

PRODUCT NICHE ARBITRAGE



Each copy sold is invisibly watermarked to prevent piracy and I will actively pursue and prosecute anyone who violates my copyright.

Legal Disclaimer

THE INFORMATION CONTAINED IN THIS MATERIAL (INCLUDING, BUT NOT LIMITED TO ANY MANUALS, CDS, RECORDINGS, MP3S OR OTHER CONTENT IN ANY FORMAT) IS BASED ON SOURCES AND INFORMATION REASONABLY BELIEVED TO BE ACCURATE AS OF THE TIME IT WAS RECORDED OR CREATED. HOWEVER, THIS MATERIAL DEALS WITH TOPICS THAT ARE CONSTANTLY CHANGING AND ARE SUBJECT TO ONGOING CHANGES RELATED TO TECHNOLOGY AND THE MARKETPLACE AS WELL AS LEGAL AND RELATED COMPLIANCE ISSUES. THEREFORE, THE COMPLETENESS AND CURRENT ACCURACY OF THE MATERIALS CANNOT BE GUARANTEED.

THESE MATERIALS DO NOT CONSTITUTE LEGAL, COMPLIANCE, FINANCIAL, TAX, ACCOUNTING, OR RELATED ADVICE. THE END USER OF THIS INFORMATION SHOULD THEREFORE USE THE CONTENTS OF THIS PROGRAM AND THE MATERIALS AS A GENERAL GUIDELINE AND NOT AS THE ULTIMATE SOURCE OF CURRENT INFORMATION AND WHEN APPROPRIATE THE USER SHOULD CONSULT THEIR OWN LEGAL, ACCOUNTING OR OTHER ADVISORS.

ANY CASE STUDIES, EXAMPLES, ILLUSTRATIONS ARE NOT INTENDED TO GUARANTEE, OR TO IMPLY THAT THE USER WILL ACHIEVE SIMILAR RESULTS. IN FACT, YOUR RESULTS MAY VARY SIGNIFICANTLY AND FACTORS SUCH AS YOUR MARKET, PERSONAL EFFORT AND MANY OTHER CIRCUMSTANCES MAY AND WILL CAUSE RESULTS TO VARY. THE INFORMATION PROVIDED IN THIS PRODUCT IS SOLD AND PROVIDED ON AN "AS IS" BASIS WITHOUT ANY EXPRESS OR IMPLIED WARRANTIES, OF ANY KIND WHETHER WARRANTIES FOR A PARTICULAR PURPOSE OR OTHER WARRANTY EXCEPT AS MAY BE SPECIFICALLY SET FORTH IN THE MATERIALS OR IN THE SITE. IN PARTICULAR, THE SELLER OF THE PRODUCT AND MATERIALS DOES NOT WARRANT THAT ANY OF THE INFORMATION WILL PRODUCE A PARTICULAR ECONOMIC RESULT OR THAT IT WILL BE SUCCESSFUL IN CREATING PARTICULAR MARKETING OR SALES RESULTS. THOSE RESULTS ARE YOUR RESPONSIBILITY AS THE END USER OF THE PRODUCT.

IN PARTICULAR, SELLER SHALL NOT BE LIABLE TO USER OR ANY OTHER PARTY FOR ANY DAMAGES, OR COSTS, OF ANY CHARACTER INCLUDING BUT NOT LIMITED TO DIRECT OR INDIRECT, CONSEQUENTIAL, SPECIAL, INCIDENTAL, OR OTHER COSTS OR DAMAGES, IN EXCESS OF THE PURCHASE PRICE OF THE PRODUCT OR SERVICES. THESE LIMITATIONS MAY BE AFFECTED BY THE LAWS OF PARTICULAR STATES AND JURISDICTIONS AND AS SUCH MAY BE APPLIED IN A DIFFERENT MANNER TO A PARTICULAR USER. THE RIGHT TO EVALUATE AND RETURN THIS PRODUCT IS GUARANTEED (PLEASE REFER TO THE TERMS OF THE GUARANTEE). THEREFORE, IF THE USER DOES NOT AGREE TO ACCEPT THE PRODUCT OR SERVICES ON THESE TERMS, THE USER SHOULD NOT USE THE PRODUCT OR SERVICES. INSTEAD, THE PRODUCT AND ALL RELATED MATERIALS SHOULD BE RETURNED IMMEDIATELY TO THE SELLER AND THE USER'S MONEY WILL BE REFUNDED. IF THE USER DOES NOT RETURN THE MATERIALS AS PROVIDED UNDER THE GUARANTEE, THE USER WILL BE DEEMED TO HAVE ACCEPTED THE PROVISIONS OF THE DISCLAIMER.

Introduction

When it comes to physical product affiliate marketing, everyone talks about Amazon.

Sure, they're the leader in online sales, have a massive affiliate base, and a killer reputation but they get mentioned so often you'd think there were no other affiliate programs at all!

Of course, there are tons of alternatives - they just get skipped over because they don't have the same selection and prices.

But what if there were products – really popular products – that Amazon **didn't have, couldn't sell, or couldn't price low** enough to beat another retailer?

And what if you could find those products, add them to your site and bring in new sources of traffic for more conversions and sales?

Well, they're out there (names like Kenmore, Emerson, World's Gym, Craftsman, Diehard and more) and they add a whole new leg to your affiliate marketing strategy whether you promote Amazon or not.

That's what this guide is all about - how to find these powerful products and leverage them into more income from your affiliate marketing efforts.

Ready? Here we go!

Physical Product Affiliate Marketing Basics

In case you're new to affiliate marketing, here's a little overview.

Online retailers, like Amazon, use affiliates to help advertise their products and refer traffic to their sites. Affiliates earn a commission on sales that result from that traffic during the cookie tracking period.

If you have a blog or website about home decorating, you might write about table settings for the holidays and include text, image, and banner links provided by your affiliate network inside your post.

If your visitors clicked on the affiliate links and then bought something while the tracking cookie was still in effect, you would get a percentage of the sale.

Amazon is the most popular of these physical product affiliate relationships. They are the **number one online internet retailer as measured by online sales**. Just tapping into a miniscule fraction of their volume can bring in a lot of money each month. That's what draws affiliate marketers. Other Amazon benefits:



- extremely competitive prices
- recognized world-wide
- designed to cross-sell customers on other products
- strong reputation
- high consumer trust
- don't collect sales tax in most states in the US which makes them additionally attractive to some US consumers

However, they don't have everything. That's right. There are products they don't carry and there are products where their price is absurd.

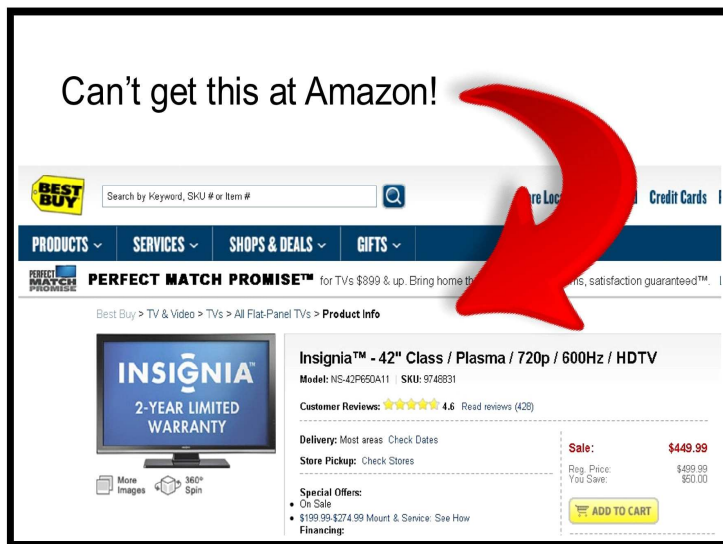
These kinds of situations offer arbitrage opportunities that every physical product affiliate should understand.

Where Amazon Can't Win

Many large retailers have:

- developed their own name brand products that sell exclusively in their stores
- negotiated licensing agreements with a manufacturer to be the only retailer allowed to distribute some or all of their products
- have both their own brands AND licensing agreements for other brands

Where this is the case, Amazon can't win. They can't have the best pricing or the best deals because the retailer who holds the license controls pricing and distribution of the products defined in the license.



For example, Kenmore, Diehard, and Craftsman names are controlled by Sears. Husky makes tools and tool accessories that are only sold at Home Depot. Best Buy owns the Insignia and Dynex brands of televisions, electronics, and computer components.



One significant reason stores develop these brands and agreements is because they give the retailer control over a segment of their market.

Craftsman has been a well recognized brand of tools for years. Until recently, the ONLY place those tools could be purchased was through Sears. This gave Sears an advantage in being able to cross-sell shoppers on their other products and services.

Amazon can't carry the best deal on these products.

Do you know how many affiliate marketers are only including products from Amazon on their sites and missing out on traffic and sales as a result?

Look at this - there are currently more than 10 Husky air compressors on Home Depot and **NONE** are available on Amazon:

The screenshot shows an Amazon search for "husky air compressor". The search results page displays several air compressors from brands like Campbell Hausfeld and Makita. A yellow text box is overlaid on the page with the text "No Huskys show up on Amazon." The search bar at the top shows "Search Air Compressors" and "husky air compressor". The left sidebar shows filters for Power Source, Department, Feature, Capacity, and Shipping Option. The main content area shows 21 results, with the first few being Campbell Hausfeld and Makita models.

Can't buy a Kenmore Elite Blender on Amazon, either, unless you want a used one.

The screenshot shows an Amazon search for "kenmore elite blender". The search results page displays two listings: a Kenmore Elite Mixer and an Oster EVLB07-Z Counterforms 3-Spe. A yellow text box is overlaid on the page with the text "Search for Kenmore Elite Blender on Amazon and there are only 2 listings - a used Kenmore and an Oster model." The search bar at the top shows "Search All Departments" and "kenmore elite blender". The left sidebar shows filters for Department and a "Listmania!" section. The main content area shows 2 results, with the first being a Kenmore Elite Mixer and the second being an Oster EVLB07-Z Counterforms 3-Spe.

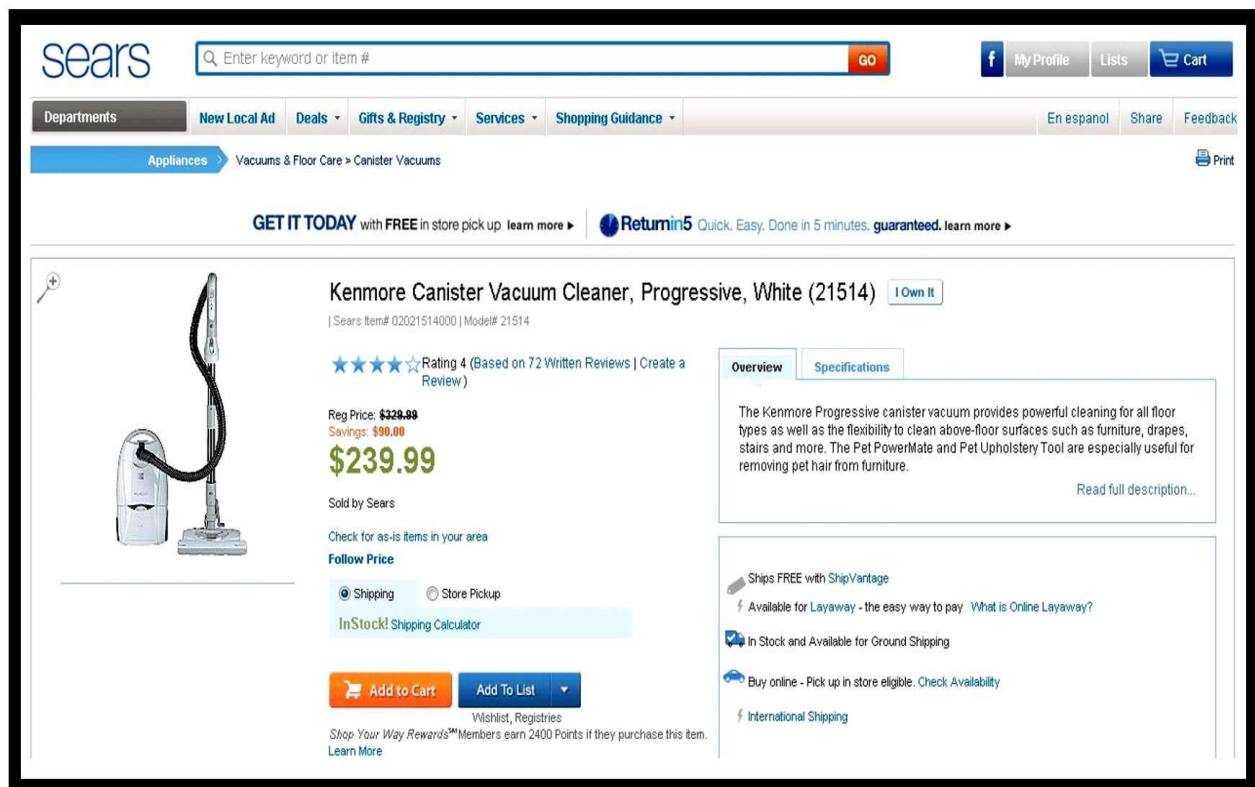
Kenmore is THE most purchased brand in appliances. They make large and small home appliances for the kitchen, the laundry, and floor care.

Can you imagine building a site around an appliance where Kenmore makes some of the most popular products and then leaving that brand off your site?

Affiliate marketers are doing just this every day leaving the playing field wide open on some of those products.

Sometimes a secondary seller is using the Amazon platform to sell these brands. In the majority of those cases, the price on Amazon is **HIGHER** than the price on the brand-holder's own site.

Here's one of the best-selling canister vacuums on the Sears site. It's a Kenmore Canister Vacuum Cleaner, Progressive, in White – model #21514. The current price is \$239.99.



The screenshot shows the Sears website interface for a Kenmore Canister Vacuum Cleaner, Progressive, White (21514). The page features a search bar at the top, navigation menus, and a product listing. The product is priced at \$239.99, with a savings of \$90.00 from the regular price of \$329.99. The product has a 4-star rating based on 72 reviews. The page also includes options for shipping and store pickup, and a 'Follow Price' section. The product description highlights its powerful cleaning capabilities and flexibility for various floor types.

Kenmore Canister Vacuum Cleaner, Progressive, White (21514) [I Own It](#)

| Sears Item# 02021514000 | Model# 21514

★★★★☆ Rating 4 (Based on 72 Written Reviews | [Create a Review](#))

Reg Price: ~~\$329.99~~
Savings: **\$90.00**
\$239.99

Sold by Sears

Check for as-is items in your area

Follow Price

Shipping Store Pickup

In Stock! [Shipping Calculator](#)

[Add to Cart](#) [Add To List](#)

Wishlist, Registries

Shop Your Way RewardsSM Members earn 2400 Points if they purchase this item. [Learn More](#)

Overview **Specifications**

The Kenmore Progressive canister vacuum provides powerful cleaning for all floor types as well as the flexibility to clean above-floor surfaces such as furniture, drapes, stairs and more. The Pet PowerMate and Pet Upholstery Tool are especially useful for removing pet hair from furniture.

[Read full description...](#)

Ships FREE with ShipVantage

[Available for Layaway - the easy way to pay](#) [What is Online Layaway?](#)

In Stock and Available for Ground Shipping

Buy online - Pick up in store eligible. [Check Availability](#)

[International Shipping](#)

Here's the only listing for the same product on Amazon:

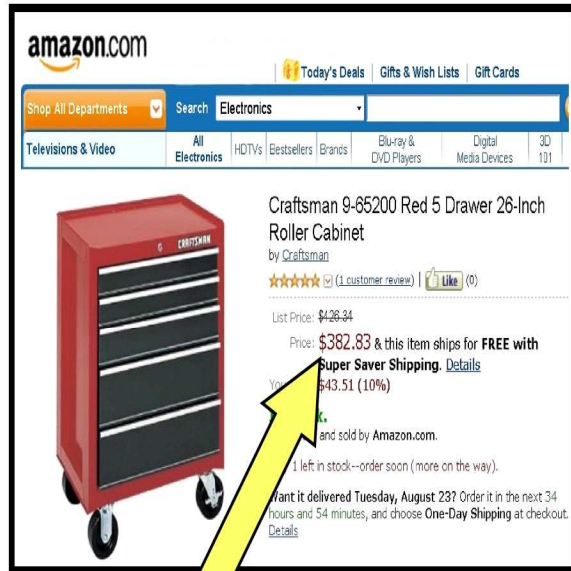


The price is \$349.99! That's \$110 more than the Sears price, an increase of 46% over the best price.

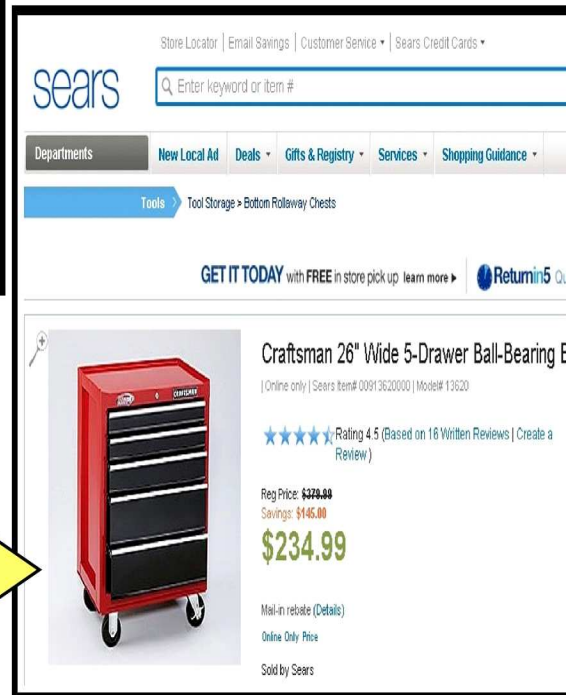
As an affiliate marketer, if you're only using Amazon on your site, you either skip including this product or include it and risk looking really stupid when a visitor finds that it's over \$100 less if they buy it from Sears.

Craftsman is a unique example. Amazon is direct selling Craftsman products on their site – no secondary seller. However, the product numbers don't match those on the Sears site. You can match the products up by their picture and description but then you find something surprising. The prices are **HIGHER** on Amazon. Not just higher – INSANELY higher.

Here's a rolling tool chest cabinet on both Amazon and on Sears. The model numbers are different but the descriptions are the same. Craftsman's site doesn't even have the model number that's on Amazon:



Same 5 drawer, bottom, roller cabinet - 26" Wide by Craftsman



\$147.84 difference!

Sears is obviously leveraging the power of the Amazon site to generate more sales. You can do the same. Try to get ahead of the traffic. Take advantage of the price difference to show your visitors how they can save money by buying through Sears. If you're already an Amazon associate, you may increase conversions by showing visitors where they can get the best price. If you can't be an Amazon associate, tool niches promoting Sears could be your way around Amazon.

Below is the Sears listing for a Craftsman 5702 Nextec 12.0 Volt Right Angle Impact Driver for \$99.99.

The screenshot shows the Sears website interface. At the top, there is a search bar with the text "Enter keyword or item #". Below the search bar are navigation tabs for "Departments", "New Local Ad", "Deals", "Gifts & Registry", "Services", and "Shopping Guidance". A breadcrumb trail indicates the location: "Tools > Portable Power Tools > Drills". A promotional banner reads "GET IT TODAY with FREE in store pick up" and "Return5 Quick. Easy. Done in 5 minutes". The main product listing is for the "Craftsman 5702 NEXTEC 12.0 Volt Right Angle Impact Driver". It includes a product image, a 4.5-star rating based on 39 reviews, and a price of \$99.99. A note states "\$69.99 after deducting applicable additional savings". Below the price, it says "Sold by Sears \$69.88 and up : Shop marketplace (1)". There are options for "Shipping" and "Store Pickup", and an "InStock! Shipping Calculator" button. On the right side, there are tabs for "Overview" and "Specific", and a "Special Offers" section with two offers: "While supplies last! ends 31-Dec-2011" and "Extra 10% off All To details.". At the bottom right, it says "Ships FREE with ShipV" and "Available for Layaway".

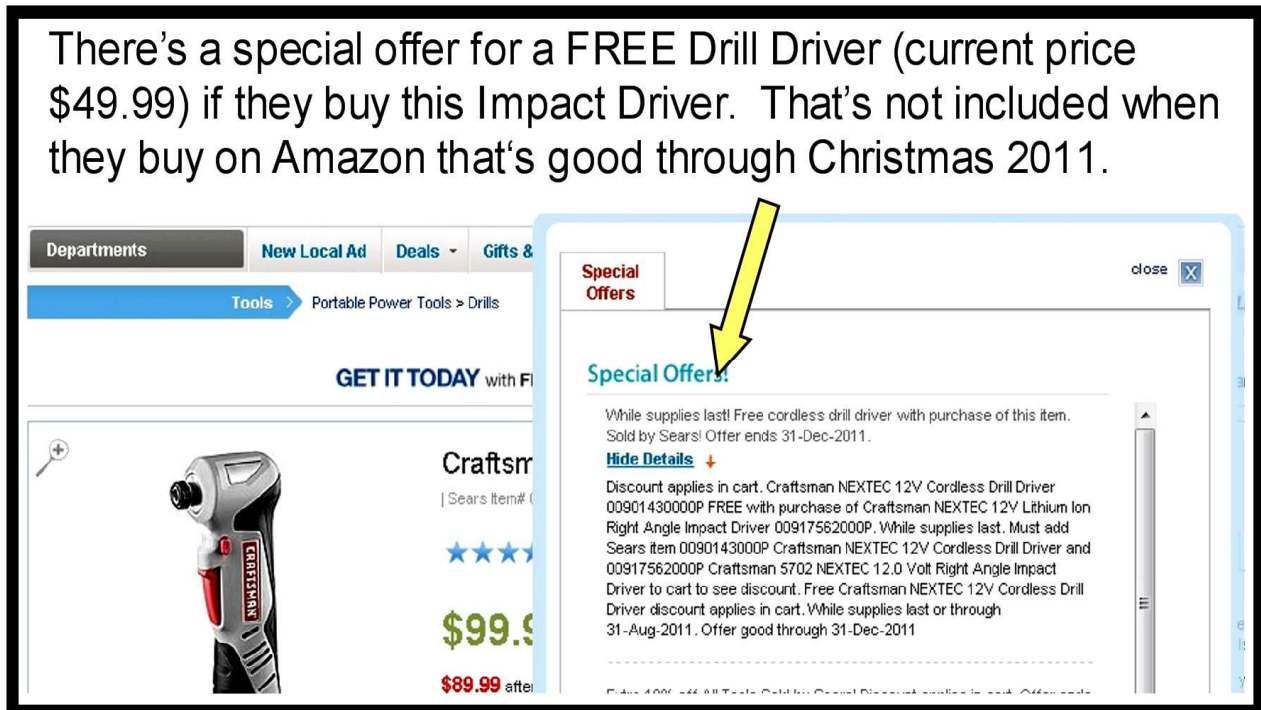
A search on Amazon brings up only one match – it looks the same and the description matches, but the model number is different. It's a Craftsman 9-17562 Nextec 12.0 Volt Right Angle Impact Driver for \$104.99.

The screenshot shows the Amazon website search results. The search bar contains "craftsman nextec 5702". The search results show one result: "Craftsman 9-17562 Nextec 12-volt Right-Angle Impact Driver" by Craftsman. The price is listed as "Buy new: \$104.99". Below the price, it says "Only 2 left in stock - order soon". There is a 4.5-star rating and a note "(2)". Below the rating, it says "Industrial & Scientific: See all items". A red circle highlights the search term "craftsman nextec 5702" in the search bar. A yellow arrow points to the product title "Craftsman 9-17562 Nextec 12-volt Right-Angle Impact Driver". At the bottom, it says "Results for 'craftsman nextec 5702' (See all 42 results)".

The price difference here doesn't look too bad – maybe \$5 difference – but it's hiding a **major secret**.

If you bring up the listing for that product on Sears, you'll find that it comes with a special offer **worth 10 times that \$5 difference**:

There's a special offer for a FREE Drill Driver (current price \$49.99) if they buy this Impact Driver. That's not included when they buy on Amazon that's good through Christmas 2011.



The screenshot shows a product listing for a Craftsman impact driver. The price is \$99.99, with a \$89.99 after-tax price. A 'Special Offers' pop-up window is overlaid on the right, detailing a promotion: 'While supplies last! Free cordless drill driver with purchase of this item. Sold by Sears! Offer ends 31-Dec-2011.' A yellow arrow points to the 'Special Offers' window.

Buy the 5702 on Sears' site and you get a free drill driver thrown in with a listing price of \$49.99. That offer wasn't included in the Amazon listing at the higher price!

How would you feel if you relied on a site for a recommendation and then found you lost out on \$55? Compare that to the site that tells you how to save that \$55. Which kind of site do you want to run?

These opportunities offer a chance to include new products on your site, draw in new search volume, and – best of all – to be the hero for your site visitors. Showing people who are in the market for a product how they can save money on that product is a surefire winning strategy.

How many times have you heard that if you put your visitor first, money will follow? It's true!

No one competes with Amazon as strongly as Walmart. Those two retailers are so closely on top of each other that a price change on one can result in a price change on the other within **hours**.

Walmart has a reputation for negotiating some of the toughest, low price contracts with suppliers. They've also been able to put together some exclusive licensing. While they don't always lock down a brand, they'll make arrangements for a manufacturer to produce a select few models only for Walmart.

Familiar with Emerson televisions and electronics? Amazon lists almost only USED Emersons. Who has new ones?
WALMART!

The screenshot shows the Amazon.com search results for 'emerson hdtv'. The search bar at the top contains 'emerson hdtv'. The results page shows 13 results. The first three results are:

- 1. Emerson LC320EMXF 32" Class LCD HDTV. Price: \$400.00 (new) / \$300.00 (used). Rating: 4.5 stars (10 reviews).
- 2. Emerson 19" 720p 60Hz HDTV LCD DVD Combo, LD195EMX. Price: \$188.00 (used). Rating: 4.5 stars (1 review).
- 3. Emerson RLC195EMX 19" Class LCD HDTV. Price: \$159.99 (used). Rating: 4.5 stars (2 reviews).

The left sidebar shows filters for Department (Electronics > Televisions > TVs), Display Size (20 Inches & Under, 21 to 29 Inches, 30 to 39 Inches, 40 to 49 Inches, 50 Inches & Up), TV Display Technology (LCD, Plasma, CRT), and Features (Dvd Player, Flat Screen, Monitor, 32 Inch).

Search volume you'd be losing if you left Emerson out of a site about televisions? **8100 Exact Searches a Month.**

The screenshot shows a search volume analysis tool interface. The search terms are listed in a table:

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[emerson tv]	<input type="checkbox"/>	8,100	6,600

The interface also includes options for 'Download', 'View as text', 'More like these', 'Sorted by Relevance', and 'Columns'. The search terms are filtered by 'Exact' match type.

Walmart loves to sign exclusive deals to offer certain albums, movies, and movie-related products and merchandise for some period of time. All the merchandise for the movie "How to Train Your Dragon" was exclusive to Walmart. They've signed a similar deal for merchandising of the kids' movie "Hop".

They are constantly working on these kinds of deals.

You can use this search in Google to find other product arrangements from Walmart:

walmart signs exclusive deal 2011 –event

Periodically look for these deals in your niche and see how they'd fit into your site. If you can't be an Amazon associate you might build whole sites around these types of exclusive products and promote Walmart links.

How to Make Money with This Information

What if you wrote a review on the Craftsman 5702 driver and you stated, "When I research a product, I always compare prices because you just never know how much you can save at one store over another. While this drill is listed on Amazon (put your affiliate link there) which almost always has the best price – I found a real bargain. It's actually \$5 cheaper at Sears **and** comes with a free drill driver that has a value of almost \$50. That deal is only good through December 31st so go snap that up!"

Don't you think you'd generate some pretty good click through rates? Wouldn't your visitors feel like you had done them a real favor helping them find that kind of a savings?

Once you know these differences are out there, all you have to do is find them for your niche and fit them into your site. Or build whole sites around niches in this market. Or write single pages that play one of these sites against the other on super popular holiday gift product. There's no reason a single page can't earn you hundreds of dollars a month if you promote it well.

Here's an eye-opener. Let's say you have a site on air compressors. Google's Adwords Keyword tool shows that the third most searched brand of air compressor is: **Husky**.

Husky is the 3rd most searched air compressor by brand name (after Ingersoll Rand and Campbell Hausfeld).

The screenshot shows the Google Adwords Keyword Tool interface. At the top, a text overlay states: "Husky is the 3rd most searched air compressor by brand name (after Ingersoll Rand and Campbell Hausfeld)". Below this, the tool displays search volume data for various keywords. The main table shows the following data:

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[air compressor]	High	60,500	33,100
[air compressors]	Medium	14,800	8,100
[ingersoll rand air compressor]	Medium	9,900	8,100
[air compressor parts]	Medium	8,100	6,600
[compressors]	Medium	8,100	1,900
[portable air compressor]	Medium	5,400	3,600
[campbell hausfeld air compressor]	Medium	4,400	4,400
[husky air compressor]	Medium	4,400	4,400
[air compressor reviews]	Medium	4,400	3,600

The keyword "[husky air compressor]" is circled in red in the original image. The interface also includes a left sidebar with filters (Broad, [Exact], *Phrase*) and a help section.

Because they're not on Amazon, they never show up in the bestsellers list. If you only used Amazon to find the products to put on your site, **you'd be missing out on the 4400 exact global searches that happen each month** for the phrase "husky air compressor".

Google the phrase 'air compressor reviews'. There are 7 exact-match domains on the first page that are obviously affiliate marketing sites. **Only two of them include Husky models** (the top two ranked sites, by the way...). Those other sites don't stand a chance in getting any traffic from search words that include the third most searched brand of air compressors and represents thousands in monthly search engine traffic. Talk about missing out!

If you go to the trouble to build and rank a site on a particular subject, it would be SO EASY to add the Husky models. You'd certainly gain traffic you didn't have before. You might make sales through Home Depot. You might even increase your Amazon sales because you might change someone's mind into getting a product on Amazon.

Here's how you can use this information to your advantage:

For Amazon Associates with Product Review Sites:

1. Check Google's Adwords Keyword tool for the most searched brands in your niche. Add any that are not available on Amazon by applying to the appropriate affiliate network.
2. Check Walmart's selection for products in your niche. For the most popular home products they've often arranged for a model that can't be found elsewhere. If it looks like a good seller, add a review of that product to your site using your Walmart affiliate links.
3. Check prices for any brand names already on your site that are controlled by other retailers – like Craftsman. (Refer to the Brand Name Chart PDF for a list of these brand names from the top internet sellers.) Is Amazon significantly higher? Test adding links to the other retailer in your site to increase conversions and sales.

Leverage multiple networks. If the lower price is on another network but you're worried you might lose out on extra sales by pointing visitors away from Amazon, **hook into both networks**.

Tell the visitor where to find the lowest price and include your affiliate link to that store. Then recommend some accessory or other purchase that would go with the first item but which can only be purchased at Amazon or has a better price at Amazon. Depending on how persuasive you are, you should be able to get a good share of your visitors to click both links so you'll end up with a tracking cookie at each store.

If You Are Not Eligible to Be an Amazon Associate

1. Refer to the Brand Name Chart PDF for ideas on niches you could target that have brand names owned by other retailers.
2. Build product review sites that target items not sold on Amazon
3. Build product review sites that target items that are overpriced on Amazon.

4. Build web 2.0 pages that target products not sold or overpriced on Amazon.
5. Use Amazon's weakness against them. Play up the price differences to Amazon and show your visitors how to save money.
6. Do a post or a page that compares a brand name bestseller that's not on Amazon to a comparable bestseller on Amazon. Show why the buyer would benefit by not buying on Amazon, if that's the case. Target the traffic that is looking up the Amazon bestseller in search engines, get them to your page and divert them to the other retailer.
7. Find all the movie merchandise deals that Walmart obtained and build a site around just those products since they can't be purchased elsewhere.

If You Build (or Want to Build) Product Sites to Flip

1. Build sites that target non-Amazon products and cater to those who can't get an Amazon associate account.
2. Include bestselling products from other networks on your sites to show you're tapping into more of the highest searched keywords in the niche.

How to Find More Product Deals

The included Brand Name Chart PDF provides information on the top internet sellers based on internet sales. There are other opportunities out there. Use these queries in Google to find more if you're working in specialty niches or want to see if things have changed in your own niche:

- (store name) exclusive brands
- (store name) licensing rights
- (product niche) exclusive license
- (store name) signs deal

Smart Money Strategies

Smart Money Strategies

Use more of my strategic methods to further expand your earnings.

[Extreme Review](#) - The bulk of my income comes from strong Amazon product review sites that rank well in Google for lots of keywords. I build authority style sites and documented the exact steps I follow for each one. These each bring me a minimum of \$15,000 year in additional income.

[Holiday Sales Hijacker](#) - Don't miss out on the important dates and events that are part of the online shopping bonanza that takes place at year-end. You'll learn about 11 posts you should add to your review site to get the most activity from holiday online shopping. Includes a remind calendar to let you know when to put up these posts.

[Sales Rescue TwoFer](#) - Not making sales OR want to speed them up? Here are two products bundled together that give you 5 quick-hit sales post strategies PLUS a flow chart for diagnosing ANY site that isn't converting into sales.

[Squidoo Niche Blaster](#) - Great for beginners, your teenagers, your spouse, or to hand to your outsourcer to build (I do). When you're ready to diversify your portfolio and add some quick-hit strategies to the mix, see the copy-and-paste approach to building highly targeted pages on this web 2.0 site and get 50% Clickthroughs to Amazon.

Sincerely,

Erica Stone

Erica@extremereviewer.com