



ZAMURAI KEYWORD BOOTCAMP

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Hey Zamurai Warrior,

First off I want to congratulate you on making this awesome decision to learn more about profiting with video marketing. Video marketing is easily the BEST medium for capturing your audience's attention and converting them into sales.



And the beauty of video is that it works regardless of whether you're doing affiliate marketing, local marketing, CPA marketing, selling your own products, or simply making silly cat videos. If you can make a video, you can learn how to profit from it.

So without filling up this course with a bunch of unnecessary filler text, let's jump right in.

In this course I will be sharing with you the exact keywords that I like to target to ensure that I get high conversions along with fast rankings.

I hope you enjoy ☺

My 7 Favorite Types of Keywords That Convert

Before I get into the 7 types of keywords I like to target I want to quickly touch on WHY these keywords convert for me. You see, when doing your keyword research you want to put yourself in your customers shoe and ask yourself a very



important question...

- Is the person searching for this particular keyword looking to BUY something?

If the answer is yes, you're on the right track. If the answer is no, then move on .

Anytime you start a new campaign you want to make sure that the keywords you're targeting carry some kind of buyer intent behind it. That way, you have a higher chance of making a sale or commission. Also the more targeted the keyword the higher your conversions are going to be.

Luckily for you, each of the keywords I'll be covering below meets the criteria outlined below.

1. Product Name Review/Reviews - If I were forbidden to target any other kind of keyword, review keywords would be my choice. Why? Because they convert. If you think about the intention of the person searching for that term, you'd realize they're looking for information on whether to buy a particular product or not.

And if they're watching your video there's a good chance they're going to convert. The great thing about review/s keywords as well is that you don't have to do too much selling of the product. All you have to do is outline a few features and benefits and tell them where to go to buy. That's it. When people are looking for reviews on a particular product all they're really looking for is for someone to justify why they should buy the product.

Make sure you keep that in mind as well. You don't have to do too much selling when making a review video.

Also the plural and singular versions of the word are treated as separate keywords so be sure you target both in your campaigns.

EXAMPLE OF REVIEW KEYWORDS ARE:

- ✓ Nikon D3200 Review
- ✓ Logitech C920 Review
- ✓ Apple TV Review



- ✓ iPhone 6 Reviews
- ✓ iMac Retina Review

(these are just examples I typed out - please don't think these are keywords that are ready to target. I did not do any analysis or research on them)

2. Product Name Bonus - I usually group this keyword with review/reviews when targeting products in the "Internet Marketing niche" because this is probably the only niche out there that people look for bonuses before buying a product. And with good reason, sometimes you can find some really amazing bonuses out there.

When I mention this keyword the first thing people ask me is: "But I don't have anything to offer as a bonus, what do I do?" This is a very valid question. One of my BEST converting bonuses when I target internet marketing products is saying "If you purchase this product through the link below this video, I'm going to send you a case study training of how I get videos - like the one you're watching right now - to the first page of Google."

That one line ALONE has made me so much money. Why? Because the proof is in the pudding. If people found my video at the top of Google and I tell them I'm going to show them how I did it, they can't deny my strategies don't work. Then all you have to simply do is create a screencast video explaining the steps you took to rank the video. SIMPLE, right?

EXAMPLE OF BONUS KEYWORDS ARE:

- ✓ Explaindio bonus
- ✓ Video Maker FX bonus
- ✓ Tube Sniper Pro 3.0 Bonus

3. Does "XYZ" work, Does "XYZ" really work, Does "XYZ" actually work - These keywords I usually group together into one campaign since they're pretty much the same variation of the same keyword; however, they each have their own search volume and search results. These keywords may not have as much search volume as the others, but they convert at an extremely high level.

They also have the same intent as "review" keywords, People just want you to justify why they should buy the product.



You can literally use the same video you would use to rank for review keywords. I've used these terms very successfully when the "review" keywords are way too saturated. It's the perfect way to get the same kind of traffic without all the competition.

EXAMPLES OF THESE KEYWORDS ARE:

- ✓ Does Garcinia Cambogia work
- ✓ Does Garcinia Cambogia really work
- ✓ Does Garcinia Cambogia actually work

4. How To: I love how to keywords. They are really easy to get people to do what you want. They're looking for a solution to a problem and as long as that problem is big enough, they follow your lead. I love using how-to keywords to build lists as well. It's so easy to ask someone to give you their email in exchange for the solution to their problem.

I've used how-to keywords to build lists in the forex niche, day trading niche, Wordpress niche and chess niche. They work great!

EXAMPLES OF HOW-TO KEYWORDS ARE:

- ✓ How To Install Wordpress Using Fantastico
- ✓ How To Use My Nikon D3200
- ✓ How To Use A Green Screen
- ✓ How To Show On Page 1 of Google

5. "For Dummies" - These keywords are AWESOME! The Dummies company has done such a good job at branding themselves that they've started to steal a lot of the traffic from the "how-to" market. People are now starting to search for "yoga for dummies" instead of "how to do yoga" as an example. Plus there is SOO much traffic in these keywords it's insane! And again, it's a great way to go under the radar and capture some how-to traffic. The intent behind "for dummies" is the same. They just want a solution to their problem.



EXAMPLES OF "FOR DUMMIES KEYWORDS":

- ✓ Yoga for dummies
- ✓ Nikon d3200 for dummies
- ✓ Photography for dummies
- ✓ Chess for dummies

6. Celebrity Terms - These are awesome and there's so much traffic in these keywords. Big companies understand that celebrities sell - which is why they spend so much money on getting celebrities to endorse their product. This awesome means a TON of money for us as marketers.

What happens when a celebrity endorses a product is the person watching may not necessarily know the name of the product being advertised, but they'll remember the name of the celebrity. So what happens when they go do their research and don't remember the product? They'll search for "Celebrity name + product + review"

A perfect example of this is Ashton Kutcher. A few years ago, he became the face of the Nikon 1 camera. For many, they'll think, "That was a cool looking camera that was in that commercial with Ashton Kutcher. Let's go research it." And what happens at this point is they'll go to Google and type in: Ashton Kutcher camera review

Can you see the potential in these kind of keywords? Trust me, they WORK! :)

EXAMPLES OF CELEBRITY TERMS ARE:

- ✓ Ashton Kutcher Camera review
- ✓ Jilian Michaels Workout Program
- ✓ Diamond Dallas Page Yoga Workout
- ✓ Jennifer Lopez Perfume Review

7. VS Keywords - These are ULTRA amazing and I've made a TON of money from them. What I mean by VS keywords is pretty simple - you'll be comparing two products. People LOVE to compare similar products to see which one is best for



them.

Even I did this recently when I was thinking of what camera to buy. I compared the Nikon D3300 and the Canon 550d. The great part about these kind of keywords is that you can make money from both products. You don't necessarily have to side with one or the other. You can just compare the two and have the person make their own choice. Of course you'll be linking to both product though. :)

Also there's an infinite amount of products that you can compare and if there's more than one similar product in that category, you can go even deeper and compare 3-4 products in one campaign.

EXAMPLES OF "Vs" KEYWORDS:

- ✓ Apple TV vs Roku XD
- ✓ Nikon D3300 vs Canon 550d
- ✓ iPad mini vs Kindle Fire
- ✓ iPhone 6 vs Galaxy s5

Can you see the endless possibilities? :)

8. Foreign Keywords - I wanted to throw in one last bonus keyword in here that most people never talk about, but that have made me a ton of money. Foreign keywords! I've made a ton of money by ranking videos for health related terms in the Spanish niche. I also have a student who has started doing this in the French market and is doing extremely well. If you speak another language use this to your advantage and take over these markets.

You'd be surprised at how many of these markets are WIDE open!

Some of you may be asking, "Where exactly can I find these products to promote and make a commission from?"

Below I'll quickly share with you some of my favorite places I find great products to promote.



MY 5 FAVORITE PLACES TO FIND PRODUCTS TO PROMOTE

1. Watching TV - You have no idea how much money you can make by just watching TV. All you have to do is make sure you pay attention to what's being advertised in between what you're watching. Most of us step away from the TV when commercials come on, I like to stay and watch the commercials. Anytime I see a great product being advertised I write it down and do my research later. Another great channel to tune in to is the infomercial channel that promotes a new product every hour or so. If you see a product getting a lot of media attention, there's a good chance there's a ton of money in it.
2. Launch Boards - If you're wanting to do Launch Jacking, then launch boards are your best friend. Launch Jacking is pretty much targeting Internet Marketing products before they're released. I make a TON of money from Launch Jacking. The top 3 launch boards out there are JVNotifyPro, Muncheye, WarriorJV. When I do launch Jacking I make sure the price of the product is at least \$27.
3. Walking around the mall - This is another big one and very similar to watching TV. When you walk around the mall, there's always going to be those new products that are getting the more exposure in the stores. Pay attention to these and write them down. One of my favorite stores to look around is Brookstone. They always have some REALLY cool electronics. The kiosks in the middle of the malls always have some cool stuff too.
4. Magazines - I LOVE using magazines to find products to promote. Anytime I'm in the grocery store, bookstore or at my local Walgreens I always take a peek at the magazine section. My favorite types of magazines to look at are the ones tailored to the affluent. Boating magazines, Fishing Magazines, Luxury toys, hobbies etc. Just pay attention to the products that are advertised in these magazines.
5. Email - I've made a ton of money by paying attention to what's being advertised in my inbox and when I see several people advertising the same product, that's even better. Another great thing is when big companies email their customers lists with new products, deals etc. Since I do quite a bit on my shopping online, I'm on several big companies email lists. I pay close attention to them.

One important thing about finding products to promote is to ALWAYS be thinking like a marketer. Wherever you are,



wherever you go always have your marketing cap on. Anytime you see something being advertised, write it down. I keep an active notepad file on my iPhone that has a HUGE list of products. Make sure you start doing the same.

Now by this point you should be wondering how exactly do you get paid with these products?

Below I'll quickly share with you my favorite affiliate networks that I use and you can ensure will pay you on time.

9 TOP AFFILIATE PROGRAMS THAT YOU CAN TRUST

Quick Note: These are in no particular order.

1. [Sell Health](#) - I do have to warn you about this network, if you're easily offended you may want to stay away from this one, not because they don't pay on time, but because they have quite a few more "mature" products in there network. Products like male enhancement supplements and products; however, they also have some other regular weight loss supplements, skin care etc. The great thing about sell health is that they're auto approve.
2. [Clickbank](#) - Clickbank is probably the most well known affiliate program out there. They're mostly a digital product marketplace, but you can find stuff on there in all the major markets. They're also auto approve and NEVER miss a payment. They have the direct bank deposit option available as well. The only downside to Clickbank is that they do require for 5 sales to be made from 5 different credit cards before you get your first payment. I'm not sure why that rule is in place, but it is.
3. [As seen on PC](#) - This network is AWESOME! In the previous section I mentioned to you that watching infomercials on TV is one of my favorite ways to find products to promote. Any time you see an product getting great media attention, you can be assured it gets search volume. Also if you see it on an infomercial, there's a good chance it'll be listed on As Seen



On PC. They carry products like the Shark Vacuum, P90X, Insanity, The Snuggie, etc. ALL those HOT selling TV items.

The only downside to As Seen On PC is that they require approval to start advertising with them. But it's not a rigorous approval process. You may get a phone call from an affiliate manager just to ask a few questions etc, but don't be alarmed. They are there to help you, not work against you. Take their call and have a conversation with them.

4. [Commission Junction](#) - This is another GREAT affiliate platform. You will find some HUGE brands on here that you can promote. Brands like 1&1, 1-800-Contacts, 24 hour fitness etc. Plus they offer different ways of making \$ too. You can make money by sending calls, leads or sales. The only downside is that although signing up to CJ is easy it doesn't guarantee you will get accepted to every company in their platform. You still have to apply to the individual companies from inside the Commission Junction dashboard.

5. [Market Health](#) - This is an amazing affiliate platform for women's health products. Very popular women's health products as well. All the big ones like Garcinia Cambogia, Raspberry Ketones and African Mango can be found on here. If you ever hear Doctor Oz mention a product, you can be rest assured it'll show up on Market Health. Plus their payouts are AMAZING! You can make up to \$90 per sale.

6. [MoreNiche](#) - This is another awesome health network. One thing that I REALLY love about them as well is that they provide you with A TON of affiliate resources. They have articles, press releases, even VIDEOS that you can download and use for your campaigns. They're awesome and auto approve to!

7. [Amazon](#) - You can never go wrong with Amazon. Whenever I can't find a particular product on an another affiliate program, there's a good chance I can find it on Amazon. They have nearly every single product you can promote on there. The only downside to Amazon is they don't allow affiliates in certain states in the US. I'm not sure exactly which ones they are so make sure you do your due diligence. They're also not to strict with approvals. You may have to submit a website though to apply.

8. [Peerfly](#) - This is an awesome CPA network. I don't do much CPA marketing, but I have used Peerfly a few times. I personally rather go after higher paying products. Most payouts on Peerfly are \$1-\$5 per action. Some do pay as high as \$100, but they don't have many. The good thing about Peerfly is they give you full access to your affiliate manager. You even get their direct phone number and Skype. They're also auto approve.



9. Private Affiliate Programs - I absolutely LOVE private affiliate programs. These are affiliate programs that are hosted directly by the company that owns the product. They don't use a third party affiliate platform like the ones above. To find these programs you can check around the company's website to find a link that says "affiliate program" or something similar. I love these because usually the competition is a lot less and usually auto approve.

And that's it folks! I can guarantee that if you stick to targeting those 7 keywords and those 9 affiliate programs, not only will you rank extremely fast, you'll make a TON of money.

Make sure you put this to good use with Video Rankr and start ranking videos fast!

Now go out there and go Get'em!

Your Marketing Sensei,

Joshua Zamora