

Selling Physical Product In Foreign Markets

By Dan Brock

[Deadbeat Super Affiliate](#)

Hi there!

My name is Dan Brock, and thank you for joining me for this mini lesson on selling physical products in foreign markets in foreign languages.

Until now, most of the foreign markets weren't mature enough to the stage of people being custom to buying online. Even today, some foreign markets aren't quite there yet...

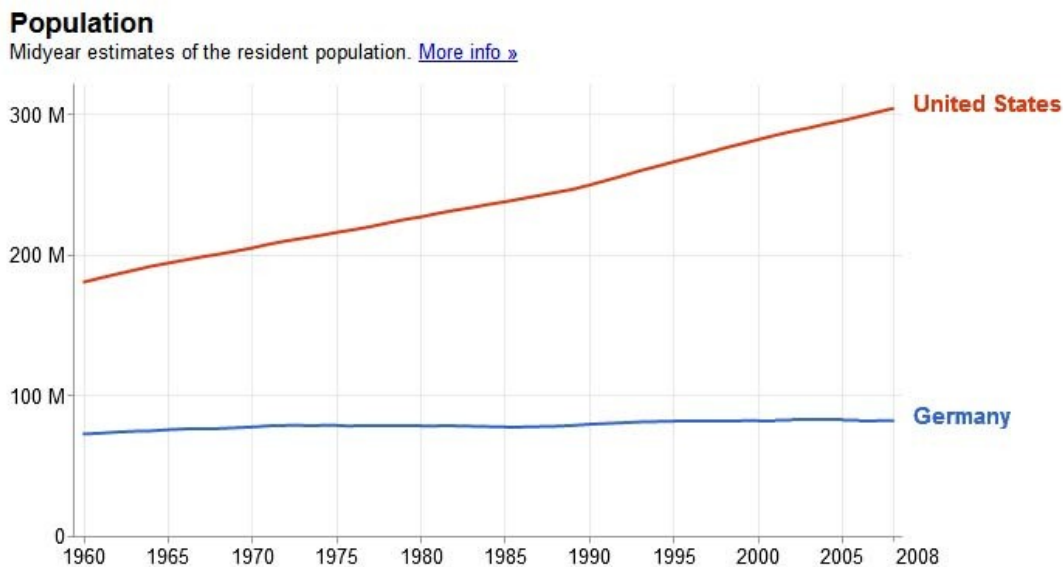
This is especially true while selling digital goods like ebooks...

The same cannot be said about physical products – especially if you are selling from trusted sites like Amazon.com. **Physical products are where it's at!**

Now with all that said, you don't need to know how to speak or write in any foreign languages – we'll let someone else do that for us. But if you know a little something, even better!

Let's use German as an example.

Now before we get into this, I want to clear one thing up. That is, since Germany has less of a population than the US market, there is significantly less search volume for a lot of the terms we can go after



As you can see, a lot less population to sell things to.

The good news is that the German market is so unsaturated that you can literally throw up a blog and have it indexed on the first page of Google within a couple days in most cases.

Moving on...

An important thing you need to know about the German lifestyle is that for the most part, Germans live in small spaces – especially in the cities. So if you think about it, most likely large items won't sell well in Germany because they simply don't have the room for it.

Also, things like lawn mowers aren't going to sell well either because a lot of Germans don't own lawns.

But everything else is fair game.

I also happen to know a thing or two about Germans.

- 1) They like Weinerschnitzels...
- 2) They drink a lot of beer...
- 3) And they freakin' love computer gaming!

So let's use computer gaming as an example niche - but really anything computer related will sell well in Germany.

(Keep in mind this strategy works in other niches as well. Rule of thumb is take anything that sells well in the USA besides for large items and you'll have a good idea as to what will sell in Germany).

The computer gaming niche is broad, so let's drill down a bit. Let's go with the gaming mouse niche.

First thing you need to do is find an affiliate program – go with Amazon.de as they have tons of products you can sell to Germans.

Here are the different Amazon affiliate programs, **you have to sign up for each one if you want to promote for the individual sites:**

German: <https://partnernet.amazon.de/>
French: <https://partenaires.amazon.fr/>
Japanese: <https://affiliate.amazon.co.jp/>

Here are the old and boring English ones:

USA: <https://affiliate-program.amazon.com/>
Canada: <https://associates.amazon.ca/>
UK: <https://affiliate-program.amazon.co.uk/>

Note* Amazon requires you list one of your websites before you are able to sign up. If you don't have a website yet, you can skip this step and re-sign up after you have your first page online.

Alright, so I'm now browsing the amazon.de website, and am looking for computer related products – particularly in the gaming mouse niche.

Here is a product I spot that is most likely winner:

amazon.de

Hallo, Daniel Brock. Wir haben [Empfehlungen](#) für Sie. ([Ausloggen](#))

[Daniels Amazon](#) | [Sonderangebote](#) | [Wunschzettel](#) | [Gutscheine](#) | [Geschenke](#)

Alle Kategorien ansehen

Suche: **Elektronik, Foto & PC**

Elektronik & Foto | Bestseller | Kamera & Foto | Handy & Telefon | Notebook & PC | PC-Zubehör | TFT & Drucker | TV & Video | Mf

Logitech MX518 Refresh optische Gaming Maus schnurgebunden schwarz

von [Logitech](#)

★★★★★ (400 Kundenrezensionen)

Unverb. Preisempf.: EUR 44,99

Preis: **EUR 32,59** **Kostenlose Lieferung.**

[Details](#)

Sie sparen: **EUR 12,40 (28%)**

Alle Preisangaben inkl. MwSt.

Auf Lager.

Verkauf und Versand durch **Amazon.de.**

84 neu ab EUR 28,36 **3 gebraucht** ab EUR 28,00

I circled and underlined some keywords here as that is what we are going to be using for niche research.

It's important to figure out what the word is for the niche we are working in. The niche, as I said earlier, is the 'gaming mouse' niche. Instead of 'gaming mouse', in German it's 'gaming maus'.

Remember, since we are targeting German speakers here, it's important we base our search results off the German spelling, and not the English.

So let's check out the keywords in the Google Search Keyword Tool to see what is being searched for.

That tool can be found here: <https://adwords.google.com/select/KeywordToolExternal>

On the keyword tool, we need to change our preferences so it displays Germany as the country, and German as the language. This is key, so make sure you do it:

Find keywords

Based on one or both of the following:

Word or phrase (one per line) **Website**

[Advanced options](#)

Locations and languages

☐ All Countries
☐ United States
☐ United Kingdom
☐ Japan
☒ Germany
☐ Brazil

All Languages

☐ English
☐ Japanese
☒ German
☐ Portuguese
☐ Arabic

Include specific content








☐ Include adult ideas

Show stats for

☐ Mobile search

Let's test out our first keyword 'gaming maus' to see if it gets searched.








What I do for niche keywords is use exact match results, not broad. This gives you a more accurate number of how much traffic you get if you rank for that term. It's also important to note the local traffic volume in this situation since we are targeting German customers only.

Download ▾	Exact Match	Sorted by	Relevance ▾	Columns
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/> [gaming maus]		14,800	12,100	
<input type="checkbox"/> [raptor gaming maus]		140	-	-
<input type="checkbox"/> [razer gaming maus]		210	-	-
<input type="checkbox"/> [razor gaming maus]	-	46	-	-
<input type="checkbox"/> [logitech gaming maus]		590	590	
<input type="checkbox"/> [laser gaming maus]		110	-	-

Since the above traffic is way above the 4,000 searches per month cut off, this appears to be a great keyword to target!

So far, so good with this 'gaming maus' niche.

Next, let's test out a product to see if people are buying it. Let's use the Logitech MX518 as an example search.

<input type="checkbox"/> logitech g5 mx518		880	-	-
<input type="checkbox"/> <u>logitech mx518</u>		110,000	49,500	
<input type="checkbox"/> logitech mx518 optical mouse		18,100	8,100	
<input type="checkbox"/> logitech mx518 gaming		49,500	-	-
<input type="checkbox"/> logitech mx518 dpi		720	-	-

Plenty of search volume! A great product to write a review about.

Only problem is we don't know any German! Not to worry, we can outsource this cheaply :) Go to [Elance.com](https://www.elance.com) and sign up for an account if you don't have one already.

Next, post a new job with the following info:

Hello,

I am looking for someone to write ____ product reviews(300 word each) for me in German.

I am offering \$7 per article at a finished project rate of \$ ____.

These are really easy to write - you can do one in about 20 minutes. All you have to do is take the information that I will provide you with and re-write the info so that it is 100% unique and original.

You MUST speak and write in German fluently.

What I am going to do is give you a list of ____ different products - you must look up the product, read the description, and write an objective review on the product. You can include things like features, who the product is for, what makes it a good product, the pros and the cons.

IMPORTANT For each review, I also want you to write the following line in German for each product review: 'If you are looking to buy [product name], you can buy it cheap online on Amazon.com through this link here'

I will also provide a custom title along with each product that you should re-write as well.

I will not accept the work if the line above two requirements are left out in the articles!

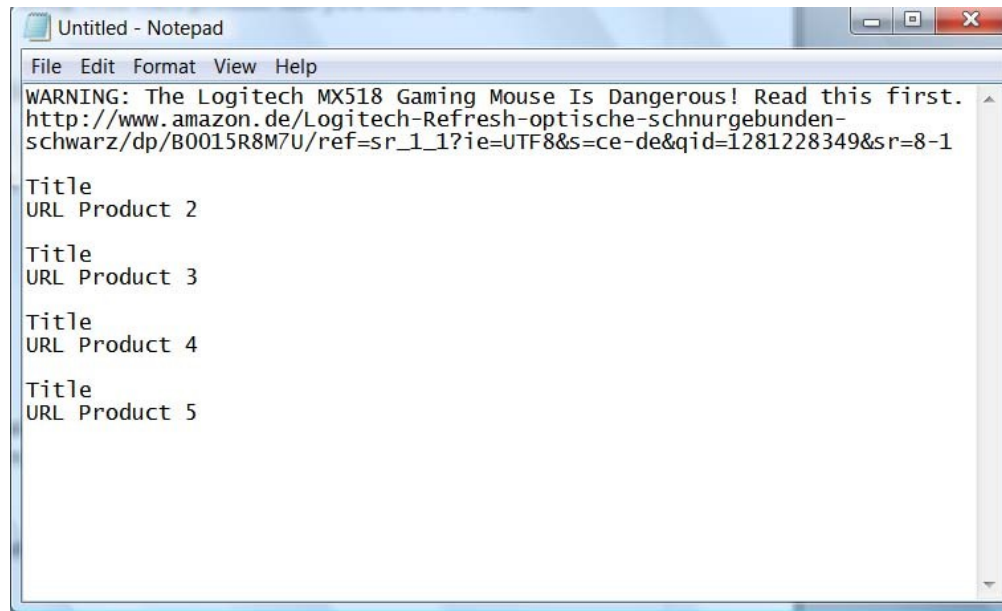
I would also prefer if you can get these articles completed in 7 days time.

Thank you :)
Dan

End Job Description.

Once you find your provider, you will want to send them a notepad file with a list of the URLs of the products you want to have reviewed, as well as some custom titles for each review.

Your notepad document should look something like this:



You then send the notepad file to the outsourcer after you have awarded them the job.

Your end result will be something like this:

Die Logitech MX 518 Refresh ist als Weiterentwicklung der MX 518 zu verstehen.

Von der Form her liegt die Maus gut in der Hand, sie liegt etwas höher, nicht so flach wie bei anderen Mäusen. Allerdings ziehe ich eigentlich schon Produkte mit rauen Oberflächen vor. Die Maus hat leider eine sehr glatte Oberfläche, was die Gefahr des Abrutschens in sich birgt, allerdings nur von „oben“, unten ist die Maus mit sehr guten Gleitern versehen, so dass sie auf den allermeisten Unterlagen problemlos eingesetzt werden kann. Mit der Optik der Maus als solche bin ich zufrieden.

Wenn Sie die Logitech MX518 Refresh kaufen möchten, können Sie sie am günstigsten online über diesen Link bei Amazon.de erhalten.

Mit 5,8 MegaPixel/Sek und einer Beschleunigung von maximal 15 G ist diese Maus sehr schnell. In einem Spiel können sowohl extrem schnelle Bewegungen, aber auch ruhige Bewegungen, in denen es auf Treffgenauigkeit ankommt, erforderlich sein. Sehr gut in diesem Zusammenhang ist die Empfindlichkeitsumschaltung (on-the-fly sensitivity adjustment) während des Spiels. Man muss also nicht das Spiel unterbrechen, um zwischen verschiedenen Auflösungen hin- und her zu schalten. Dabei sind Auflösungen von 400 bis zu 1.800 dpi (beim Vorgänger MX 518 waren es 1.600 dpi) möglich. Damit ist die Maus nicht nur als reine Gamingmaus zu verstehen, sondern ist beispielsweise auch für das Surfen im Internet sehr gut geeignet.

Produktmerkmale

- * Optik mit 1800 dpi Auflösung

- * Acht programmierbare Tasten
- * Empfindlichkeitsumschaltung im Spiel
- * Stabile Ausführung und strapazierfähige Tasten
- * Lieferumfang: Gaming-Maus, Software-CD mit SetPoint, Schnellstartanleitung, Drei Jahre beschränkte Hardwaregarantie

Wenn Sie die Logitech MX518 Refresh kaufen möchten, können Sie sie am günstigsten online über diesen Link bei Amazon.de erhalten.

Die Maus hat 8 Funktionstasten und natürlich ein Scrollrad. Die Daumentasten sind gut zu erreichen. Praktisch sind insbesondere die zwei Seitentasten zum Vor- und Zurückspringen. Im Prinzip sind die Tasten frei programmierbar, wobei allerdings bei einzelnen Programmierungen leichte Probleme nicht auszuschließen sind. Im übrigen ist die Software aber von der Bedienung und vom Umfang her o.k. Mit dem Tastendruck und dem Widerstand beim Scrollen bin ich sehr zufrieden. Vieles an der Maus kann intuitiv bedient werden. Toll also für all diejenigen, die nicht erst gern stundenlang in Bedienungsanleitungen blättern wollen.

Fazit: eine Maus sowohl fürs Gaming wie für das Surfen. Das Preis-Leistungsverhältnis stimmt.

I know, a bunch of gibberish. I have no clue what it says LOL.

(if you are paranoid about what your outsourcer is writing, use the Google Translator Tool here:

<http://translate.google.com/>

Once you get your article, you should then post it to your blog (if you don't know how to do this part of the process, I cover it all in Profitzon Plus, so don't worry!). Remember to add an image, proper formating, bolding, underline, headers, etc. Also remember to add your amazon.de affiliate links into the article as well as make the product image your affiliate link as well.

This is Where Things Get Interesting....

Now that you have your first article up on your website, it's time to do some SEO.

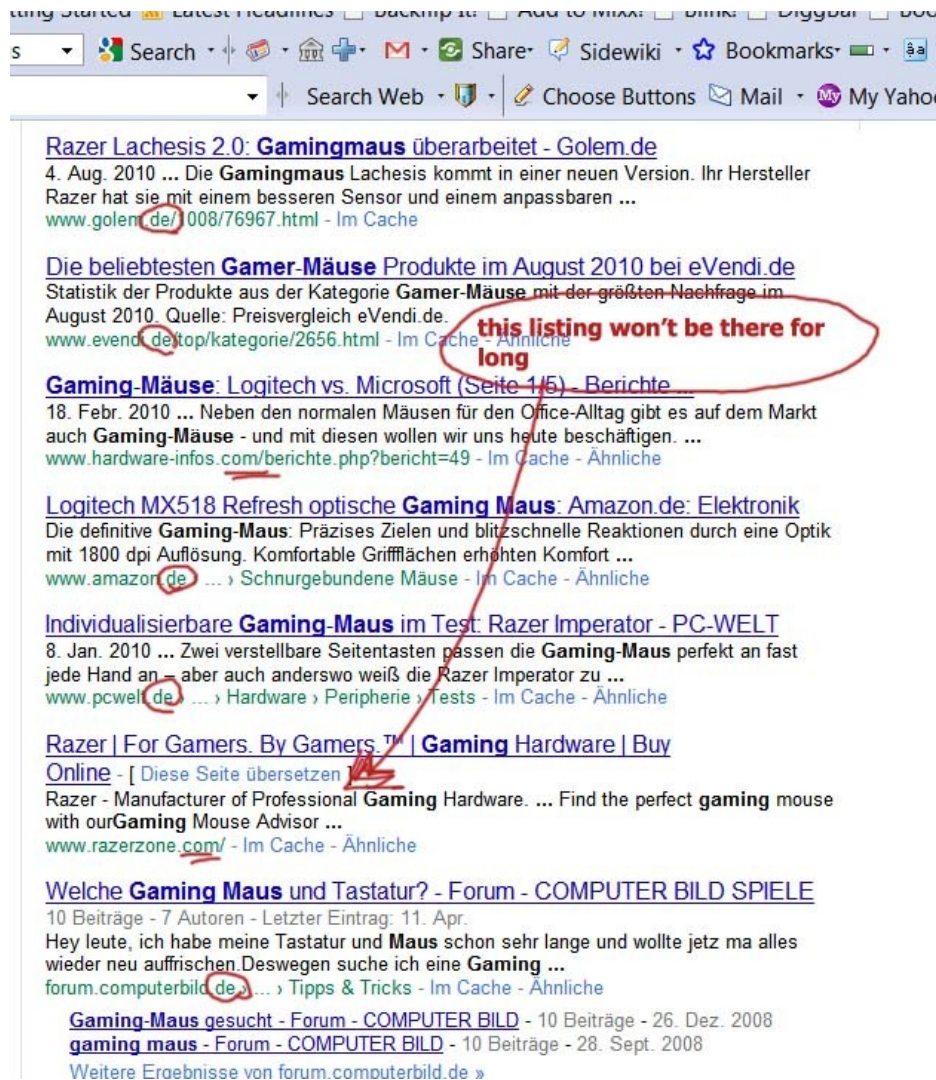
This is where things get interesting as we have to do a different kind of SEO that you are used to.

The first thing we need to do is target a specific country – Germany. Writing your articles in German is a start, but to get the best rankings we need a German specific domain name.

In this situation, the domain extension is VERY VERY important.

Sure, you can rank for a .com, .net, or .org. However, the .de domain extension will give you the biggest boost.

To test this, go to google.de and type in any search term. Here is an example:



As you can see, most of the lists end with the .de domain extension.

To get a .de domain name, you can register one at www.godaddy.com. If for whatever reason you can't register a domain name, there's one German blogging service that provides hosting and the .de extension. You can sign up for that here: <http://www.blog.de>

(a good domain name to register would be something like gamingmaus.de or meingamingmaus.de. Something with the words gaming maus in them – helps with SEO as well)

Speaking of web hosting, you will also want to make sure that your host is located somewhere in Europe, particularly in Germany, if possible. This helps your geo-targeting efforts.

Alright, so far for German SEO, we have done the following:

- Found a German web host
- Registered a .de domain name, or using a sub domain from blog.de
- Posted your first German article to your new German blog

Now it's time for some external SEO secrets!

SEO for Foreign Websites

External SEO for these foreign sites is crucial, and no something you are probably used to doing.

The normal way to do this to go to the usual social bookmarking sites like digg.com and post your bookmark for inbound links.

The problem is, if you get a lot of links from US sources, Google will think your website is targeting the US market.

Since we are obviously targeting the German market, this is something we have to avoid.
We need links form German websites!

Luckily, there is a good number of German oriented social bookmarking sites we can leave our links on :)

- mister-wong.de
- webnews.de
- Favoriten.de
- SOFTigg.de
- Linksilo.de
- icio.de
- MyTagz.de
- netselektor.de
- folkd.com
- Yigg.de
- Linkarena.com
- Alltagz.de
- Readster.de
- infopirat.com
- oneview.de
- Colivia.de
- Ersatzreifen.de
- Maodi.de
- Icio.de
- Linkarchiv.at
- Klickts.de
- Gamebuzz.de
- SeekXL.de
- Webbrille.de
- Findz.de
- tausendreporter.stern.de
- Newstube.de
- lieblnk.de
- Newsider.de
- Newskick.de
- Lufee.de

- Wolkenkratzer24.de
- Weblinkr.com
- Ringtonepirates.de

Honestly, right now those above sites should provide all the SEO power you need to rank pretty nicely in the German Google search.

However, if you need more links for whatever reason, these two little tweaks can find you an unlimited amount of blogs and forums to leave your link on.

Go to Google.de and type in:

- .de + blog
- .de + forum

That will give you a list of German Blogs and Forums – as you go through each site, note which ones allow comments and if they do, add them to a notepad document for reference later.

After you build some links, add more articles and continue your link building over time.

You don't need to go overboard with these links – one link a day is more than enough for mostly every niche in the foreign languages.

Easy right?

That's basically it.

But before you go, I have some very exciting news for you below....

Dan Brock's Deadbeat Super Affiliate release is just around the corner...

If you liked this guide, you're going to love my new product which launches on November 2nd, 2010 at 12:00PM EST.

You'll learn how I was able to make over five figures per month building websites like the ones taught in this training as well as others that earn a little bit differently.

See one key is going after the places everyone overlooks...

Another is focusing on the areas that people normally skip out on.

And by doing this, you can work as little as 1 hour per day and bank a full time income online...

But you don't have to wait as long as everyone!

You can sign up on the early bird registration list here to get access before the general public. You will get a secret email with a link to where you can purchase the Deadbeat Super Affiliate before everyone else can!