



## What I Learn From Buying Reviews From Blogs!

Your **FREE** 14 Page Report On Traffic And Results On A \$400 Review by Johnchow's Blog

By Alvin Phang, [www.GatherSuccess.com](http://www.GatherSuccess.com)

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## Dear Serious Bloggers,

My name is Alvin Phang, I am currently a full time Blogger and Internet Marketer making a living from blogging and selling digital information online. I own a popular blog at [www.GatherSuccess.com](http://www.GatherSuccess.com) which talks about making money online with blogs and also am the author of a very popular blogging guide call Atomic Blogging at [www.AtomicBlogging.com](http://www.AtomicBlogging.com) .

As like many serious bloggers we are constantly looking for ways to improve our exposure of our blogs and business I decided one fine day to advertise on people blogs which today are called paid reviews.

**review ME** See What A Review Looks Like!

HOME ADVERTISERS BLOGGERS LOGIN CONTACT US

### Advertisers

**Get Buzz and Traffic to your Site!**

	rm Blog Marketplace	rm Advertiser Offers	rm Advertorials <b>NEW</b>
Buzz and Direct Traffic	✓	✓	✓
Valuable Feedback	✓	✓	✓
Message Control			✓
Potential Natural Search Benefit	✓	✓	✓
Traffic & Click Tracking			✓

[See Sample](#) [See Sample](#) [See Sample](#)

**SIGNUP NOW**

### Bloggers

**Make money reviewing and promoting products!**

"ReviewMe has allowed me to generate great revenue reviewing products I find interesting..."

- Jeremy Schoemaker  
www.ShoeMoney.com

**SIGNUP NOW**

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[www.Reviewme.com](http://www.Reviewme.com) was one of the first website that pioneer the revolution of bloggers getting paid for reviews and since then many bloggers have sign up for the free service to get paid for writing reviews.

John Chow was among the top few bloggers on the Internet who leverage on this new trend and leverage on this a lot on generating a nice big income by writing reveals on his blog. It started at a price of US\$200 to now going at US\$400 for a simple review to be written by John on his blog.

Below are more details and results of two websites that John Chow helped me review on.

The screenshot shows the John Chow dot Com blog homepage. At the top, there is a navigation menu with links: Home, About John Chow, Advertise, Archives, Contact, Make Money, and Top Posts. A search bar is located on the right. The main header features the site name 'JOHN CHOW DOT COM' and the tagline 'The Miscellaneous Ramblings of a Dot Com Mogul'. To the right of the header is a 'Search Engine Guide' section with a cartoon dog icon and the text 'search marketing advice for small business'. Below the header is a large image of a silver sports car. To the right of the car image is a sidebar with a search engine icon and the text 'Subscribe to John Chow dot Com', '8368 readers BY FEEDBURNER', and 'Get reviewed by this blog for \$400'. Below the car image is a 'Popular Articles' section with a list of links. To the right of the popular articles is a 'Free Make Money Online Ebook' section with a form for Name and Email, and a 'Subscribe' button. Below the ebook section is a 'Recommended Money Makers' section with logos for Azoogoo, AuctionAds, Google, AzoogooAds, Text Ads, and Kontera. Below the recommended money makers is a 'John Chow dot Com Sponsors' section with logos for BIDVERTISER, MASTERMIND, and DIRSP.COM. The main content area features an article titled 'Atomic Blogging - The Next Generation of Blogging?' written by John Chow, dated 10 SEP 2007. The article text mentions Alvin Phang and his success in blogging. To the right of the article is a 'More Free Advertising Coupon' section with a '\$20 Bidvertiser Coupon' and a link to sign up for an account.

## John Chow.com Blog Details as at 160907

Blog Name: **John Chow Dot Com**

Blog URL: <http://www.johnchow.com>

Page Rank: **6**

Google Backlinks: **3,320**

Yahoo Backlinks: **67,500**

MSN Backlinks: **8461**

Alexa Ranking: **2464**

Average Number of Comments Per Post : **50 to 70**

RSS Readers: **8368**

As you can see from the details above you would know why John is able to demand such a high fee for a simple review on his blog for US\$400 because of the massive amount of traffic he has on his blogs.

Back on July 13 2007, John wrote an article about the effects he had on advertisers which he posted at <http://www.johnchow.com/the-john-chow-effect/> and he shown really promising results for advertisers who advertise on this blog.

Been convince that John Chow's blog has a good medium to advertise on I have finally decided to paid John US\$400 for a blog review for my latest product on Atomic Blogging at [www.AtomicBlogging.com](http://www.AtomicBlogging.com)

# Here's What John Review

10

SEP

2007

## Atomic Blogging - The Next Generation of Blogging?

written by **John Chow**

Alvin Phang is a fellow [blogger](#) and a pretty successful one at that. His goal is to make \$1 million from blogging and since May of 2007, he has gotten closer by \$23,940.54. This income was made from a combination of advertising income on his blog, [GatherSuccess](#) and sales of his e-product, [Atomic Blogging](#), which is the subject of this [ReviewMe](#) review.

### What Is Atomic Blogging?

The [Atomic Blogging sales page](#) looks like one of those super long get-rich-quick sales pages. While I personally can't stand pages like these, they do work at getting the sales - otherwise, no one would be using them.

There are the usual yellow highlighted red texts, screen shots of money going into a [PayPal account](#), testimonials from happy customers, free bonus offers, etc. Alvin values the complete Atomic Blogging package at \$972. However, if you order today, it's only \$47! Of course, Alvin reserves the right to end the offer at anytime without warning. 😊

Alvin was nice enough to send me the entire Atomic Blogging system so I can check it out and report my findings. The package contains a bunch of e-products, with the main one being the Atomic Blogging eBook and a 60 minutes audio interview with Yaro Starak of [Entrepreneur's Journey](#). The fact that Atomic Blogging offers this interview gives Alvin a lot of credibility. I cannot imagine Yaro would consent to an interview by someone he feels is shady. Alvin values the interview at \$97. However, I doubt Yaro would actually allow him to sell it (at least not without giving Yaro a cut).

### Made for The Blogger Who Knows Nothing

Atomic Blogging was created for the blogger who knows nothing, and I mean nothing, about blogging. In nutshell, the 82 page eBook shows you how to make money by blogging but it assumes you are a complete newbie. There are step-by-step screen shots to show you how to register a domain name at GoDaddy, how to order a [hosting plan](#) and how to install Wordpress.

### How Do You Order Web Hosting Anyway?

To setup your web host, first go to [www.gathersuccess.com](http://www.gathersuccess.com)

### More Free Advertising Coupon

written by **John Chow**

#### \$20 BidVertiser Coupon

If you are a new advertiser, Bidvertiser will give you \$20 to test out their service. All you need to do is [sign up for an account](#) and they will put \$20 in it. Signing up for an advertiser account also signs you up as a Bidvertiser publisher so you can kill two birds with one stone.

[Sign up with BidVertiser now - it's free!](#)



To setup your web host, first go to [www.gathersuccess.com](http://www.gathersuccess.com)



Click on the 'ORDER NOW!' button

#### Setting Up Wordpress for Dummies

Alvin goes into great detail on how to set up a Wordpress blog from scratch. As a matter of fact, he takes 38 pages to explain it. For someone who has never registered a domain name or installed Wordpress before, this information can be highly valuable. If you still can't do it after reading Alvin's instructions, then blogging and making money from blogging is probably not for you.

Those of us who already know how to register a domain name and install Wordpress won't find much new information in Atomic Blogging. The remaining 44 page talks about SEO, traffic building, [Google AdSense](#) and affiliate programs. If you're a long time reader of this blog, you'll find that the stuff Alvin writes about in his eBook has been covered by me on this blog at one time or another, except for the section of [ClickBank](#) - even though I use it, I have never blogged about it.

#### Atomic Blogging Modules

Atomic Blogging comes with a bunch of modules that needs to be installed before you can start making money online. These modules are really nothing more than free Wordpress plugins, like AdSense Deluxe and Google Sitemap Creator. There is also an Atomic Blogging theme, which claims to be a modified version of the [BloggingPro theme](#) but I haven't found any difference other than the preview picture and the extra footer link going to the Atomic Blogging website.

Alvin's eBook goes to great lengths (complete with screen shots) to show step-by-step how to install the Wordpress theme and plugins. For those who don't know what I'm talking about when I say, "Download, unzip, upload and activate" this will be a Godsend.

#### Additional Bonus Downloads

### Additional Bonus Downloads

Atomic Blogging comes with four free bonus items. You have two volumes of Private Label Rights (PLR) eBooks that you can read or resell. A few of the titles include AdSense Revenue Exposed and Myspace Marketing Secrets. The other two bonuses are 12 months of [free web hosting](#) and a free monthly gift. Both are linked with an affiliate ID. It's a bonus alright, but for who? 😏

### Is Atomic Blogging For You?

If you know nothing about setting up a blog. If the thought of registering a domain name makes you sick. If you don't know what "Download, unzip, upload and activate" means, then [Atomic Blogging](#) is for you. I give Alvin credit for creating this. I would not have the patience to explain those basic, take for granted steps, in such detail. I feel there is a huge market for Alvin's product. The Internet is filled with people who don't know how to register a domain, set up a [MySQL database](#) or run a FTP program. That's why there are services that offer to install Wordpress for a fee.

Those of us who already know the basics won't find much new information in the Atomic Blogging eBook. However, the audio interview with Yaro was very good and I say that's worth the \$47 price in itself. Atomic Blogging comes with a risk-free 8 week money back guaranteed. [Download the system](#) and try it for the next 8 weeks. If it don't like it for any reasons, Alvin will give you your money back and remove you from his database.

[Save to del.icio.us](#) • [Stumble It!](#) • [Submit To Netscape](#) • [Digg This!](#)



**Current Bid: \$1.95**  
Fr Ipod Video 30g Blue Skin  
Cover Case+arm Band Armband



**Current Bid: \$8.25**  
Ipod 2nd Gen Nano Click Wheel  
Headphone Audio Jack Part

[Ads by AuctionAds](#)

Posted in [ReviewMe Reviews](#), [Make Money Online](#), [The Net](#) | [Random Post](#)

★★★★★ (24 votes, average: 2.08 out of 5)



### Here's A Few More Related Posts

[I Love Blog](#)

[I'm Blogging Right Now!](#)

[John is Busy Slaying Pandas, I'm Filling In](#)

[How To Create Blogging Synergy](#)

[Unbanned From Digg](#)

[RSS feed](#) | [Trackback URI](#)

[87 Comments »](#)

Comment by [Carl Zetterlund](#)

2007-09-10 00:55:38

## Overview Review Thoughts as An Advertiser

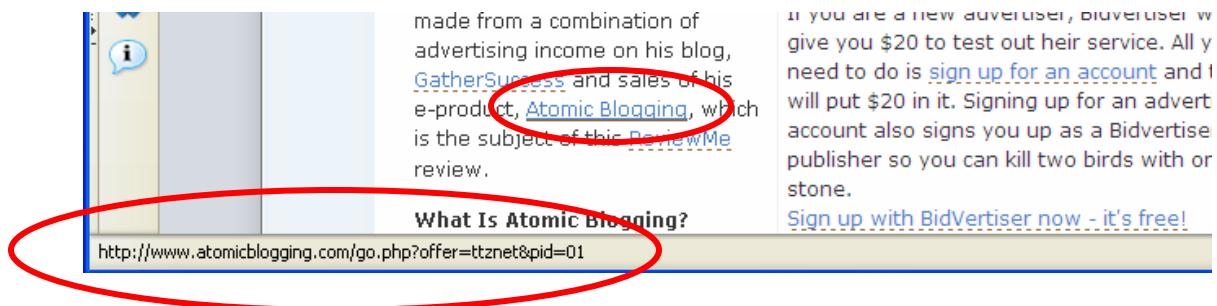
Cost of Review: **US\$400 one time**

Honest Level Rating: **Very Real and Honest**

Level of Benefits to advertiser: **70% Buyers , 30% Good**

The review was written very well but as an advertiser's point of view the review did not deliver what as I was expecting from John. From evaluation from John previous reviews, I did sent John a copy of my product to John in hopes he would say some good points of the product but all John talk about is only the 1<sup>st</sup> quarter of what my product had to offer for newbies which he talks about how I talk about registering host and all but he did not mention any pointers on the last few chapters I have added in my product.

Lots of attention were review that the product was really only for beginners and he miss out other benefits of my product like the Atomic Blogging plugin I gave away and also Advanced tactics on blogging which I shared in the product.



If that was bad for me, what was worst was I was surprised he uses an affiliate link for his reviews. Which in return gave his readers thinking that he is reviewing this and talking that the product is great as he can make some extra cash from review the product.

It would be much better actually if the review was actually given in a normal url link like [www.AtomicBlogging.com](http://www.AtomicBlogging.com) instead of an affiliate link as this is actually a paid advertisement.

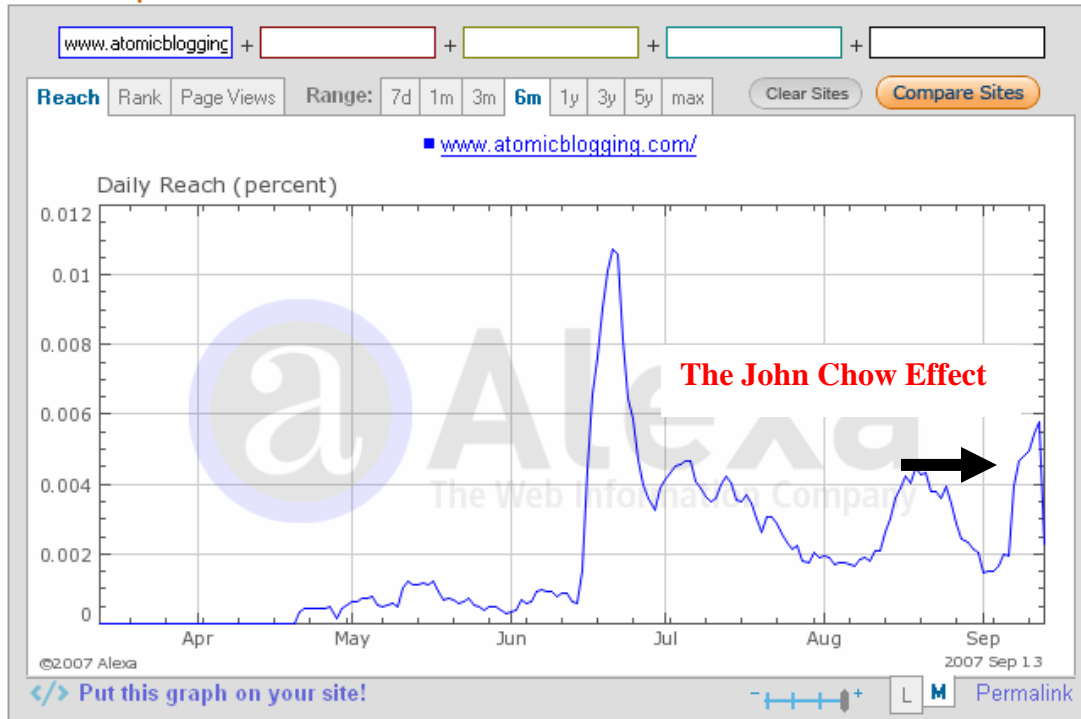
**NOTE TO TAKE: Always remember to ask blogger to only put normal links when writing reviews as this would help increase conversions to reviews on your site.**

**And also you may want to input to the blogger and tell them what they should blog about in future.**

# Results and Traffic Generated From Review for [www.AtomicBlogging.com](http://www.AtomicBlogging.com)

## Alexa Ranking Results

### Traffic Graph



► [Learn more about Traffic...](#)

## Google Analytics on the first day of review



## Google Analytics Further 3 Day Breakdown of Referrals Only From JohnChow.com Blog.

September 10, 2007



September 11, 2007



September 12, 2007



## CrazyEgg Analytics Results

The orange dots indicates where they click.

Name	Amount
Direct	305
johnchow.com	103
gatheringsuccess.com	54
google.com	34
clickbank.com	42
atomicblogging.com	26
pagead2.googlesyndication.com	19
passiveincome4ever.com	19
moxie-drive.com	14
mysimpleonlinebusiness.com	11

Note lots of them click on the left side =>

Claim Your **FREE** Atomic Guide!  
(it's a US\$47 value - yours FREE!)

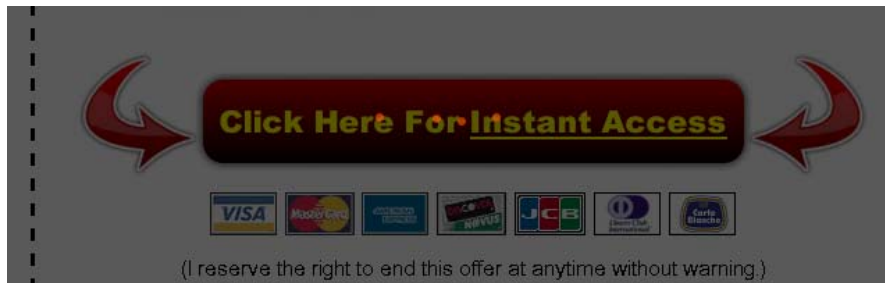
**"Atomic Blogging Guide Book ,  
Your Step-by-Step Guide To Online Riches"**

Fill In Your First Name And Email To  
Claim Your **Limited Edition Book**

Name : \_\_\_\_\_  
E-Mail : \_\_\_\_\_

**FREE Instant Access >>**

They love FREE stuff!



4 of them wanted to buy = )

## **Summary of review results for [www.AtomicBlogging.com](http://www.AtomicBlogging.com) for 3 days**

Total number of clicks : **349**

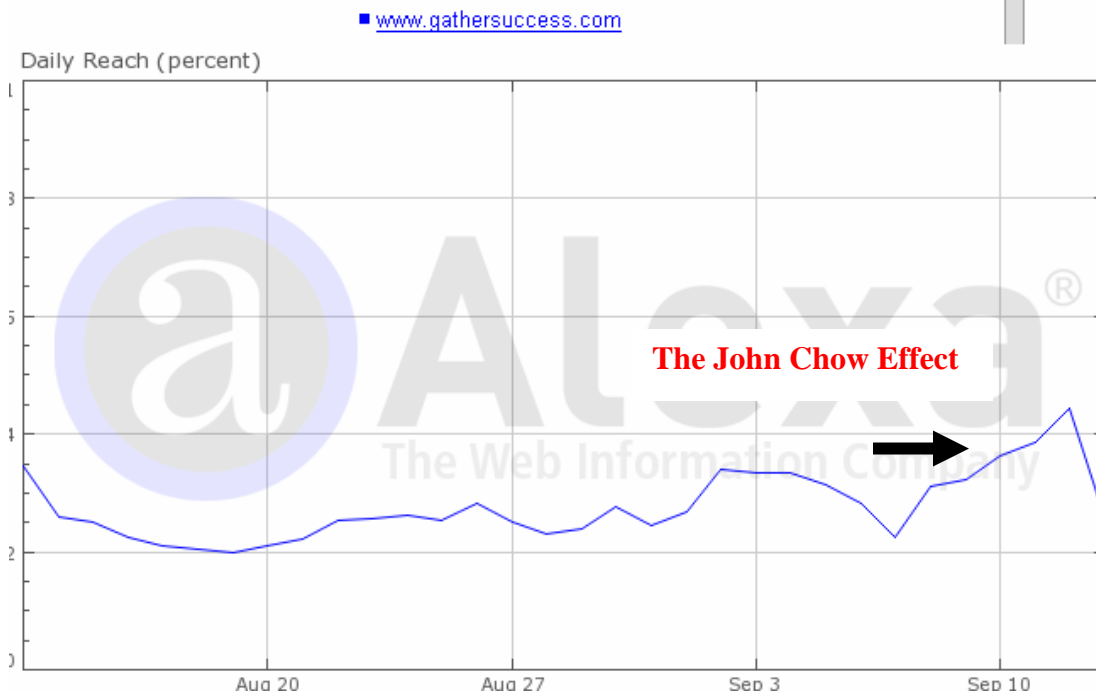
Total number of sales : **zero!** = (

Return of Investment: **-\$400**

Cost per click: **US\$1.14**

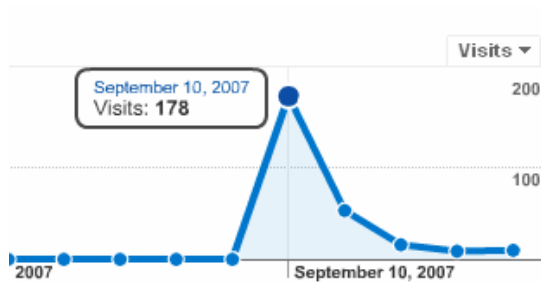
# Results and Traffic Generated From Review for [www.GatherSuccess.com](http://www.GatherSuccess.com)

## Alexa Ranking Results



## Google Analytics Further 3 Day Breakdown of Referrals Only From JohnChow.com Blog.

### September 10, 2007



### September 11, 2007



September 12, 2007



## Summary of review results for [www.GatherSuccess.com](http://www.GatherSuccess.com) for 3 days

Total number of clicks : **247**

Return of Investment: **-\$400**

Cost per click: **US\$1.61**

Estimated Extra Loyal Readers on blog: **30**

## Lesson Learnt

Was I happy with the end results of the review? Well of course not! Why? Thinking in an advertiser's point of view what we are always looking for is a high ROI. And obviously this review did not do that and even made a lost =(

Although there were people clicking on the button to buy the product surprisingly there were no sales! Based on evolution on other reviews which I tried this review there are some blog reviews that cost as low as only **US\$40 which got over 50 clicks and even got 5 sales.**

The No.1 painful lesson learnt was, John does not like products that have long sales copy or digital book products. If you have read other reviews he has written he is quite buyers and don't really recommend it a lot in his blogs reviews.

**Here are suggestions if you looking for blogs to buy reviews on.**

1. Understand first what is the blogger's level of interest and hobbies before deciding review on the blog
2. Read through on his past reviews what he wrote about and what was his style of writing was it very negative or positive reviews?
3. Also you want to check when you buy a review if the blogger who reviews are daring enough to put all negative comments about a paid review, here's an example of John's really negative but honest review at <http://www.johnchow.com/want-more-cash-it-will-cost-you-500/>
4. Ensure the blogger reviews with a well balanced review of at **least 50% buyers and 50% positive** and not exposing too much of the negative of your products as after all you are paying high dollars for it and expect a better return.

**So what type of review should you review at John's Blog?**

Well reviews on technology, gadgets and blog sites seems to capture his interest more and he tends to give better reviews when he is more interested on the subject.

And he loves giving away free stuff, sent him a gift and he may even post about it => Also I realized based on this test, John's readers are more of the advanced types of bloggers and were not targeted to what I was looking for.

## Well I Even Buy Another Review From John?

I highly doubt I will again looking at the stunting bad results I got back but may consider again if I am asking for other types of reviews other then a product review.

Mean time if you interested to getting me to review your site or product you can head on drop me an email at [alvin@gathersuccess.com](mailto:alvin@gathersuccess.com) I will be doing a special review offer for readers of this report at only US\$50 =)

For more updates of the process of my blogging activities or more information on how you improve your blogging experience do check out my blog at [www.GatherSuccess.com](http://www.GatherSuccess.com)