazines
- (7) game rentals
- (8) gaming computers
- (9) gaming headsets
- (10) gaming clothing



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This industry is absolutely massive. This research was done in a short of time and the actual implementation of what is recorded here could keep a marketer busy for a substantial length of time and a profitable campaign could be created from this.

Imagine:

- all the traffic you could get from the game component alone
- how many people are looking for additional game information, like how to's and cracks
- how big a list you could build within this industry

This is common in many industries, and if you do a little research you will quickly reveal loads of quality information that you can use towards create a relevant and successful campaign.

POST 2: Follow Up

I typed in "**hot video games**" into Google. This yielded many good results of sites that provide a vast amount of info.

IGN.com was among these, but a few others were:

<http://www.gamezone.com>

<http://www.gamedaily.com>

If you type: electronic gaming, you the first result is a site called 1up.com.

<http://egm.1up.com/>

This is another awesome resource. When you are looking for good sites where you can further your research, you should look for sites that are current and have product review as well as information. Typing in broad and search terms that include hot, hottest, ranking, ranks, reviews, information, usually reveal these results.



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POST 3: Additional Information

Electronic Gaming Research - Phase 2, Competition

Sooooo.....where do we start when we are looking at competition and trying to analyze what they are doing, and determine whether or not they are successful.

Profitable affiliates are going to be advertising under targeted keywords, so there is no point in check to see who is promoting broad keywords like "download games", "online games", etc. These are dead-end keywords and typically cost people money.

The smart affiliates are going to be targeted much more relevant keywords and are likely going to have very targeted campaigns.

Let's start with "guitar hero 3 review". Wow, next to no competition here. Either Google is not allowing people to promote under this term, or this is an untapped component of the video game market. So, to further my research and see if affiliates are using this keyword, I move my search over to Yahoo. Yahoo often times let's people promote under a wider range of keywords than Google, and this will usually determine how much competition there is

Yahooed....nothing really (6 ads). A few ads, but mostly links music, soundtracks, and t-shirts. I would instantly suggest that this is a fairly untapped keyword, and if you set-up a campaign around these types of search terms you will have success.

No luck really with competition research here, but some potential keywords that you could monetize.

The game download industry has been come down on recently thus taking a lot of the "download games" sites from Google as they have no longer allowed companies that support illegal game downloads to be within their paid search results.



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However, you can still promote legitimate download sites as well as sites where you can purchase the actual hard copy of the game, so these approaches can be taken when promote under game-related search terms. And there is nothing saying that you can't promote these terms via articles and get listed naturally.

Here are just a few that I came up with:

"buy guitar hero 3" 12,900 results (and a yahoo answer is ranked #1)

"order guitar hero 3" 981

"PS3 guitar hero 3" 888

and there are many more, but those are just a few.

Let's continue the research. I moved over to "game console" type keywords, just to get a feel as to how people are promoting these types of search terms. The game market seems fairly unsaturated at the moment and this could be because of Google/Yahoo's sticky rules, but definitely worth the effort to find out.

Anyways, I type in "PS3 Game Console" (without the quotes). There are 9 paid ads in total. Most of the links are not entire relevant, some are game rentals, some are "win a PS3", but there are a few sites selling game consoles. NO AFFILIATES THOUGH!

This is the first indicator that it may be a tough keyword to promote, so in this case my research moves on. Does this mean that it is not profitable...absolutely not! If you put up a lander outline the places to get PS3 for the cheapest prices online, and have an opt-in newsletter for people to get deals on PS3 games, equipment, and hacks...then you could build a recurring stream of income from a list as well.



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Here is the approach that I would take from this point:

(1) I would set-up a few tester ad groups. I would test to see if you can promote under "guitar hero" keywords in Google. If so, I would start building from here and find the highest paying programs. I would not only offer my visitors a way to download the game, but a way to buy the actual hard copy of the game. A list would also be in place to collect emails.

(2) If Google didn't allow this, I would move onto Yahoo and test this market. You should probably do this anyways as Yahoo still owns 22% of all search traffic and they yield very high conversions.

(3) This doesn't work, start researching a different aspect of the gaming market. Game consoles likely, and create a couple of mini ad groups with targeted landers for this. PS3 game console only had 9 ads so you will likely be able to get high rankings for cheap, and if you are very targeted with your landers you should be able to produce a very good ROI, or if you want to take the lead approach, build a good list.

END OF FORUM POSTS



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To Sum Things Up...

Finding a niche is typically the hardest things for marketers to accomplish, but once you can wrap your head around the concepts and techniques of how to do niche research, you will be well on your way to creating successful campaigns.

This is just a start of what we teach and delve into at Wealthy Affiliate. If you want to become a member of this community, we are getting red carpet ready for your entrance to the land of success right now!

We have given you an example of some resources, tools, and how we put these into use within this guide, and we hope you have thoroughly enjoyed it. All we can say is that if you have not experienced success online thus far or you are not experiencing the sort of success that you dream of, then you should give us a chance. Just an ounce of your time effort and we will show you the path to get there.

Here's the DEAL. Sign-up to Wealthy Affiliate today and you will be guaranteed a few things from us.

- (1) Support
- (2) Website Builder w/ FREE Hosting
- (3) Access to all of our Learning Materials
- (4) The WA Forum
- (5) Keyword Tools

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This is just a start of a list that could go on and on! We are not about to list everything we offer at Wealthy Affiliate again here, so take a second to check it out for yourself within our newly updated homepage:

====> <http://www.WealthyAffiliate.com>

We hope you have enjoyed this guide and are having a wonderful Thanksgiving Weekend. Hopefully we will see you at Wealthy Affiliate in the near future and if not we wish you all the best and hope you can put this guide into good use!

Until then, take care!

Kyle & Carson

The Wealthy Affiliates

www.WealthyAffiliate.com

