

# TOY PLR PROFITS



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## Toy PLR Profits

Whenever you're searching for a profitable niche, chances are you look into the digital realm and consider what info products you could promote in a niche where your role as a leader boosts sales.

The problem is, leadership roles take time to develop, and building trust with your audience means putting yourself out there - something not everyone is comfortable with right off the bat.

One option for you to consider is developing a toy affiliate site. We'll get into the niche specifics in a minute about *why* this is such a worthy niche, but understand that this niche is one where shoppers have cash in hand when they're searching, and they aren't looking for long-term relationships - just someone to help them right there in that moment.

The toy niche isn't one where people feel intimidated, either. We've all been kids - we've all had toys. We also either have kids or know kids in our families - so recommending products in this niche is a breeze, and buyers are mainly looking for some very basic information.

## Toy Niche Specs

Let's look at why this niche is so attractive. Many people mistakenly assume that toys are only big during Christmas. While it's true that sales surge enormously during the three months leading up to the holiday, it's actually an evergreen niche - where sales flow in every month.

Birthdays are huge for toy sales, and those happen every single day of the year for families all across America and the entire world. You have people buying toys for newborns - all the way up to nostalgic toys for grown-ups!

Aside from birthdays, there are other holidays where toys are sold - such as Easter and even Valentine's Day. And let's not forget there are plenty of parents buying toys "just because," too.

You'll see surges in sales constantly - each time a new trend occurs. Remember Pokemon cards? Or the rubber band bracelets? How about Beanie Babies or Shopkins?

Every time a new trendy toy is released, sales skyrocket and here's what's really amazing...

As Mom or Dad lands on your site to find out which of the top toys they should buy, they'll click through on your recommendation and go to Amazon. When that happens, there's a VERY good chance that they'll add more items into their cart.

You earn a commission on it all. But the toy is what brings them in, and as you'll soon see, it's very easy to convert a browser into a buyer in the toy niche.

There's another period of time when toy sales soar. It's *after* Christmas. Gift cards are immensely popular right now. It's so easy for someone to pick up an Amazon gift card and send it to the people (especially kids) when they have NO idea what to get for them.

Those kids or their parents, then go online, land on your site (which ranks quickly and easily using the data I'll tell you about next), and click through to complete their purchase using your affiliate link.

Amazon gift cards can even be emailed, so whenever people realize they forgot a birthday, they can buy an instant e-gift card and save face.

The data I was just talking about are keyword phrases. People shop very specifically when they're looking for toys, and while keywords and phrases don't make or break a site anymore, they *do* still play a role in relevancy of a blog post when Google and other search engines are considering what pages to present to an interested searcher.

If you title a post: "toys for 3 year old boys," for example, your site is going to capture a lot of visitors who go to Google and use that exact phrase. And once you plug *toys* into a keyword tool, you're going to get all sorts of targeted keyword phrases that help you pull in the right buyers.

Here's what's also neat about this niche. Volume isn't as much of an issue as it is with other niches. Toy buyers are high converters. When they go looking, it's not so they can sit and think about it for awhile.

So you can forget about worrying about search volume. You might have 5 visitors a month for one single product you review, but it might be an 80-100% conversion rate. Other niches might give you a 1% conversion rate out of 100 buyers.

Who's buying toys? It's not just Mom and Dad, although they're the most likely niche customers. Kids now have a tremendous amount of spending money. According to a September 3, 2015 report by Business Insider, tweens ages 8-12 and teens command nearly "\$75 billion of discretionary spending" money.

And because they're so computer savvy, they're BIG on searching for information and deals before forking over any money. They want to know details, and they search for the details they want - on blogs, social networking sites, and more.

Others who buy toys includes family members - aunts and uncles, grandparents, cousins, and siblings - all spend money on toys for kids they're related to. Even friends of the family who get invited to birthday parties are shelling out money for toys year round.

Don't think you have to only target pricey electronic toys, either. You can promote a low dollar toy that sells on Amazon, and let Amazon do the add-on work for you. Remember, non-Prime users can get free shipping if they reach a certain amount spent, and Amazon also has a convenient "also bought" area, which tacks on more toys the child might enjoy if they want to get a bundle!

## **6 Toy Traffic Hot Spots**

Where are toys being buzzed about? Two places: blogs and social networking sites. Let's take the first one - the most important one - a WordPress blog, where you own the domain and are fully in charge of your content.

This is important because once you get into the toy niche and start seeing commissions roll in, the last thing you want is to have the rug pulled out from under you because you chose to build it on a free blog site where someone else gets to make the decision about whether or not your page exists.

Bloggers are a wonderful resource for parents and other toy buyers, like the kids themselves. You can create any type of persona or just do basic, respectable reviews of the toys (yes, even without owning it), and gain the trust of your audience.

Other places that toy buyers love to shop for toys are:

- Facebook
- Pinterest
- Twitter
- Google Plus
- YouTube

The last one is a BIG one. Once you start seeing profits from your toy site, consider getting into what's called "unboxing videos" in the toy niche. The biggest ad revenue earner on YouTube last year was a woman who just opens Disney toys - and she raked in almost \$5 million for that in ad revenue - not including what her Amazon sales may have been!

## **The Kind of Content Toy Shoppers Crave**

What goes in reviews? If you don't own the product, how can you say whether or not it's good? Marketers review tons of products in every niche where they don't own products - but instead of trying to come across as if you own it, just be the reader's guide.

You're the go between - the person who has gather the info for them and is presenting it to them based on what you know - product specs, pros and cons, pricing, age relevancy, and more.

When you start creating your own reviews, you'll learn what questions parents have. They'll want to know if toys are loud, if they're hard to put together, or if kids open it, play with it once, and then abandon it forever.

Some of the best posts are those where you have several products in one entry, such as a top 5 list - like "top 5 dress up costumes for girls" or "top 5 science toys for boys." Shoppers like comparisons, and they love to see a short blurb (maybe a paragraph each) of how each item stacks up against the others.

Special holiday posts will be welcomed, too. You can have a general toy site, and yet still include "best toys for boys in 2015" posts. Create a mix of broad posts, like "top toys for girls age 5" and narrow posts like, "top 5 Disney Descendants villain dolls."

Trend posts will go over well, too. When the Rainbow Loom got launched, kids couldn't get enough! So you could do a broad post, or something narrow, like "Best Rainbow Loom Accessories" where you promote charms, the monster tail maker, and more.

## **Giving Your Toy PLR a Fresh Twist**

Anytime you buy toy PLR, which is a great way to get started with a toy site, you have options that can help you set it apart from others. Here are a few ideas on how you can use the PLR, and keep in mind - you can repurpose your PLR again and again!

1. Take a snippet from each review and compile it into a "top" or "best" list. For example, if you buy a pack of Star Wars Toy PLR, take a quick summary from the article and make a "top 10 Star Wars Toys for 2015" list.
2. Pit one toy against another, making one long review. Let's say you buy a pack of electronic toy PLR - you can do a comparison of one against the other, with a title that reflects the battle between the two.
3. Use the PLR as something you're against, and offer something better. So let's say you get a PLR review for an RC car and you happen to know there's one that sells better. Go through it, quoting it as curated

content, and offer your own opinions (and recommendations) between the paragraphs that were written for you. So if they say, “This is the best RC car for ages 5 and up,” you might say, “While it may be possible for a few 5 year olds to control it, I feel this other RC car is more suitable for all kids in that age range.”

There are a bunch of ways you can use the PLR aside from exactly how it's written, which is also great! You can make a series where each day, you release a new toy review to your readers - creating anticipation.

Try to create a theme or slant for the review series, too. You can even use humor, and make it a series of, “Top 10 Toys Parents Will Fight You for in the Toy Aisle This Christmas.” We all see the news - the horror stories - so you could be a little tongue-in-cheek about it all.

## **Planning Your Toy Promo Strategy**

So if you want to test this market, you're in for a fun and easy time! First, go choose a domain. You can Google “dot com coupon GoDaddy 2015” along with whatever month you're shopping in and find coupons for \$1.99 domains.

Think of whether you want to go broad or narrow - and if narrow, how narrow? Here are some examples of domains:

- Broad - [toptoysforkids.com](http://toptoysforkids.com)
- Narrow: [toptoysforgirls.com](http://toptoysforgirls.com)
- Very Narrow: [toptoysfortweengirls.com](http://toptoysfortweengirls.com)

It may not be wise to create a domain for every age, because that would be daunting. But you could do something else narrow, such as [topdolltoysforgirls.com](http://topdolltoysforgirls.com) where you review nothing but dolls - and there are thousands of them!

Once you get a simple theme set up, start adding content to your blog. Use the PLR you've purchased. The great thing is, toys don't get outdated - they get vintage! And then they're in even *higher* demand.

So don't delete older content. Let it sit on your blog and bring in more visitors over time. Once you make a post, make the rounds sharing it on

social networking sites - Pinterest, Twitter, FB, G+ and if possible, make a simple YouTube video discussing the facts of the product (you can even read the PLR review!).

Then move on to the next one. Allow the search engines to go in and index the site and soon, you should be seeing traffic to your offers and commissions in your account. Listen, the toy niche itself is easy to promote in - but Amazon does an absolutely fantastic job of closing the sale for you.

With a myriad of images, sometimes including product videos, and a slew of happy customer reviews, you basically just have to do just enough to get the click-through and let them handle it from that point on.

Here's something to remember, too. Once your sales start taking off, keep an eye on them. If you discover that your reviews for a certain demographic or type of toy are larger than others, you have the option of branching off and launching a second blog, or a specific Facebook Fan Page.

[For some awesome new Toys PLR click here to check out Tiffany Lambert's New 2015 Toy Release.](#)