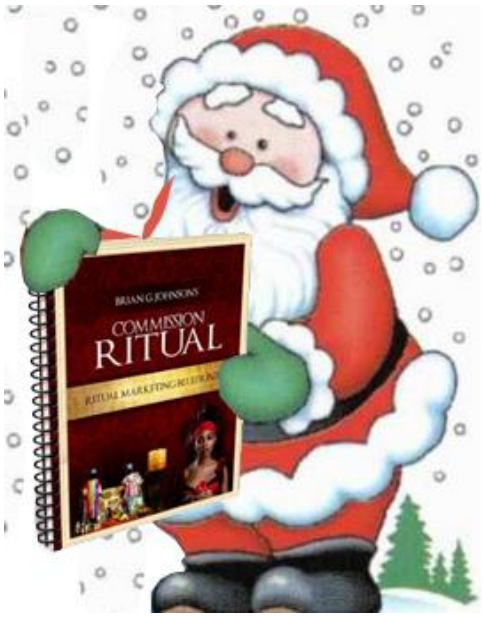
# A Commission Ritual Special Report




# Inner Circle Tactics

## Volume Four:
## Cashing In on Holiday Spending Spree

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**Dear Commission Ritual User,**

Like you, I also use the Commission Ritual tactics nearly each and every month. Whether I am leveraging the product launch ritual methods or going after AdSense income, I continue to study, test and tweak.

What you get are the most updated methods which I am uncovering down to the last detail. I never hold back as it is my pleasure to see so many people doing so well with the Ritual blueprints.

This brings me to Halloween which was really special for me this year as I had a group of people to share my tactics with, and the results were fantastic. Many members did really well. As a matter of fact, several members which I know of made more than $1,000 and, according to the forum posts, many more made a profit for the first time ever online.

Personally, I had a great year by nearly surpassing my best Halloween ever which was my first back in 2003. Back then ranking in Google was truly child's play. Regardless, this year I rolled up my sleeves and got to work and the result was more than $20,000 in affiliate commissions and AdSense earnings.

Now let's talk about the world series of seasonal marketing Christmas & the Holidays. Over the past week I have studied, cranked out notes, searched for plug-ins and generally pushed everything aside to bring you some new tactics which I know have the power to deliver.

I am talking about the power to deliver through affiliate commissions and AdSense earnings. Much of what you will find here is based on my own personal experience selling cell phones on eBay — think model numbers which you will read about soon enough. The rest of what you will find here was derived from research with Yahoo Buzz, toy manufactures, Google Trends and more.

If you missed Halloween, then head over to BuyCostumes and purchase an elf costume and prepare yourself for Christmas.

***Children are in need of presents .....***

***and Santa needs a break!***

**It is time for The Christmas Ritual!**

**Best,**

***People DO NOT fail at Internet Marketing,***
***They simply GIVE UP before the magic can happen.***

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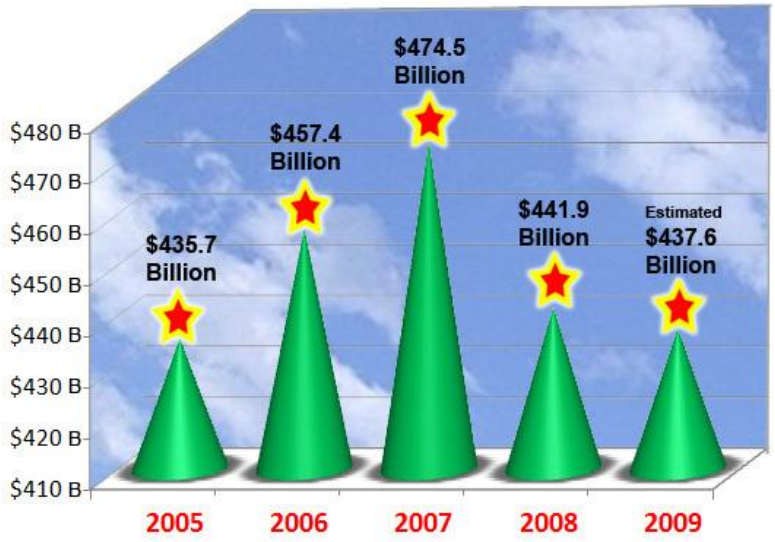
***How much do people spend every Holiday season?***

As you can see, the money people spend on Christmas in the United States alone is staggering.

And while many marketers may tell you that the poor economy will have an effect on spending this year (it most certainly will) it is important to remember that we are "online or Internet marketers."

**Historic and Estimated Holiday Spending 2009**




If you find the above graphic depressing, then the graphics below will certainly lift your spirits.

American Online Spending Trends

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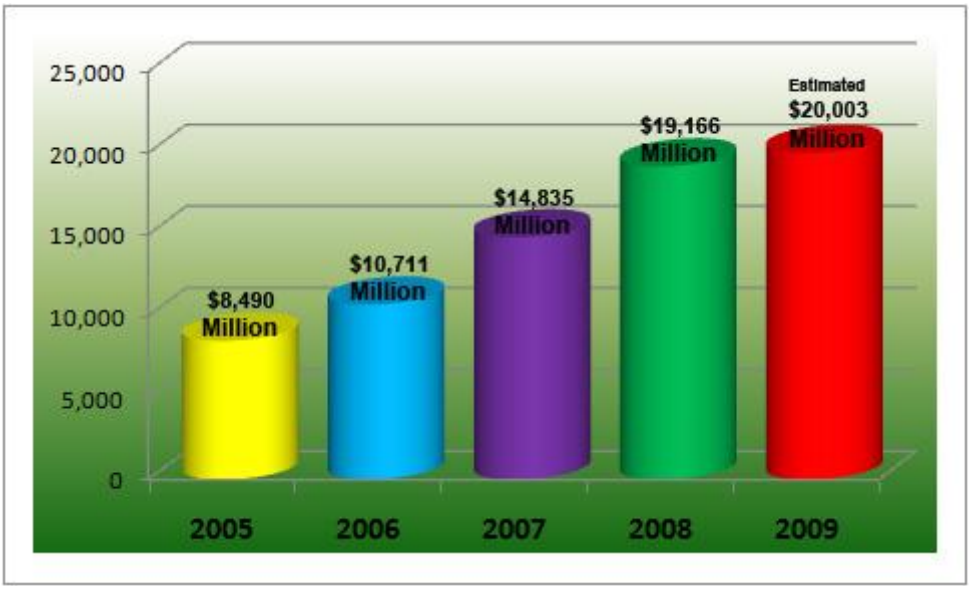
**Ah yes! <u>Online</u> Spending is Indeed Alive and Well.**

While spending is down across the board for the "retail" world, Americans are spending more and more money online each and every year. This Holiday season will be no exception and when it comes to gift giving, nothing comes even close to how much people spend in November and December.

For the next six weeks we will turn our attention to **big online retailers like Amazon.com, eBay and other leading merchants**. Speaking of Amazon.com, I asked my assistant Hanna to dig up some stats on Amazon.com's sales volume over the last five years and this is what she found.

Amazon.com Sales




Year after year, sales figures jump at Amazon.com as they are a trusted shopping portal. So this season, **we will position our websites between Google and Amazon.com** (or any other merchant) and earn our commissions by selling toys, socks, decor, electronics and more.

Consumers will head to Google, search for stuff they need or want and they will find your website. There they will read about the products they are seeking and will then proceed to click through to Amazon and ... *cha ching*, you will make sales.

**Google >> Your Christmas Cash Money Site >> Amazon.com**

Just as we have done during the Halloween rush, we will target very specific products and we will target consumers who understand what they need.

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*Forget terms like: ideas, gifts, etc. ...*

Instead, we will target terms such as:

- artificial christmas tree
- mens silk shorts
- mens socks
- childrens christmas toys

We will also target model numbers and the hot products which have yet to go "hot." But what else do people spend their money on during the holidays?

**Watch Video 1: Christmas Ritual Intro Video**

**Well, they spend it on:**

- Christmas Gifts –
  - Toys and Games for Kids
  - Clothing
  - Jewelry
  - Perfumes / Colognes
  - High Tech / Electronic / Computerized Items
  - Chocolates / Flowers
  - Greeting Cards
  - Christmas Knick Knacks
  - Stocking Stuffers
- Christmas Home Décor –
  - Christmas Trees
  - Indoor & Outdoor Lighting
  - Ornaments
  - Decorations
  - Nativity Sets
  - Christmas Collectables

**Watch Video 2: What Will People Buy This Year?**

These are the tried and true items — the ones that sell extremely well year after year.

Thus, they would be a great focal point for you to start with on your Christmas marketing efforts because this coming November and December will open up tremendous opportunities for making a great deal of money.

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## Why Christmas Over Other Holidays?

What makes Christmas particularly attractive for online marketing is that most of the spending will be focused on only two product types — Christmas gifts & Christmas home décor and there is a very definite deadline.

That makes our job as marketers much simpler. We know that big money is being spent and where most of it is going. Thus we're able to focus our attention on those keyword and keyword phrases.

While most affiliate marketers will target the most popular search terms such as Christmas Trees, Christmas Gifts and so on, we will focus on specific types of items such as:

- Toddler Toys
- Baby Wooden Toys
- Aluminum Christmas Trees
- Artificial Trees

Again, we're targeting consumers who know exactly what they want. And that always results in a much higher affiliate conversion than targeting consumers who are not quite sure yet.

Besides, I've already shown you that people spend tons of money for Christmas and the potential for marketers is significant. I should also point out that most of the spending is concentrated into a four or five week period between the second week of November and on through December 20.

## Christmas Research

For research, we will use some of the free search sites mentioned in Chapter 2 of Commission Ritual. During the season, keep your eyes focused on sites like Google Trends and Yahoo Buzz.

At this point it is still unclear just which toys will be the bigger sellers this year. However, when the consumers finally decide, those who are watching Google Trends and Yahoo Buzz will know immediately and will be able to act accordingly.

- **Google Trends**
- **Yahoo Buzz**
- **Trend Hunter**
- **eBay Pulse**

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**Watch Video: 3 - Christmas Buzz - Keeping Your Eyes Open**

Where else can we get some ideas for potential big sellers this season? How about visiting toy manufacturing websites such as:

- **http://www.mattel.com/**
- **http://www.hasbro.com/**
- **http://www.bandai.com/**
- **http://www.lego.com/en-US/default.aspx**
- **http://www.playmatestoys.com/index.shtml**
- **Toys R Us - Top Toy List**
- **Yahoo Top Toys List**

**Also Search Google for:**

- Top Toys 2009
- Hot toys 2009
- Christmas Toys 2009
- Toys 2009
- Etc. ...

**Watch Video 4: Toy Manufactures**

Earlier, we talked about using possible Christmas gifts and Christmas home decor as a basis for creating a list of potential keywords to target.

You may also want to combine typical Christmas search terms with buying keywords which I have listed below. You can incorporate these into your post titles or even domains, if you find a term with enough search volume.

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- buy
- order
- purchase
- discount
- cheap
- adult
- kid
- plus size
- boy
- girl
- teen
- women
- ladies
- men
- men's
- infant
- toddler
- decor
- decoration

**Watch Video: 5 - Keyword Modifiers With Your Gift Type Keywords**

For more examples, refer to the Buying Keywords report in Commission Ritual.

You can brainstorm to reveal potential money making keywords. Think what types of presents you have given? What types of presents have you received? What are the most popular keywords?

Now create your own list of potential keywords and then search those phrases by using Micro Niche Finder and or the Google AdWords tool.

### Another Resource for Holiday Spending

Have you ever noticed that Amazon.com offers all kinds of ways for sorting products? I like being able to sort products based on "best sellers" as this gives me clues as to what is hot right now.

So take a cue from Amazon and spend some time doing research prior to taking action. I personally research about 1 hour for every 8 or 9 hours I spend building sites. However, you may want to spend a bit more time on research to ensure that you are choosing terms which will convert into sales.

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These would all make excellent Christmas mini sites but might even want to narrow them down still further. Simply search the Google AdWords tool for "christmas tree" or "toddler toy" and see what comes up.

Understand that these types of terms are a bit more generic in scope but could very well still lead to sales. Assuming that I can find a domain name for these products with the extensions .com, .net or .org; my research would have been completed.

The number of people who will use those exact search terms is undoubtedly substantial — getting a keyword domain will make ranking a piece of cake.

Using the target keyword criteria in the Commission Ritual eBook will further help you decide which Christmas terms to focus on. You can launch as many of these types of mini sites as you wish. Once you're done with the first then launch another. Doing this all through October will set you up nicely for a great payday when early December comes around.

This is exactly what I have been doing for years and it's resulted in tens of thousands of dollars through both, AdSense and affiliate commissions.

Note: These days I am focusing less on AdSense because I make more with affiliate programs.

**Watch Video 6: Mini Site Research With Amazon.com**

**The Model Number Ritual**

This next tactic has the potential to make you a tremendous amount of money by focusing on laser targeted terms — buying terms. This is a wide open tactic and I am astounded that more people are not using it.

*Just what is it that you may be asking?*

Model numbers - as domains ;-)

Evil laugh (hee … hee … hee!)....Evil laugh (hah … hah … hah!) ...

I first started using this tactic about two years ago while promoting cell phones on eBay (a terrific money maker mind you). While everyone was trying to rank for "iPhone" ...

I was driving highly targeted traffic based on cell phone model numbers and it resulted in many fantastic months of eBay earnings. This same method can be applied and improved on by grabbing domains which are based on model numbers.

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**Watch Video 7: Model Number Ritual**

**Site Outline - Simple 3 to 10 Page Mini Site**

Simple mini site structure just as we did with the Halloween Ritual. Main product / Homepage with unique content, several articles, about 6 total product pages and the usual "About Us," "Privacy Policy Terms," etc.

This is exactly how I recommend you build your sites as well — small targeted sites which focus on your target keywords with what I like to call keyword modifiers.

You may also want to test out one page micro sites that offer one page of content (homepage) and the usual "About Us," "Privacy Policy Terms," etc.

This worked well for me during Halloween and I would guess it will work well for Christmas as well.

Additional Videos & Christmas Ritual Resources

- **Watch Video 8: Amazon Reloaded Plugin #1**
  *Getting Your Amazon API Key*

## Conclusions

I've shown you that Christmas gifts and Christmas home decor are products into which people gladly pour oodles of money. Combine the power of the model number Ritual and the sky is your limit.

With a little forethought, a bit of research and a few hours of focused preparation; you could be the one who profits from it in a very big way in the coming weeks.

Merry Christmas and Season's Greetings!

Brian G. Johnson ....

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# Lastly ...

# The Commission Ritual Affiliate Program

Commission Ritual has been out now for more than 3 months and it continues to sell quite well. The program pays 60% commissions through ClickBank.

Based on the stats from ClickBank, total average sale results in a commission of $71.83, and you can offer the $4.95 trial which converts very well and the gravity has been on the rise for a while now.

If you would like to learn more about the Commission Ritual Affiliate Program, I have created an affiliate resource for you here:

**http://www.commissionritual.com/affiliates.html**

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