

# Bankruptcy Niche Strategy Guide

*Learn the angles and strategies to be successful in this competitive and lucrative niche.*



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### Introduction

This niche research guide has been written to give you the information and angles you need to enter into the Bankruptcy niche. In general the bankruptcy niche can be very competitive. However, there is no reason for you to attack the niche head on. There are many different angles you can take to be a success in the niche.

This guide will provide you with a breakdown of the niche. You will also be provided with some affiliate products you can use to make money in the niche.

If this guide has been combined with one of our PLR products, you can use the ideas to market that product itself. Or, you can use the ideas to combine the product with the hundreds of other affiliate products in the market.

You will also be provided with some keyword information in a spreadsheet. The spreadsheet can be opened with Microsoft Excel or Open Office.

Ideally the information in this report will save you time with the research around this niche, and will give you some ideas you have not thought of to attack it.

## The Market Breakdown

### Niche Market : Bankruptcy, Recovering from bankruptcy

#### The Stats:

##### Root Keyword Searches :

- Average monthly searches for “Bankruptcy” 201,000
- Average monthly searches for “bankruptcy recovery” 70
- Average monthly searches for “recover from bankruptcy” 40

##### Adwords Bids:

- Bankruptcy Recovery - \$15.62
- Bankruptcy - \$13.07
- Recover from bankruptcy - \$16.57

## **Affiliate Programs To Promote With Product**

### Bankruptcies Strategies U.S.

Publisher is paying 50% on a \$37.50 product. This product falls right in line with the content of this material.

### My Credit Repair University

DIY credit program that sales for \$47 and you get 70% for a total of \$32.90. This isn't a directly related product, but people searching for credit repair go hand in hand with people looking for bankruptcy information.

You can get more information on the affiliate program here :

<http://mycreditrepairuniversity.com/publishing-partners/>

### Curadebt

This site is tailor made for this. It helps people control their unsecured debt.

Again, people looking for bankruptcy help may be looking for this type of help as well. You can place a unique phone number on your site, or other material, and every call to your number could result in up to \$500.

This one is exciting. You can find more about their affiliate program here:

<http://www.curadebt.com/affiliates.asp>

### Bad Credit Personal Loan Source (Clickbank)

<http://www.creditaxis.com/affiliate.html>- \$21.57per sale

### Debts Free Life

Up to 90% of client's first month payment \$100 to \$1000 for debt consolidation, and up to 14% of the client's enrollement debt amount for debt settlement.

Even have option to get paid daily!

<http://www.debtsfreelife.com/debt-settlement-affiliate-programs.html>

### RGR Marketing

This company provides bankruptcy leads to businesses providing these services (attorneys, credit repair, etc). They offer an affiliate program where

you provide them leads that they sell themselves. If you want to think big, you could do what they are doing yourself. But, if you want to get started quick then the affiliate route may be the way to go.

You can signup here:

<http://www.rgrmarketing.com/about-us/affiliate-program/>

### 123leads.com

They also sell leads in the areas of loan modification, debt settlement, mortgage, tax relief and student loan. Again, these are good tie ins with the bankruptcy niche. They offer an affiliate program as well.

You can signup at:

<http://www.weloveaffiliates.com/>

### MyBankruptcyLawAdvisor.com

This is a website offering varying products related to bankruptcy. They have a pay per lead program that offers \$15 per lead.

You can read more here:

<http://programs.affiliatebot.com/MyBankruptcyLawAdvisor/>

### LegalZoom

LegalZoom offers bankruptcy services to customers. You can direct them to an offer for a free evaluation, and it is backed by a known brand.

You can learn more about the affiliate program here:

<https://affiliate.legalzoom.com/>



## Strategies

### Product Sales (Recommend \$25 to \$35 per sale of guide)

This is probably the most obvious one, and the one that many will go straight to. There is nothing wrong with that. Be sure to change the PLR up some, and make it your own. It is yours to do what you want with.

You can use the minisite included to advertise and distribute the product. Just purchase a domain name, hosting and upload the minisite files to build the website. Then create a location to hold the product you will be selling.

If you do not want to host the product yourself for fear of product theft, you can use other services to handle this for you. They can even interface with your PayPal account to handle payment processing and product delivery. Some of these include:

[WarriorPlus](#)

[E-Junkie](#)

[DPD](#)

[PayLoadz](#)

So, the process will look something like this:

1. Tweak PLR
2. Tweak minisite to your liking
3. Order webhosting
4. Order domain
5. Upload website files
6. Upload product
  - a. If using own site, be prepared to lock down product location
7. Integrate payment processor with website.
  - a. PayPal is an easy choice
8. Drive traffic to website
9. Interested customer purchases

### BONUS

1. Redirect purchaser to page that offers upsell
  - a. Use one of the affiliate programs mentioned earlier
  - b. Create another product that complements this
2. Redirect purchaser to email capture page where they have to enter their

email to get their purchase

- a. Many autoresponder services have this as a function
  - i. Aweber
  - ii. GetResponse
- b. Use the list to market similar products
  - i. Use affiliate programs mentioned earlier
  - ii. Build complementary product

Use typical methods to drive traffic to the site

- SEO
- Pay Per Click (Use keyword spreadsheet to create campaign)
- Article marketing – Use articles in PLR pack to post to article directories and direct traffic back to money site. Not the same it used to be, but not to be overlooked.
  - Ezine articles
  - Goarticles
- Video marketing – Use articles to create slide show videos and distribute to video sites. Use watermarks to advertise money site and place live links back to money site
- Facebook ads
- Classified ads
  - Craigslist
  - Backpage

### **Low-End Front with Higher Backend**

I have included some good offers to implement this method in the Affiliate program section. But, with some research, you can find many more. There are a few lucrative, complementary niches that can go along with this. Some of these include mortgage, debt consolidation and education loans.

Many of these pay a high rate for leads. They do this because they are making thousands of dollars off each customer. So, they can afford to pay premiums for leads; sometimes up to \$500 for a good lead. If they can make thousands of dollars of that person, then \$500 is a good investment for them.

What you can do here is create some low end products from the provided material that you can sell at volume. The magic number here is usually around \$7. That may not seem like a great deal per sale. But, the idea is that you are using this primarily to build a list of highly, targeted leads. These are people that have opened their wallets to learn more about solving a problem. They are hungry for help and information. You can then use these customers to funnel them to a broker, credit counselor, or credit repair service.

This sales funnel would be setup in a similar way as described in the bonus section of the **PRODUCT SALES** method. The exception is that you will be selling the product at a lower rate. Once they buy the product they will be redirected from the payment processor to an email capture page. They will enter their email (and any other information you can capture) and hit submit. You will capture their information, and the autoresponder will take care of redirecting them to the place where they can download their product.

You have everything you need to use this method in the packet. You can use the guide as the inexpensive product, and you can use the articles as a start to fill up your email autoresponder series. And, about once a week you can send out offers to your list for the complementary products mentioned, or ones you find.

This is the very definition of a targeted list!

### Offline Method

You can take what was mentioned in the previous method and put an offline method to it. For example, say you capture leads for a dozen people in Atlanta, GA. You could call up bankruptcy attorneys in Atlanta and ask them if they would be interested in purchasing those leads from you.

Use scarcity to your advantage. Mention you only have a finite amount of leads, and you are going to give them to the first person that wants them. Or, you may even be inclined to give them a lead for free. Once they see what you are able to do, you may be able to cultivate a steady relationship with them.

Some other offline spins

- Build a site in a specific geographic area like [atlantabankruptcyhelp.com](http://atlantabankruptcyhelp.com) (example). Direct traffic to the site and give away the report to capture leads, and you can use the provided minisite.
- Establish a relationship with an attorney in the geographic area to sell the leads to.
- Sell the website to an attorney in the geographic area as THEIR lead capture
  - Show them the potential by giving away a couple of leads
- Lease the website to an attorney in the geographic area

- Give away leads
- Great residual income

The site can be promoted using any of the following methods:

- SEO – if localized will be easier to rank on because the keywords will be longtail.
- Craigslist or other classified– Can be tough to get ads to stick so may consider a professional poster if funds allow. But, this would be targeted, localized traffic.
- Adwords – can use geographic targeting
- Facebook ads – may have to get creative
- LinkedIn
- Sneaker marketing
  - Bulletin boards
  - Signs
  - Word of mouth
  - Relationship marketing. Get acquainted with complementary businesses that can send traffic
    - Financial planners
    - Pay day loan providers
    - Accountants

### Membership Site

People facing bankruptcy, or who are in the midst of bankruptcy will need information on a regular basis. This niche will give you the opportunity to provide timely information that can be drip fed to members.

Since bankruptcy can take several years to go through there is a potential to build a site where people will stay members for a long time; even after they emerge from bankruptcy. Your information is relevant to people considering bankruptcy, in bankruptcy, or just getting done with it.

A PLR report provided by us may not be enough to fulfill a membership site for years. However, it is enough to fill the site with content for several months. This will give you the time you need to come up with more relevant content for your

members.

A membership site is good for residual income which some people swear by. But, providing good content is one of the tougher aspects of this model. This material will help provide the void a good membership needs regarding the bankruptcy niche.

### Conclusion

These are just a few of the dozens of things you can do in this niche. Do not let what is here limit your thinking. Don't forget about the possibility of things like giving away information to build lists in order to sell higher end products. Or how about pure bum marketing where you write articles in the niche and send traffic to CPA offers, ebook offers, etc.

### Traffic Strategies

Traffic is going to be crucial, and it always is. And, there are tons of resources on how to get traffic to your website. A whole book can be dedicated to this one topic. But, there are a few simple things you can do to drive traffic to your bankruptcy website.

You are going to need some central point to make money. Again, you can either create your own product, use one of our PLR products to create a product or send traffic to an affiliate product.

A review is a good way to funnel traffic to a sales page if you are going to do direct sales. You can write a review of your product, or have others write one for you. Then that page can be promoted using various methods. When a visitor arrives to that site they can be warmed up and encouraged to click on a link that goes to your sales page.

You can also write articles to promote the product. This method is not as powerful as it once was, but it can provide some traffic, and the links can prove valuable for SEO purposes if they are not overdone.

If you write articles or posts on Web 2.0 sites, these can be bookmarked to help get them indexed and ranked higher to funnel traffic to the sales page.

### Use the Long Tail

Using long-tail keywords would be a good strategy here for two reasons. First, they are easier

to rank. For example, “bankruptcy recovery for newlyweds” would be easier to rank on than “bankruptcy”. Obviously, the latter has way more search volume and would be awesome to rank highly on. But, it would take quite some time to accomplish this. On the other hand, “bankruptcy recovery for newlyweds” would take much less effort. But, there is another reason why the long tail is good in this case. It is more of a buying keyword. Someone typing in a long phrase is generally looking for something very specific. The traffic in this case is much more targeted.

### **Guest Posting**

Find some blogs or websites in the niche, or some complementary niches. Reach out to the blog owner and ask if you can provide a guest post to their readers. This is a win-win because you are providing needed content for them, and you can piggy back off their existing traffic. Furthermore, you are earning any legitimacy associated with their site. Not only can you get direct traffic from that site's readers, but you can also gain an invaluable link from a possible authority site in your area.

### **Social Media**

Getting involved in social networks would be a good way to gain traffic for your site.

#### **Facebook**

Opening a fan page or business page would be recommended. There are various ways to promote your Facebook page and gain more fans. Finding people directly in need of your product MAY be a challenge using Facebook, but it could be a good way to build your brand which could lead to word of mouth.

If you have a budget, using Facebook ads may be a way to drive traffic to either your sales page, a review or a lead capture page giving away a product.

#### **Google Groups**

Use this as a place to build up reputation and find contacts in the industry. Can be a good place to find those places to do guest blogging as mentioned above.

#### **Twitter**

There are whole guides on Twitter marketing as well. Marketing this product may be more difficult going the traditional route. However, Twitter does offer ads now as well. These may be worth checking out as a possible traffic source

### **Classified Ads**

Craigslist is one of the top 10 websites in the world for traffic. If you are concentrating on a certain geographic area then it could not hurt to place an ad in Craigslist. Placing ads can be an art so if you have the budget it may not hurt to hire a professional poster. You can find them on Fiverr.

The top cities for Craigslist are :

losangeles.craigslist.org – 6.51%	austin.craigslist.org – 1.48%
sfbay.craigslist.org – 6.09%	cleveland.craigslist.org – 0.77%
newyork.craigslist.org- 5.62%	hudsonvalley.craigslist.org – 0.77%
seattle.craigslist.org – 3.03%	providence.craigslist.org – 0.77%
chicago.craigslist.org- 2.98%	mobile.craigslist.org – 0.72%
phoenix.craigslist.org – 2.97%	huntsville.craigslist.org – 0.70%
atlanta.craigslist.org – 2.84%	jacksonville.craigslist.org – 0.69%
orangecounty.craigslist.org – 2.82%	worcester.craigslist.org – 0.68%
sandiego.craigslist.org – 2.71%	stockton.craigslist.org – 0.68%
miami.craigslist.org – 2.68%	flagstaff.craigslist.org – 0.67%
dallas.craigslist.org – 2.36%	sierravista.craigslist.org -0.59%
boston.craigslist.org – 2.22%	milwaukee.craigslist.org – 0.59%
washingtondc.craigslist.org – 2.17%	mohave.craigslist.org – 0.57%
portland.craigslist.org – 2.12%	hartford.craigslist.org – 0.56%
inlandempire.craigslist.org – 2.02%	maine.craigslist.org – 0.56%
denver.craigslist.org – 2.01%	reno.craigslist.org – 0.55%
philadelphia.craigslist.org – 1.90%	dothan.craigslist.org – 0.55%
houston.craigslist.org – 1.80%	allentown.craigslist.org – 0.54%
newjersey.craigslist.org – 1.78%	shoals.craigslist.org – 0.54%
lasvegas.craigslist.org – 1.74%	akroncanton.craigslist.org – 0.54%
sacramento.craigslist.org – 1.74%	richmond.craigslist.org – 0.54%
tampa.craigslist.org – 1.66%	jonesboro.craigslist.org – 0.54%
minneapolis.craigslist.org – 1.59%	newhaven.craigslist.org – 0.54%
orlando.craigslist.org – 1.59%	modesto.craigslist.org – 0.53%
detroit.craigslist.org – 1.40%	delaware.craigslist.org – 0.53%
cnj.craigslist.org – 1.35%	fortsmith.craigslist.org – 0.52%
raleigh.craigslist.org – 1.27%	montgomery.craigslist.org – 0.52%
baltimore.craigslist.org – 1.21%	fortcollins.craigslist.org – 0.52%
charlotte.craigslist.org – 1.08%	louisville.craigslist.org – 0.52%
columbus.craigslist.org – 1.03%	harrisburg.craigslist.org – 0.52%
stlouis.craigslist.org – 0.98%	madison.craigslist.org – 0.52%
nashville.craigslist.org – 0.95%	fresno.craigslist.org – 0.51%
longisland.craigslist.org – 0.93%	jerseyshore.craigslist.org – 0.51%
sanantonio.craigslist.org – 0.92%	salem.craigslist.org – 0.51%
kansascity.craigslist.org – 0.91%	albany.craigslist.org – 0.50%
southjersey.craigslist.org – 0.90%	daytona.craigslist.org -0.49%
pittsburgh.craigslist.org – 0.89%	monterey.craigslist.org – 0.48%
bham.craigslist.org – 0.88%	westernmass.craigslist.org – 0.48%
indianapolis.craigslist.org – 0.88%	spacecoast.craigslist.org – 0.48%
nh.craigslist.org – 0.87%	anchorage.craigslist.org – 0.46%
honolulu.craigslist.org – 0.84%	oklahomacity.craigslist.org – 0.46%
cincinnati.craigslist.org - 0.79%	albuquerque.craigslist.org – 0.45%
ventura.craigslist.org – 0.79%	boulder.craigslist.org – 0.44%
tucson.craigslist.org – 0.78%	dayton.craigslist.org – 0.44%

In case you didn't pick up the long-tail buying keyword list, I have included buying keywords based around the top 10 cities on Craigslist. You can find that at :  
<http://www.bizinaflash.com/bankruptcyplr/oto/>

### Offline Marketing

As mentioned earlier, this product lends itself well to offline marketing. Again, there are many offline marketing guides available, but there are a few easy things you can do.

- Leave business cards on bulletin boards
- Signs (check with local ordinances about this)
- Building relationships with complementary businesses
- Chamber of commerce
- Give free seminars where you can sell the product, or capture leads
  - Check with your city or library to see if you there is a room you can reserve
  - Use the material in the guide to build a seminar presentation
  - Invite experts in the field to be there

## CONCLUSION AND SUPPORT

Thank you for ordering our product and taking the time to read this guide. We hope that it will provide you the edge you need to be a major player in this niche.

If you have any questions or ideas, please do not hesitate to contact us. We can be reached at [support@bizinaflash.com](mailto:support@bizinaflash.com)