

# How To Create A KILLER Review For ANY Toy (That Will Motivate Your Visitors To BUY!)

By Bart Hennin © All Copyrights Reserved Content copyright protected.

## INTRO:



The following will show you a simple way to construct any toy product review that will put you into the top 3 % of all other reviewers and persuade a much higher percentage of your readers to BUY through YOUR affiliate links!

“Writing your KILLER review” is broken down into 4 simple steps:

- **STEP 1** – Research:
- **STEP 2** – Decide On The TYPE of Review You Wish To Create:
- **STEP 3** – Decide On The FORMAT of Your Review:
- **STEP 4** – Write Your Review:

## MAIN GUIDE:

### Let's get started!

We'll assume you've already chosen a toy product (or line of toy products) to review. Now lets create a review!

### STEP 1 - **Research:**

The **FIRST** thing you want to do is research your toy, and also find out what others think of the product (good and bad) so you can produce a truly informative review that people will **VALUE**. This research is easy to do.

You can simply go to online stores such as Amazon, Wal-Mart, etc. **READ** and **make notes** of **ALL** the product features & benefits, important specifications, warranties, appropriate for what ages, etc. **ALSO check out the actual customer reviews** on these websites.

**PLUS check out what questions people are asking.** Make notes of the good, the bad, and the ugly!

Next, you want to go to Google and do a search on the product to find out more. Google phrases that work best are as follows...

- Toy name + review
- Toy name + scam
- Toy name + does it work
- Toy name + specifications

**Read, make notes and learn!**

Next, go to the **manufacturer's website**. If you don't know the manufacturer, Google “product name + website” OR “product name + manufacturer”). Once there you want to...

- Verify the product features, benefits and specifications (sometimes Amazon or Walmart has them wrong).
- Get any additional product info you can find.
- Email the manufacturer with any questions (Phone them also).

**The REASON you want to email and phone the manufacturer** is that you want to get a sense of how good or poor their customer service & support is as part of your review.

Also Google phrases like “Product name + buyer guide”, “Product name + buyer tips”, “Product name + buyer hints”, and such. **This way you may gain valuable insider buying tips** for your visitors in addition to a straight review. *ANYTHING you can do to increase the VALUE OF YOUR REVIEW in your visitors' eyes is a plus.* **Providing VALUE also builds credibility and trust**, and will set you apart from other reviewers.

FINALLY, try to **track down an online copy of the product's instruction manual** (if applicable) or **user guide** if you can. Google “product name + model number + manual pdf”. Try variations on this search replacing the word “manual” with the phrase such as “user guide”, “instruction manual”, etc. and the word “pdf” with the word “download” or “pdf download”.

OPTIONALLY, if your product is one where “user tutorials” are applicable (strategy games, Puzzles, Video games, etc.) Google “Product name + tutorial”.

Also OPTIONALLY, if you want to (need to) gather more info on what people are asking about the product(s), you can **use Google to do a search for forums and blogs** related to your chosen toy(s).

Simply Google “product name +forum” (the “+forum” tells Google to only bring back search results with the word “forum” in it). Similarly, Google “product name +blog” to search for blogs related to your chosen product(s).

**BONUS TIP:** Keep a list of the blogs and forums you find as you can later comment on these sites to **draw more attention to your review(s)!**

**The above may seem like a lot of work but it's not.**

**Your goal is to become an expert on the product (or line of products) you are reviewing. THIS is what will set YOUR reviews apart from all the rest and get you LOYAL followers who TRUST and VALUE your advice.**

**Fortunately, with the above research tips, this is simple to do.**

## STEP 2 – **Decide On The TYPE of Review You Wish To Create:**

There are 3 basic types of Reviews you can do.

1. Straight Product Review – You pick one specific model of a single toy and do an in depth review.

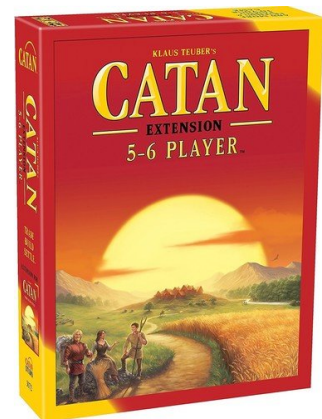
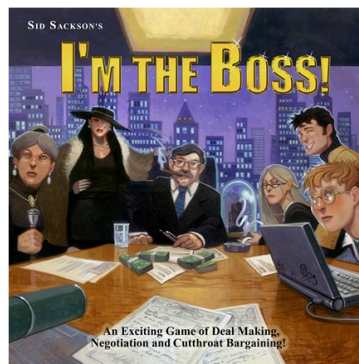
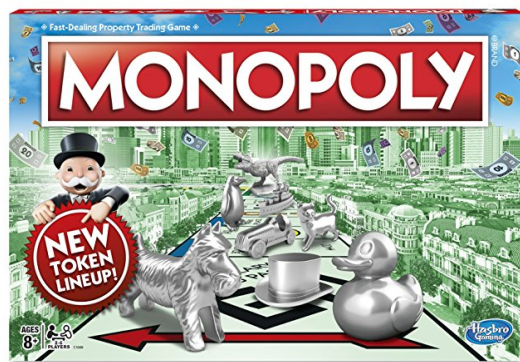
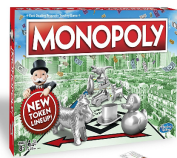
This works for most any product but **particularly good for toys with lots of features.**



2. Comparison Reviews – You pick TWO or THREE similar toys to review side by side and compare them.

These can either be similar toys from the same manufacturer, or competing toys from different manufacturers.

**Ideally you'll have an affiliate link to ALL products being compared thus**



**increasing your income** – Examples could be, “Monopoly CLASSIC GAME” versus “Monopoly MEGA EDITION” (competing games, same brand) OR “Monopoly” vs “I'm The Boss” vs “Catan” (similar board game products of **DIFFERENT** brands).

3. Product GROUP reviews – You review a whole line of toys with many affiliate product links. This works well for products where people may purchase several items – For example, a specific line of toys such as “**Furby**” or a variety if items from a single, high quality manufacturer such as “**Shengshou Cube Puzzles**”.



Hasbro Furby Connect Friend, Teal



Star Wars Furbacca



Hasbro Furby (Purple)



CuberSpeed Shengshou Dino Cube Black Shengshou Legend



CuberSpeed Shengshou 2x2 Megaminx Black Magic cube



ShengShou 4x4x4 V5 Rubik's Cube



ShengShou Megaminx Speed Cube Puzzle, Black



Shengshou Megaminx White Speed Cube Puzzle



ShengShou 5x5 Speed Cube

**Note:** There is nothing stopping you from doing all three types of reviews for a single toy or toy product line! For example, suppose you're doing “quadcopter” reviews and you select the **Holy Stone HS110D FPV RC Drone Quadcopter** to write about. You could do reviews as follows...

- The **Holy Stone HS110D FPV RC Drone Quadcopter** (individual in depth review)



- The **Holy Stone HS110D FPV RC Drone Quadcopter** Versus The **Holy Stone F181W RC Quadcopter** (same brand comparison)

- **Holy Stone HS110D FPV RC Drone Quadcopter** Versus The **Qsmily 510G 5.8G FPV Drone RC Quadcopter** (competing brands comparison)





- **Holy Stone RC Drone Quadcopters Reviewed** (product line reviewed)



Which combination of the above review types you choose to create will depend on your personal preferences as well as which “keywords” and “related keyword phrases” you may wish to target.

### **STEP 3 – Decide On The FORMAT of Your Review:**

It USED to be that a review was simply written as an article. HOWEVER, these days you can do your review as an online article, a downloadable PDF, or even a VIDEO!

Some buyers prefer VIDEO reviews and they can be somewhat easier to get ranked in Google (Google owns YouTube!!). With online video screen capture tools like [ScreenCast-o-Matic](#), high quality “slide show” type toy review videos can now be made by virtually anybody! **ScreenCast-o-Matic** is only \$15 a YEAR so it's a good investment! (and you never have to show your face on camera!).

That said, there are ALSO many buyers who prefer a written review. WRITTEN reviews can still rank quite well!

I would consider combining the two and have a short video review that hits the highlights (and main keywords) COMBINED WITH a longer written review.

THAT SAID, don't get bogged down in the details...Get SOMETHING put up “live”...You can always go back and improve/modify it later.

#### **STEP 4 – Write Your Review:**

Usually it is best to create an outline of your review first and then write the full review. Write as if you are talking to a friend or family member. You can then post your review as an article OR convert it to video, PDF, or any other “format” you wish!

There are any number of specific “outline structures” you can use.

#### **The Basics To Writing Kickass Reviews:**

**Presell Vs Sell** – We don't want our review to sound like an advertisement but rather like an informative objective report that allows our visitors to make educated buying decisions. Leave the “selling” to the sales copy on the affiliate site. We want to simply “prepare” our prospect on what to look for when making their final buying decision. Another way of looking at it is our aim is not to 'sell' the viewer on the product but rather “pre-condition” them to being open to buying. We do this by...

**i) Building credibility & trust** (by connecting with our viewer on a PERSONAL Level). We need to answer the questions that are being asked in the minds of our readers (and we know what these questions are from our research! - Remember, we've read through Amazon/Walmart/etc. Reviews and customer questions so we KNOW what people want more info on!).

We ALSO want to give them relevant, helpful information that is not readily apparent where possible (maybe we picked up some info on the manufacturer's website what is not in Amazon's product description!)

**ii) Being objective and informative** (by doing our research well).

**iii) Educating our viewer so they will feel CONFIDENT & EXCITED about making a buying decision.** We want to give our viewers the 'inside track' on what to look for in the type of toy(s) we are reviewing.

#### **More Hints:**

**Objectivity – Say Something Negative To Build Credibility** – This may seem self defeating at first glance, but done right it can actually make the product more desirable in the customer's eyes. Reviewing a product with nothing but positives can end up reading more like an “advertisement” rather than an objective review. Since people are skeptical of adverts these days, this will leave your visitors afraid to trust you. **BUT if you include 1-2 negative things**, you will appear objective, honest, and credible. Your viewers will feel they can TRUST you.

The **KEY** to volunteering negative aspects of the product (to build credibility) is to sandwich the negative between two positives, with the second positive being a simple “fix” for the negative.

For instance, let's go back to our R/C Drones... Suppose we are reviewing a particular model Quadcopter and find that the instruction manual not as clear as we'd like. Here's an example of a negative being preceded by a positive statement and trailed with a simple positive “fix”...

*The only downside I could find with this Quadcopter is that although the instruction manual covers basic assembly and flight prep well, it's lacking in detail when it comes to executing flight maneuvers such as steady hover, directional hovering and keeping the camera aimed. It just doesn't contain a lot of step by step detail in these areas.*

*Fortunately, Googling 'the Drone model number and the word 'TUTORIALS' brought me loads of simple to follow "how to flight info" and "insider tips" for keeping the Drone camera on target.*

Notice that we precede the negative ( *the instruction manual is lacking in detail when it comes to executing flight maneuvers*) with the positive (*the manual covers basic assembly and flight prep well*),

AND notice that the 2nd “positive” is a simple “fix” for the negative (*Fortunately, Googling 'the Drone model number and the word 'TUTORIALS' brought me loads of simple to follow "how to flight info" and "insider tips" for keeping the Drone camera on target*).

Use Lots of Pictures – They say a picture is worth a thousand words but with reviews, pictures are worth a thousand dollars! Human beings are visual by nature. Photo's trigger our EMOTIONS and it's EMOTION that triggers BUYING (especially with toys!). Nice photos also break up boring print, create excitement, AND produce a very professional look too. Even videos that are nothing but a glorified Powerpoint presentation are brought to life with a few photos of the toy interjected!

Photos can be of the toy product itself, or of the toy being used (played with), or they can be diagrams labeling the “parts” of the toy or labeling different FEATURES of the toy. Photos can also show the toy from different angles and/or show the toy being “used” in different ways or in different settings.

You can get photo's by using Google's advanced image search. The specific URL is [http://www.google.com/advanced\\_image\\_search](http://www.google.com/advanced_image_search) or you can just Google “Google advanced image search”. Within the Google advanced image search tool, scroll down to where it says “usage rights” and use the drop down menu to select “free to use, share, or modify, even commercially”.

ALTERNATELY, you can just go to Google, click on “images” and enter your search term(s) plus the words “commons license” or “CC0” (stands for “Creative Commons Zero”). This will return images that you can use free without copyright infringement although in some cases you'll be required to acknowledge the source of the photo(s). **TIP:** CC0 (Creative Commons Zero) doesn't require any attribution.

Another good source for quality photos is from the manufacturer or their website! However, email them. Tell them you are doing a series of positive reviews on their toy product(s) and request their permission to use their photos.

FINALLY, you can always take your OWN pictures if you happen to own the product or see it in a store.

OPTIONALLY, if you wish to MODIFY your photos, you can easily do so using free tools such as PAINT, or Pixlr. There are TONS of great online 'beginners' tutorials for all these software programs too (you'll only need the basics).

Features versus BENEFITS – When creating product reviews, it is VITALLY important to understand the difference between a “product feature” and a “product BENEFIT”. Your review must contain BOTH hand in hand.

Simply put, a “feature” is something about the product...it is a “what”. For example, a **Rubik's cube** “feature” might be that it has 'rounded corners'.

A “benefit” is the advantage the feature provides. It tells WHY the feature is good. “rounded corners” allows you the BENEFIT of being able to spin the cube fast on multiple axis even with the layers being a bit out of 'perfect alignment' which means the cube won't “lock up” on you and you can execute moves faster and easier!

**For another example of a 'feature' versus a 'benefit', look at the title to this report...**

*“How To Produce KILLER Reviews For ANY Toy That Will Motivate Your Visitors To BUY!”*

The 1st line of the title is the FEATURE... It tells you WHAT this report will do for you – Namely, allow you to write killer reviews for any toy.

The 2nd line is the BENEFIT that explains WHY the feature is good – It will motivate your visitors to BUY!

Similarly, look at your blog titles.

For example, 'Mega-Monopoly A New Twist On A Classic Game!' ...

Where's the BENEFIT?

How about... 'Mega-Monopoly A Novel Twist On A Classic Game! - A NEW Way To Make Family Time, FUN Time!'

Within your reviews you will undoubtedly be listing the toy's features but remember to always couple those features with BENEFITS!

**Bonus Tip!** If you can come up with a nice benefit not listed within the product sales literature, this is GOLDEN. You can list it and use it to both increase your visitor's perceived value of the product AND ALSO create a personal connection with your visitor too!

This is the kind of “extra mile” your visitors will appreciate AND that will leave your competition in the dust!

Calls To Action – FINALLY, always always ALWAYS include multiple 'calls to action' in your toy reviews! Remember that the ONLY WAY you make money creating reviews is for your visitor to



click your product affiliate link(s) and BUY! Calls to action don't have to sound like an “advertisement” (ref “presell versus sell” above).

Examples of calls to action can include “Click here for more information”, or “Click here to see TODAY'S SPECIAL PRICE”, or “Click here now to see more choices”, “click here to buy”, “get yours today!” etc.

Notice that these calls to action “motivate” people to click without sounding spammy or “pushy”.

A call to action can also be an infographic, a buy button, or an image!

Questions – Let's face it... People are reading your review(s) because they want to buy (or at least are *thinking* of buying) but have questions. THE MORE QUESTIONS WE CAN ANTICIPATE AND ANSWER, the higher the chance of a sale!

Specifically, if our reviews answer questions competing reviews don't, we have a vital edge over the competition and the potential to earn yet higher profits!!

Questions people will want answers to obviously will vary from product to product BUT here are some general common questions buyers will ask...

- Assembly required? If so, is assembly easy? Hard?
- Batteries needed? If so what kind?
- What age(s) are appropriate for this particular toy?
- Dimensions (both boxed and assembled)
- Weight/Shipping weight
- Shipping cost/method
- Time needed to ship (the shorter the better)
- Warranty/guarantee
- Durability questions
- Safety concerns

The more of the above your reviews answer, the better. If you TRY TO answer questions people want answered that your competition is failing to answer you will have a BIG JUMP on them!

**ONE MORE TIP:** Write your reviews following the same outline a news article follows...Hit the highlights FIRST and go into more detail as you go further in.

And there you have it! Now you can start writing your OWN killer reviews!

## **CONCLUSION:**

People are raking in SUBSTANTIAL ONLINE INCOMES doing simple toy review pages for Amazon and other affiliate products! ( Ebay, Best Buy, CJ Affiliate, Wal-Mart, etc. etc. etc.).

**Getting YOUR SHARE of the lucrative toy market is SIMPLE!** It requires only 2 things... 1) You take action... and 2) You create AWESOME review pages that rank high on Google! (easier than you think!).

**With this report, you can now write killer reviews for ANY toy product... Shortly, I'll tell you how you can get a FREE bonus from me that tells you how to rank a SINGLE review article for DOZENS of keywords on Google! With ZERO keyword research!!**

**BUT FIRST... Let me ask you a silly question...**

How would you like to be able to take any “plain” review article text and in minutes convert it into a stunningly beautiful web page complete with awesome photos, LIVE affiliate links, professional looking ratings bars, irresistible calls to action, and MORE! (**with NO tech skills needed!!**)

CONVERT THIS INTO ----->

THIS!!

...In minutes!

**Apple iPad Air Review**

October 30, 2015 admin Edit

The original iPad Air showed us all what we needed to know about Apple's changed approach to tablets - with a 43% thinner bezel and a 28% lighter body than the iPads that came before it, the iPad Air champions the 'easier to live with' ideal.

Although the iPad Air's successor, the iPad Air 2, has now been out a while it doesn't mean that the original iPad Air isn't worth considering if you're after a tablet, especially since the price has dropped now that there's a new iPad Air on the block.

The original iPad Air took many of its design cues from the iPad mini 2. It's got the same smooth back design, thinner bezel and more attractive speakers at the bottom of the slate to make it look like more of a family with the cut down tablet from Apple's stables.

While it's a clear copy of that smaller device, I'm not going to get upset as the mini already had a stunning design, and the Air takes that message and brings it to the big leagues.

It also has machined buttons that don't feel loose when shaking, bringing up the premium feel to the device.

On top of the improved design the Air also got Apple's A7 chip, bringing with it 64-bit processing power and reams of battery saving techniques to keep your tablet going even longer in day to day use. Again, that's been superseded by the A8X chip in the Air 2, but you still get a decent slug of power here.

And the greatest thing about the iPad range in my eyes is the price - Apple is starting the 16GB Wi-Fi-only model at the same cost as its rivals, and while that outlay does spiral up as capacity and connectivity increase, for an Apple device to not charge an (unnecessary) premium is something I'm really happy to see.

Even better, since the arrival of the iPad Air 2, prices for the original iPad Air have fallen.

You're looking at a price range of £319 - £459 (\$399 - \$579 or AU\$499 - AU\$709), starting from the 16GB version (Wi-Fi only) to the 32GB cellular option.

Apple has discontinued the 64GB version of the iPad Air, so if you're after a larger capacity then you'll want to invest in the iPad Air 2.

**Apple iPad Air Review**

October 30, 2015 admin Edit

**APPLE IPAD AIR**

**THE GOOD**

- Sleek design
- Retina Display is top notch
- Great suite of free apps
- Excellent battery life

**THE BAD**

- No TouchID
- Camera features lacking

9.5/10 Great [Buy From Amazon](#)

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**Apple iPad Air Ratings:**

Performance (5/5)
Features (4/5)
Design (4.5/5)
Apps (5/5)

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**Great Apple iPad Air Deals**

amazon	\$351	<a href="#">Buy Now</a>
best buy	\$399	<a href="#">Buy Now</a>
ebay	\$328	<a href="#">Buy Now</a>

**Web Hosting Comparison**

November 5, 2015 admin Uncategorised Edit

**HOSTGATOR**

**THE GOOD**

- Unlimited Addon Domains
- Unlimited Disk Space
- Automatic Site Backups

**THE BAD**

- No one-step WordPress import
- Email lacks security

9.5/10 Great [Visit Site](#)

HostGator hosts over 8 million domains and is known as one of the well-respected web host in the industry. With 1-click WordPress installation, 99.9% up-time guarantee, and 24/7 support, it's a smart and easy choice.

The basic hosting plans are generally good, with a few distinct omissions. The hosting plan provides unlimited bandwidth, disk space, email accounts and MySQL databases, yet you are only allowed to run one URL per account. This, of course, changes as you upgrade. Also, you cannot park any domain names.

**BLUE HOST**

**THE GOOD**

- Free Website Builder
- Easy to Use Interface
- Unlimited Hosting Space

**THE BAD**

- Slow support response
- No monthly option

9/10 Great [Visit Site](#)

One of the oldest web hosts started in 1996, Bluehost has become the largest brand name when it comes to WordPress hosting. They are an official "WordPress" recommended hosting provider. You never have to worry about your website being slow even when there is a lot of traffic. They also offer a Free Domain and a Free Site Builder with templates.

**JUSTHOST**

**THE GOOD**

- Unlimited Addon Domains
- Free Site Builder
- Unlimited Email Accounts

**THE BAD**

- No Daily Backups
- VPS Hosting Not Available

8.5/10 Great [Visit Site](#)

JustHost offers three shared Web Hosting plans. The basic Starter plan (\$5.99 per month), which provides you with 100 email accounts, 100GB storage, unlimited monthly data transfers, one year free domain registration and hosting, and basic Site Backup. The Plus plan (\$9.99 per month) adds unlimited email accounts, storage, bandwidth, and domain hosting.

**Web Hosting Price Comparison**

HostGator	\$9.95	<a href="#">Visit Site</a>
bluehost	\$12.95	<a href="#">Visit Site</a>
justhost.com	\$14.95	<a href="#">Visit Site</a>

If you have ever dreamed of making solid “autopilot” online profits with affiliate review pages, you're going to LOVE this...

You can now **Easily Transform Any WP Page Into A Great Looking HIGH PROFIT Affiliate Review Page in just minutes** (with ZERO tech skills needed) ...

If you have WP review pages (or plan to), this NEW TOOL is a *must have* and let me tell you, it's fantastic!

Expert marketer **Kurt Chrisler** has created an [awesome WP tool \(plugin\)](#) that let's you create professional, eye catching pages like in the screen shot above!

But MORE THAN THAT, this tool creates pages that are not only visually stunning, but also **hugely ENCOURAGE people to click on your affiliate links!** (tremendously boosting your profits per page!)

This plugin also SAVES YOU TONS OF TIME & EFFORT.

You can [get yourself this amazing plugin here](#) at a low low price you won't believe!! (**act today before the price goes up!!**).

And YES, when you go through the link(s) in THIS guide, I give you my NEWEST exclusive FREE BONUS “**How to get EACH Product Review Article You Create To Rank for DOZENS of Keywords!**”. (No KW research needed!)

With my exclusive bonus, you'll be able to EASILY create powerful reviews, where **EACH SINGLE REVIEW article ranks for TONS of keywords** bringing you laser targeted traffic from many diverse searches!

**With this bonus, EACH article you create will be like a “sponge” that soaks up BUYER traffic on autopilot** (and these powerful articles are super simple to create!... IN FACT, I show you how to get GOOGLE to GIVE YOU YOUR REVIEW ARTICLE OUTLINE! - You just fill in the blanks... **What could be simpler?**

**IN FACT, you can rank ANY article for dozens of keywords! (not just review articles).**

Have a book you wanna promote? Etsy shop? Your OWN product(s)?...Write an article the way this bonus shows you (preselling or promoting whatever you want) and you can rank for a dozen or even DOZENS (plural) of highly searched KW phrases!

And this is completely white hat!... Google will LOVE you!

When you [get Kurt's user friendly plugin](#), which allows you to EASILY turn any dull looking article into a stunningly

beautiful product review page in MINUTES!... with ZERO tech skills! (again, ref screenshot above) you get my incredible bonus FREE.

[Kurt's handy WP tool](#) creates ALL of the following...

- Product images (with LIVE affiliate links)
- Professional looking product Ratings bars
- Summary Pros & Cons lists with ratings and enticing BUY buttons
- Clickable Price comparisons
- **Irresistible BUY buttons**
- And more!

You can ALSO set up beautiful looking “product comparison pages” that look simply spectacular!!

NOTE: Product comparison pages are a great way to DOUBLE or TRIPLE your commissions (when the customer clicks on ANY choice, it goes through YOUR affiliate links!).

**Setting up affiliate pages is a great way to build a solid PASSIVE online income for yourself!**

What I personally LIKE about this plugin offer is Kurt has a support contact link right on his offer page! (at the bottom) so support is there.

**Kurt also includes a FULL YEAR'S worth of plugin updates FREE!**

He also has a **30 day full money back guarantee** (but you won't need it)

I honestly don't know how long he plans to keep the low price so even if you don't have any WP pages set up yet, you might wanna [get this tool NOW](#) to have handy later!

And get my exclusive bonus FREE (there will be a link when you purchase).

Hope this helps,

Bart

**Questions:** email [Bart\\_Hennin@hotmail.com](mailto:Bart_Hennin@hotmail.com)