



**GUIDE TO**  
**PRODUCT NAME**  
**HI-JACKING**

**FORMULA FOR**  
**(EASIER)**  
**AFFILIATE PRODUCT**  
**COMMISSIONS**

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[JackFolsgood.com](http://JackFolsgood.com)

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## **How *Product Name Hi-Jacking* Works**

There's a very simple process or formula that I use to consistently generate large affiliate commissions specifically in the Health Products Niche.

This formula will work in most any niche, but I have found (so far) that the largest amount of money can be made when selling life enhancing supplements, whether it be anti-aging, hair loss, male and female libido enhancement products, skin care products, weight loss products, and the like.

If you haven't yet signed up as an affiliate for SellHealth.com I recommend you do so now.

Sign Up For Sell Health At This Link:

<http://jackfolsgood.com/go/sell-health-affiliate-program>

You'll become a sub-affiliate of mine and I can help you sell more product and make more money.

Don't worry... your commissions won't be any less just because you signed up under me – although they will pay me 5% of every sale you make.

Just email me and let me know your affiliate name (I'll check my records) and I'll continue to (occasionally) send you more info that will help you in your business.

Email me at: [jack@jackfolsgood.com](mailto:jack@jackfolsgood.com) and I'll add you to my list if you aren't already on it.

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## **Why Is Sell Health The Best?**

They have the best converting sales pages that I have found – and far and away the best commissions. In most cases your commission rate will be 40 – 50%!

People want to *improve* their life. They want to *feel* better. They want to *perform* better.

This is why the Health Supplement Products marketplace has sales in the multi-billions of dollars every year.

## **Who Is This Report For?**

This report is for anyone looking to make money online. It doesn't matter if you are a brand new marketer looking to break into the business – or if you are a seasoned professional looking for another way to increase your bottom line.

This formula (and its variants) is the easiest way for anyone to make some money online.

You don't need a website of your own to make it work, although I recommend that if you don't have your own website (or websites), that after you start making some money with this procedure you learn how to build your own site(s) and your own Brand(s).

Having your own Brand will give you more authority – better (natural) search engine rankings and more traffic.

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Having a brand name of your own will help your business to grow and make it easier to go after “harder to rank for” keywords.

## **Who's Idea Is This?**

I always like to give credit where credit is due, but in this case I can't really remember who coined the term “Product Name Hi-Jacking” or where I first came across it.

All I know is that this way of writing and making money online came as a natural result of my (many different) efforts to make a living at this oftentimes fickle business.

## **Do I Need To Be A Writer?**

Well – to a certain extent, yes. But don't worry. Even if you have never written anything before – or published anything online – you can do this.

Just follow the formula. You'll do okay. You can even use a “pen name” if you prefer to be anonymous.

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## The Formula

Product Name Hi-Jacking  
(also know as “piggybacking”)

### ***Product Name Keywords and how to use them to your advantage.***

*(Some of the following is from an article I wrote some time back on jackfolsgood.com) More details about the formula at the end.*

Everyone knows how hard it is to rank a site (or page on a site) for the very popular keywords. It is also (usually) very expensive to buy traffic – as in advertise – with Google Adwords, Facebook, and the like.

**What you want to be on the lookout for is a brand new product.**

The reason you want a brand new (or little known) product is that the competition is very minimal, and in many cases non existent. ***If you write an article with the “brand new product” keyword in the title you can have your article on the first page of Google within minutes sometimes.***

This is almost always the case if you have an established blog or website – or even if you don't if you publish an article on USFREEADS.com, Squidoo, or other places like HubPages where you can make your own free account.

## **But What Do I Do Specifically With A Brand New Product Keyword?**

The keywords I am talking about here are not ones that are attached to huge established brands (in most cases). It will be hard (for most people) to rank for “Nike’s Newest Running Shoe” or “Apple’s Newest Product” in short (or even long) order.

No.

**What you want to be on the look out for is things like this:**

- Product promotions that you get in the mail. (male enhancement anyone?)
- Late Night Television product ads. (skin and hair care products)
- Late Night Radio Ads. (hair care – baldness cures – etc.)

The idea is to piggyback your efforts on top of the efforts that the product sellers are already doing. Sometimes you can become an affiliate for that particular product, but the best and easiest way to use that “new product name keyword” is to already be an affiliate for a similar product and offer “your product” as either a “better one” or a “good alternative” for your customer to check out.

**You want to be honest when talking about any product. *If you have not used the product you should say so.***

People know when someone is trying to be sneaky. Some of my best selling pages are the reviews where I say something like – “this “new product keyword” looks like it might be pretty good, but maybe you should check out “my affiliate product (linked) keyword” as they have tons of happy user testimonials, an excellent money back guarantee, etc.”.

I also have great success ripping on the blatant lies that all of the scammy male enhancement marketers tell. I just point out the obvious in a 300 -1000 word article and then tell them that if they are looking for something that actually works they should take a look at “product X”. (my product)

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## So That's The Theory – Do You Have More Specifics?

Here's a copy of an actual article I recently wrote (under a “pen name”) after I received a product promotion in the regular mail. The product name is **Afarejuvi caps**

All you have to do is find a product promotion that is going on and re-write it to fit whatever you are promoting.

What I can tell you is that after I posted this article online it was on the first page of Google within 2 hours (no one else was talking about the product – not even the company). This is easier to do than you might think. All you have to do is write about the obvious.

I've had thousands of visitors to this article. These are people who got the same mailing as I did and obviously wanted to find out more about the product.

The article is as follows:

### Are AFArejuvi.caps any Good?

When checking out a new product and doing a review on something such as these **AFArejuvi caps** I heard about by way of **getting something in the mail** – *unsolicited no less* – I always like to do my research.

*I always encourage people to do their due diligence about anything they buy – even about things that I recommend, so it makes sense that I follow my own advice.*

**Like any good product reviewer I take a look at the facts as presented to me and dig a little deeper.**

### Do These Experts Exist?

In the mailing I received about these AFArejuvi.caps (weird name don't you think?) the European Capsotherapy Laboratory puts a guy by the name of **Professor Christopher Bordeleau** forth as their expert.

Apparently he's supposed to be the **Scientific Director** of the company.

They also mention a **Professor Laurence Hosti**, who is supposed to be a **geneticist at the University of Lyon**, in France.

**I would expect that it would be easy to find some sort of information about these guys, but alas, there is none.**

**That's Right! No information whatsoever. I could find nothing out about these supposedly famous people!**

### **That's a big red flag – Is this some sort of Scam?**

What little info I could find on the internet about this company *points in every regard to this being some sort of scam* or fraudulent product.

There are a couple of question and answer boards online where people have asked about the product, and the few answers I could find point to this product and company being just like a lot of the male enhancement scams going around – and which I have written extensively about on this site and others.

*Now I'm not saying that if you order some of this Afarejuvi stuff you won't get it, but what I am saying is that I'd be very cautious about it.*

They make some pretty big claims about what the stuff will do for you – they even mention some studies that have proven the efficacy of the product – but they fail to mention what studies and where they were published. Very Fishy.

### **Can You Call The Company – What Are the Ingredients?**

The brochure I received in the mail had a phone number listed to order the product – but it is just an order line. When I called, the lady who answered didn't even pronounce the name of the company correctly, and verified that she was in fact just an order taker.

**She could not provide me with any information about the product – the people behind it – OR EVEN THE INGREDIENTS!**

That's one thing that is curiously missing from the literature. No ingredients listed about what is in the stuff, save for the mention that it is some sort of micro nutrients and minerals or algae from a lake high in the Austrian Alps. The name of the lake is Lake Zell. [Here's a link](#) to the Wikipedia page about it.

I was hoping to see something about these miraculous waters and the life giving - stem cell regenerating properties of it, but alas... nothing there. Hmmm.

### **Is This All Made Up?**

**Based on my research in the past about this kind of advertising I would have to say that most everything in the AFarejuvi.caps brochure is completely made up.**

*Not a shred of truth to it.*

The testimonials are made up – the Professors, Doctors, etc. are figments of some slick copywriters imagination. *Even the European Capsotherapy Laboratory is made up.* This lab only exists in name only. A company name with a mailing address on 500 Bic Drive, Milford, Connecticut.



## What's their Website address?

**These guys don't even have their own website.** Don't you think that if a product with the life enhancing and disease healing properties such as they claim this product has would at least have their own website?

If you do a search for the product online – or the company directors and such all you pretty much come up with in the search results is SeaCoast vitamins.

***The thing is – Seacoast doesn't even sell the product.***

They just have some spammy computer generated text above their ads and their own products to draw the searchers in. It makes me wonder if Seacoast is behind all of this. I don't know – it just seems weird to me.

## Would I Order AFArejuvi.Caps?

***I'm certainly staying away from this stuff.*** If they can't tell me what the ingredients are, how am I supposed to know if I might be allergic to it?

If I can't verify the people behind it and the claims they make with a simple internet search then I certainly am not going to throw caution to the wind and order it. ***It could be toxic for all I know.***

## Is It Really That Good?

If this stuff was as good as they say it is, they'd be all over the internet. You'd be able to find *real testimonials* from *real people*. People would be talking about it on blogs, and on the various health forums, etc.

**If anyone has ordered it and had good results, I'd like to hear about them.** I'll reserve absolute judgement for now, but I don't have a good feeling about what I see in the promo literature I received in the mail. I even noticed several spelling mistakes – one on the cover of the envelope. Very amateurish.

The lady on the order line gave me a “customer service” phone number for the company, but when I called no one answered. Very weird. I'll keep trying and see if I can get any more information for those who are interested.

Take care out there.

p.s. - I also looked up [Aphanizomenon flos-aquae](#) on Wikipedia. This is the “unique nutrient” they claim only flourishes in Lake Zell. That's not true either. Check it out for yourself.

p.s.s. – Oh, and the International Commission on Public Health? The ICPH as mentioned in the AFArejuvi.caps literature? That place isn't real either.

Please – If I am wrong on anything mentioned above – somebody correct me. I will admit my mistakes and make the necessary corrections.

***-END OF ARTICLE -***

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**NOTE FROM JACK TO READERS OF THIS REPORT: \*\*\*\*** At the end of the article (or just before the p.s.) I normally will say something like: “If you are looking for a proven product to actually do what these guys claim theirs will do you should check out [my affiliate product – put link to your recommended product here] You should also put a “product banner” with a link to the sales page at the end of your article if you can.

***Now, you don't need to write a 1000 word article like the one above. I have plenty of success with similar articles that are only 300 – 400 words. The key elements you want to use are:***

- 1) A Good Title with the Product Name in the title. A title with a question seems to work best, such as: Is “Product Name” a Scam? – Is “product name” Any Good? - Is “product name” Legitimate?
- 2) Good Headings Throughout – This makes it a lot easier for people to “speed read” through the article and get to your affiliate link! You should also only have a maximum of three sentences per paragraph.
- 3) Write the truth as you see it after doing your research on what they are claiming. I have plenty of success recommending an “alternative product – with my affiliate link” even if the company and product I am writing about is *obviously not* a scam.

I just say something like: “This product looks like it might actually work based on all of the testimonials – however, you probably should also check out [my affiliate product link] and see if it might be better for your needs”.

- 4) The point of all of this is to get your thoughts/info/article out there onto the worldwide web. In many, many cases the search engines will do the rest of the work for you.

To have the quickest success with this technique you want to “google”

the product name and see how much other information is out there about the product. If there isn't much – or any at all - you'll get near instant traffic. Within 48 hours anyway.

- 5) The closer *your affiliate product* (the product you are recommending) is to what the product you are writing about (as far as what problem is and what it is supposed to solve) the more success and more sales you will have. Obviously you don't want to recommend a hair loss treatment to someone after you talked about “Product X's acne treatment”.

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**So that's the formula. I make thousands of dollars a month using it and you can too. I still get traffic (and sales) from articles I wrote over two years ago.**

**Obviously not every article I write is a home run, but one of my first articles using this formula has earned me over \$25,000 in affiliate commissions and still continues to bring in the sales today.**

**If you have any questions feel free to email me:  
[jack@jackfolsgood.com](mailto:jack@jackfolsgood.com)**

**All the Best,  
Jack Folsgood**

**JACK FOLSGOOD**

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