

# Product Review Channels



*I covered how to get started as an **Amazon Influencer** (Amazon's own platform for product reviewers) in module #3 of my course [Auto Pilot Ca\\$h](#).*

*Top Amazon Influencers are making up to \$20k per month from home – but this is **by no means** the only opportunity (nor even the biggest) within the product review space!*

*This field is in fact **enormous**, with virtually limitless potential. In addition to Amazon, you can become an established product reviewer on **Youtube, TikTok, Instagram, Pinterest**, or as a **product review blogger**. Or even all of the above!*

*Let's dive in.*

# Why Product Reviews?

**Product reviews** are, to put it simply, one of the mines where the online gold is! Let's look at why (6 reasons).

**1. Influencer marketing** has really come of age – with top-tier influencers such as Mr. Beast, [Marques Brownlee](#) and so many others having so much “**clout**” (nickname given to “influencer power”) that they are able to outperform corporate marketing departments!

This is a very big deal indeed and set to become even bigger in the coming decades. A popular influencer with a sizable audience, who helps people make purchase decisions, has a golden ticket. Note how top Youtube product reviewer Marques Brownlee, with 17M+ followers, is now **actively** sought out by famous tech CEOs, who all want to be seen with him. That's no accident, it's deliberate marketing strategy on their part. **Businesses are very actively seeking out influencers** as part of their advertising budget – and for established channels that have a high level of **trust** with their audience, brand sponsorships are reported to pay significantly more than the advertising revenue!

If you think about this, it all makes sense. What is it that these influencers all have in common? It's that they are in one sense “just like us”. They address their audience as equals because they really did come from a normal background. They don't think of themselves as “elites”. You feel as though if you met Marques or Jimmy (Mr. Beast) in the street, they would chat to you and treat you just the same as anyone. This sense of “us” is extremely valuable in marketing. **Trust** is absolutely the magic word.

Corporations simply don't generate the same level of trust that influencers have built with their social media following and a recommendation from someone you connect strongly with, who is able to convey a genuine experience with the product, carries more weight.

It's an amazing and unexpected "power shift" - and mark my words when I believe that there will soon come a time when the corporations need the influencers more than the influencers need the corporations!

Influencer marketing is in my view set to become the biggest moneymaking opportunity of the 21<sup>st</sup> century for most people - more than A.I. or cryptocurrencies, which benefit their creators far more than the public.

**2. Product Review Pages Attract High Ad Revenue per Visitor:** On Youtube, the product review category is one of the best niches in terms of "money earned per visitor". Advertisers are super-hungry to appear on those videos because they are watched by people who are in the process of making purchase decisions. They are in "**shopping mode**" rather than *mindless entertainment*. Advertisers will generally pay more and bid more competitively to reach people who are in shopping mode, followed by "learning mode" and with general entertainment content paying the least.

**3. Buyer Traffic:** Everyone knows that Google is the #1 search engine; but getting ranked in Google is highly complex - and can take a long time. However most don't know that Youtube is the world's #2 search engine with BILLIONS of searches per month - and that it's typically much easier to rank in Youtube search results than Google search results!

If you do product reviews, people are already looking for your help. You have likely done this yourself: Shoppers will be on Amazon or even in the big box retail store and see something they think they want to buy. They will then literally go straight to Youtube and type "\_\_\_\_\_ review" before they finalize their purchase decision. You want to be the result that comes up. This is money! Can you see why advertisers pay top dollar to appear on those videos? Youtube videos also often appear high in the Google top 10 - so if your review picks up traction it can get a double shot of search traffic.

**4. Multiple Revenue Streams!** Not only can you get **video ad revenue** but you

can place your [Amazon Associates](#) affiliate links in the Youtube “info box” to earn a commission. (To max out the clicks, put the link in the first line of text so it is most visible!) It gets even better because when the channel grows, a product-focused channel will likely get video sponsors and manufacturers sending you stuff to review.

**5. Diversified Income Is Better Protected.** Top Youtubers often state that these additional streams of revenue can “double up” and even overtake the video ad revenue after a while! This is also pretty cool because it gives you a form of “income insurance”. One of the greatest downsides of Youtube is the small-but-ever-present risk of getting “demonetized” – losing your video ad revenue. However for a product review channel, even getting demonetized in terms of ads is not the end of the road – because while you would lose the ad revenue, your affiliate and sponsorship income stays intact.

**6. Being an affiliate rocks in and of itself as a business model.** The number of affiliate programs now available to you is astonishing. You don’t have to deal with product returns, customers, inventory, shipping and handling... you just need to be able to reach an audience, help them make good purchase decisions and build trust through consistent good practices.

## Getting Started As A Product Reviewer

### 1. Choose A Niche

Your first task is to **choose your niche**, so that you can create a **themed** channel i.e. one that is focused around **one category or interest**. Ideally your niche should be one with a lot of high ticket (over \$50) products available and high consumer demand. Product categories where fans generally have higher disposable income and make a large number of purchases over time are ideal – but not necessary.

It's advisable to choose a topic that you are fanatical about and have some real knowledge of. If you need ideas, don't panic – you have so many options. This gold mine runs deep! The possibilities are in fact more endless than you can even imagine...

To get some amazing niche / product category ideas check out this archive.org copy of a now-deleted Wikipedia page, which has a list of over 500 hobbies!  
[https://web.archive.org/web/20210815040638/https://en.wikipedia.org/wiki/List\\_of\\_hobbies](https://web.archive.org/web/20210815040638/https://en.wikipedia.org/wiki/List_of_hobbies)

★ If you are stuck for ideas, another “niche” (which isn't really a niche) but is super popular and has amazing potential is “Amazon Hauls” / “Amazon finds”. Go to TikTok and type **Amazon finds** in the search box. You will see these videos. The **link in bio** connects to all the affiliate links of the products seen in the videos. You can learn how it's done by looking at a few of these channels. They play on people's natural curiosity, often use time-lapse footage and there's often an element of **mime theater** that encourages people to keep watching.

## 2. To Blog Or Not To Blog?

The next choice is whether you are going to create a blog (written content) on your topic, or whether you will focus on a social media channel (Youtube, TikTok, Pinterest, Twitter, Instagram, Facebook are the most important ones)

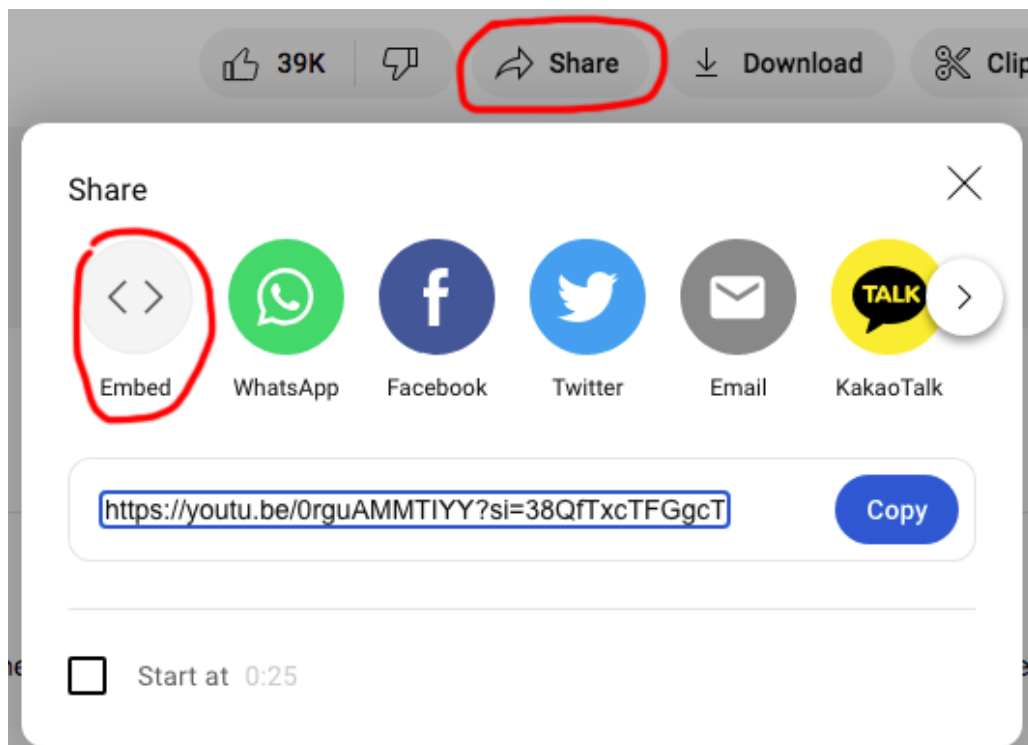
The good news is that you can start with one platform and diversify later, so my suggestion would be to start with what you know best so that you can get some reviews happening asap.

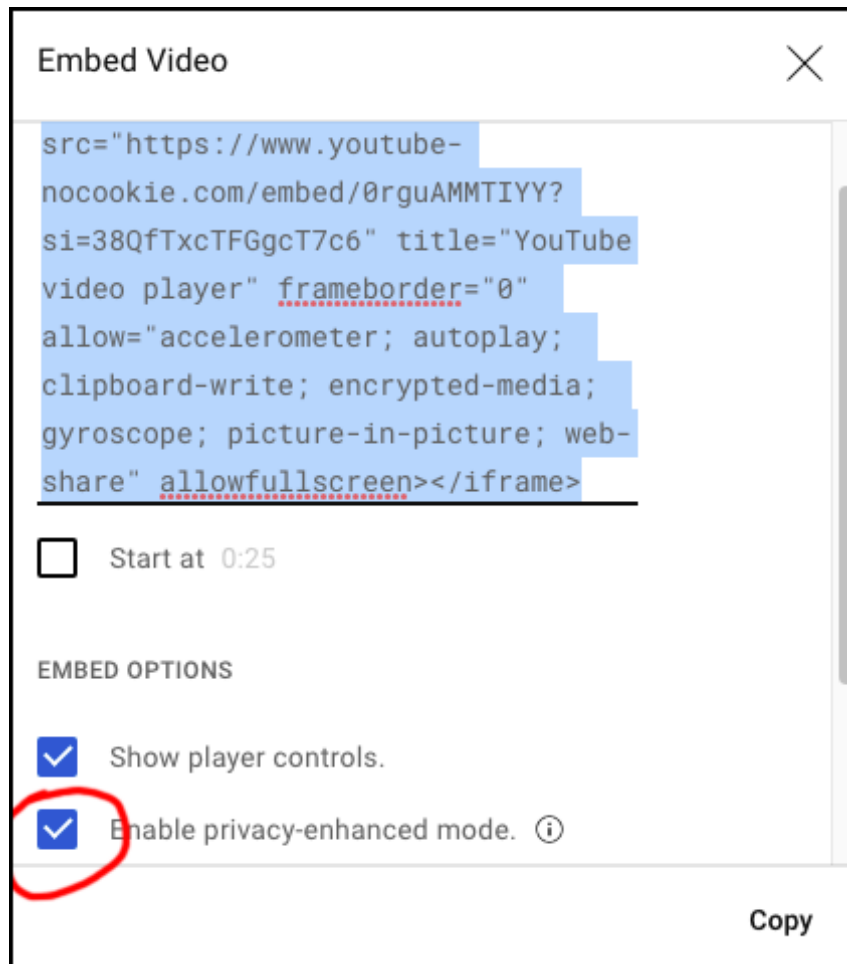
If you are at the beginning, just choose whichever you are most drawn to. All of them can work.

A blog or website is absolutely not required (you can run a Tiktok with a

Linktr.ee and be entirely “self contained” if you wish) but I like blogs because they are robust and give multiple further options such as collecting email addresses and running your own ads.

You can also easily embed your Youtube video into a blog post by using the **Share > Embed feature** (below any Youtube video) and then grabbing the code:





(be sure to check the “Enable privacy-enhanced mode” before grabbing the “code chunk”). Once you have the code, you paste it into your blog post and as if by magic, the video appears!

**As mentioned in module #4:** If you are going to create a blog, I think [Wordpress](#) (self hosted on your own domain name, as opposed to hosted by Wordpress as “yourname.wordpress.com” ) is by far the best option. I’ve used it for all my blogs (including one that generated 7 figures in revenue and another that has generated 6 figures).

Note that a self-hosted blog has a small setup and maintenance cost (domain

name and hosting) and requires a certain amount of technical skill to set up. I will be releasing a **full course** on how to make money with Wordpress very soon on [makingwealth.info](http://makingwealth.info) so keep an eye out for that!

### 3. Choose A Name

The next step is to come up with a great brand name.

When **naming your channel**, make sure if possible that the channel name “does what it says on the tin” in other words it’s super obvious what your channel is about.

For example if you call it “The mysteries of goldfish” then it would not be entirely obvious that you review fishtanks, however if you call it “Aquarium equipment reviews” or “The Aquarium Specialist” then you will get clicks from people who are seeking that. People want to *already know before they click* that what they are about to click is going to deliver what they are looking for (and seems cool).

Do some initial research to **make sure your chosen brand name is not already in use**. There are a few vital steps here and it’s important to get this right. I have covered it in detail here: [How To Choose A Superb Domain Name For Your Blog / Social Media Brand \(Amazing Branding Tutorial!\)](#)

**Pro Tip:** It’s highly advisable to **secure your brand name** on all the major platforms even if you are not planning to start building on them yet. Acquire the land now, and it’s ready for you to build your skyscraper when the time comes!

**In addition** to securing your brand name on the major social platforms, secure your brand name at either [linktr.ee](http://linktr.ee) or [beacons.ai](http://beacons.ai) (they are both great in my view and are an “affiliate essential” so don’t miss this step!



## 4. Monetization

For new product reviewers, the typical starting point is to sign up for [Amazon Associates](#) affiliate program, so that you can start earning commissions from your product promotions.

Note that this is not the same as the *Amazon Influencer* program. In brief, **Amazon Associates** provides you with links that you can use to send traffic to Amazon, that contain your code and track sales that were generated via your link, so that you get your commission. **Amazon Influencer** program permits you to upload videos to Amazon which appear **on Amazon** and earn commissions if someone watches the video and then makes a purchase. Amazon Influencer program is also somewhat more difficult to join.

Amazon's affiliate program (Amazon Associates) is great in some ways, not so great in others. Being an Amazon Associate does have one undeniable advantage: A gigantic user base, so people are very familiar with it and usually have no problem clicking and shopping there. On the down side, commissions are not that high. It's typically around 3% to 4% now (depending on the product) and they have cut it at least twice, despite no doubt making record profits. [Full details of their commission structure here.](#)

I've been an Amazon Associate since I think 2013 and I have never had a late payment. Easy to join, super reliable, no threats of being banned, minimal hassles of any kind. It's an ideal platform for beginner affiliates.

There are however TONS of other affiliate programs, some of which pay a lot better in terms of %. Nearly all of the major ecommerce outlets will have an affiliate program, in addition to perhaps millions of others. Typically you will find these linked in the small print at the foot of a website – look for a link marked “affiliates”. It's

Some affiliate programs have quite specific and even stringent requirements.

They might for example want you to already have a certain size audience or getting a good volume of blog traffic. Definitely sign up for several and don't sweat it if a few turn you down because there are loads more! Another reason why being an affiliate for a number of companies is great is that you can add links to more than one retailer, so that your audience can compare prices.

## Which Are The Best Products To Review

In short, combine **data insights** with personal knowledge and appreciation of the product.

It makes absolute sense to “do what you know”. Choose a product category you have much experience of or are very keen to learn about in depth, so that you can really comment on it in depth.

Use the data to identify products that have been well received and are already selling well. The very strongest sellers / best sellers can often be quite competitive and so it might be better to choose something that is still popular but not already oversold – however testing multiple items is really needed. Look out for:

- a)** 4.5 to 5 stars on the reviews (= well loved product)
- b)** lots of reviews (= often purchased product)
- c)** still available / in stock
- d)** over \$50 ideally but if something is \$25 and has megatons (thousands) of reviews, go for it – because it's something loads of people buy.

To begin with, you could start by simply reviewing products **you already own and have used a lot**. Otherwise... you will have to buy it.

Note that it is a no-no to buy products in order to review them and then return them and you can get kicked off the Amazon Affiliate program for that. If you are really reviewing something and do not intend to continue to use the

product, you could for example resell on eBay, later. You can get most of the money back when you flip it as “open box” or “used once” item.

It's kind of important to **actually test the products** – ideally showing them in actual use. In this space you are competing against reviewers who do that – and as a consumer, which would you prefer? The reviews of someone who never actually used the product or someone who bought and tested it?

## How To Craft An Ideal Product Review

This is very open-ended. Showing the product **in use** is highly advised.

For the name of your video / post, try: “\_\_\_\_\_ (product name) \_\_\_\_\_ review” or “\_\_\_\_\_ (product name) \_\_\_\_\_ honest review”.

More expensive “big decision” or highly technical products typically warrant longer, more detailed reviews.

You can also provide tutorials about how to use the item as these will have value to people who may be looking to purchase.

Don't fluff around in the intro. Get straight to the point. What you love. What you hate. Is it good value? Look at the reviews already on Amazon to see criteria others have noticed – this can give you ideas for things to talk about.

If you are camera shy, don't worry about it. Just point the camera at the product, not at you. I've made a number of reviews where all you see is my hands holding the product and hear my voice. I don't think it matters too much: Focus on being helpful, amicable, honest and generally positive.

Another good format is to give the viewer **additional purchase options**. So at the end of the video, you could for example mention a cheaper product “if you don't want to spend this much, you could check out this one which is \$\_\_\_\_\_.”

And a more expensive product “if you are looking for something a bit more upscale, check out \_\_\_\_ which got a ton of 5 star reviews and costs \_\_\_\_\_”. Put all 3 of those links in the about box (you will want to sign up for an “Amazon Associates” affiliate account so you will get commission from there as well as ad revenue from the actual video!)

## Comparison Reviews

This is a massively popular format. i.e. “top 5 headphones under \$100 in 2022”. Link to Amazon for all 5 products in the about box. For some strange reason, the numbers 3 and 5 are the “golden numbers”...“Top 3” or “Top 5” videos work by far the best with comparison-style reviews; Top 5 videos get consistently higher clicks than other videos on the same channel and you can observe this everywhere. “Top 10” can work but for product choices it is often “too much information”. People want bite-sized because they already have too many choices and too little time. Make it easy for them.

## The Cheapie vs. The Deluxe Model

Comparing products at **wildly** different price points can be gold – if you have access to the products. The bigger the price difference, the better! Really cheap vs. really expensive. i.e. \$30 Behringer microphone vs. \$2000 Neumann microphone. Just the headline grabs attention + looks like it will be a fun watch, and the “**David Versus Goliath**” theme *always* sparks emotional involvement.

These kinds of reviews can be fascinating: The possibility to get most of the performance for a fraction of the price? Will the expensive product absolutely destroy the cheapie product, as expected? Or maybe... just maybe... the heroic little guy will punch so far above his weight that he topples the giant. You see how exciting that is?

## Destruct Testing / Limit Testing

People really enjoy seeing products pushed beyond the limits of what they are supposed to be able to handle – so these can get viral traffic, but bear in mind that these are often going to be bored viewers seeking entertainment, rather than actual shoppers. I’ve seen some really stupid examples of these, people putting an iPhone in a blender for example. But there’s no doubt that destruct testing is highly popular. It can be extremely dangerous, however, so if you are keen on this, please don’t do anything stupid – and take correct safety precautions for whatever you do.

If there is a way to evaluate the products **scientifically**, then definitely go for it. I watched a video where someone literally tested various drill bits by timing how long they took to go through a thick steel plate. Now that’s a useful type of limit test that will appeal to both shoppers and to those who want to see if the manufacturers were being honest about those “double the power of other brands” claims. I also saw a tool tester measuring the clamping force of various jaw clamps with a pressure gauge; attaching a long steel tube so that they could wind up the clamp until it shattered. Of course then, we get to see the slow-mo of the moment it broke. Fun but also useful to know.

## Go The Distance

Be aware of the fact that – just like with any other content-driven business – the first six months to a year is going to be a grind – and that you simply have to *keep at it*. The ones who win in this game are the ones that keep their head down and stay productive. You can’t expect to have a successful channel with 3 videos. Assume that you will need 50+ videos before you start getting traction.

Bear in mind that you don’t need fancy video equipment to make video reviews in the beginning. Phone cameras are fairly decent these days. Start with what you’ve got and scale up your production budget as your revenue grows. Make it pay first!

Once you have built up a significant audience, you are in a position to contact the product manufacturer's marketing department and request products for review; you can offer to return the product to them after evaluation if you are making a big ask. And when you get really big, they will be the ones calling you. But to begin with, you have to be patient and make the commitment to growing your fan base.

## Low Commitment Gets The Click

The irony here is that while you have to be committed, you hook your audience with a video that is “low commitment” on the click, but which then exceeds their expectations. People will click it more readily if it seems like it will not take too much time and will give them easy, fast answers. And then the reaction you want is “Wow that was actually really cool, what else do they have?”

You can also mix in some tutorial content related to your chosen niche, in the same format. For example “3 Easy GENIUS Hacks To Make Your \_\_\_\_\_ Better”. Now there's a golden headline! Note the low number of hacks = low commitment, and also odd numbers work better than even, for some weird reason but it's statistically proven!

## Going Further

Promote your product reviews on all your other social media so as to increase your reach. Also, create an ad-enabled WordPress blog and embed the videos, together with a written transcript of the video. You could also post the video on other video upload sites if they will allow affiliate links.

## Affiliate Disclosures

**Important:** It's a requirement that you notify people visibly about the fact that you are earning commissions. For the full details on this, pls see the [FTC](#)

[guidelines – Dot Com Disclosures.](#)

Amazon provides a copy-paste statement that you can use in item #5 of their [Operating Agreement.](#)