

**AN \$88 BILLION DOLLAR NICHE MARKET**  
**IT'S PROFITABLE ALL YEAR ROUND**

**DO YOU WANT A PIECE OF THIS PIE ?**

**ANDY CHARALAMBOUS PRESENTS...**

# **TOYPRENEUR**



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## INTRODUCTION

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I am not going to waste your time writing paragraph after paragraph trying to explain to you how lucrative the kids' toy industry is. You already know this right?!

Well, I may go into a little detail about it but generally you already know that creating toys, promoting toys and even reviewing toys can be life changing and super profitable. The opportunities to make big earnings are growing each and every year!

You are reading this because you know the potential and want a piece of that "success" pie. You are either already involved with the toy industry, (as a toy affiliate, toy creator, toy reviewer, etc), and just want to stay on top of your game OR you are a total beginner who has always liked the idea of being involved with the kids toy industry in some capacity.

## TOY INDUSTRY STATISTICS & FACTS

I don't have to tell you that the global toy industry is a multi-billion-dollar industry. In the USA alone, toy sales were over \$27 BILLION-DOLLARS!

That's BILLION with NINE ZEROS!!

In other words, if you started stacking money in ONE MILLION DOLLAR PILES, you would need over "TWENTY-SEVEN THOUSAND" "1 million dollar piles" to pay for all the toys purchased in the USA in 2017 ALONE!!

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That's not all. WORLD toy sales is over FOUR TIMES the US amount clocking in at over 88.8 BILLION annually!

According to the recent sales data provided by [The Toy Association](#):

### Annual U.S. Sales Data

U.S. market size for the total toy industry is approximately \$27 billion. Year-end sales data for 2017 shows a 2% increase in domestic toy sales from 2016.

Traditional Toy Categories	2015	2016	2017	2015 vs 2016 % change	2016 vs 2017 % change
Grand Total	\$19.45	\$20.56	\$20.89	6%	2%
Action Figures & Accessories	\$1.46	\$1.45	\$1.38	-1%	-5%
Arts & Crafts	\$1.03	\$0.98	\$0.93	-5%	-6%
Building Sets	\$2.02	\$1.97	\$1.86	-3%	-5%
Dolls	\$2.63	\$2.91	\$3.03	10%	4%
Games/Puzzles	\$1.64	\$2.03	\$2.10	24%	4%
Infant/Toddler/Preschool Toys	\$3.10	\$3.19	\$3.24	3%	2%
Youth Electronics	\$0.62	\$0.58	\$0.59	-6%	2%
Outdoor & Sports Toys	\$3.41	\$3.73	\$3.78	9%	1%
Plush	\$1.04	\$1.17	\$1.27	13%	9%
Vehicles	\$1.43	\$1.46	\$1.42	3%	-3%
All Other Toys	\$1.07	\$1.10	\$1.29	3%	18%

*\*Dollar amounts shown in billions.*

### U.S. Sales Data: January through June 2018

The U.S. toy industry grew its dollar sales by 7% to \$7.9 billion from January through June 2018 compared to the same period in 2017.

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Total Traditional Toy Categories	January-June 2017	January-June 2018	2017 vs. 2018
Grand Total	\$7.4 Billion	\$7.9 Billion	7%
Action Figures & Accessories	\$526.7	\$608.6	16%
Arts & Crafts	\$299.3	\$320.8	7%
Building Sets	\$607.4	\$607.0	0%
Dolls	\$869.4	\$1,018.9	17%
Games/Puzzles	\$754.3	\$734.9	-3%
Infant/Toddler/Preschool Toys	\$943.2	\$1,000.2	6%
Youth Electronics	\$127.1	\$181.2	43%
Outdoor & Sports Toys	\$1,846.4	\$1,936.0	5%
Plush	\$522.2	\$499.5	-4%
Vehicles	\$397.1	\$430.9	8%
All Other Toys	\$492.0	\$551.1	12%

*\*Dollar amounts for categories are shown in millions except where noted. Coinciding with the National Retail Federation calendar which includes an extra 53rd week in 2018, dollar sales and trends have been adjusted to account for the extra week.*

### Global toy sales

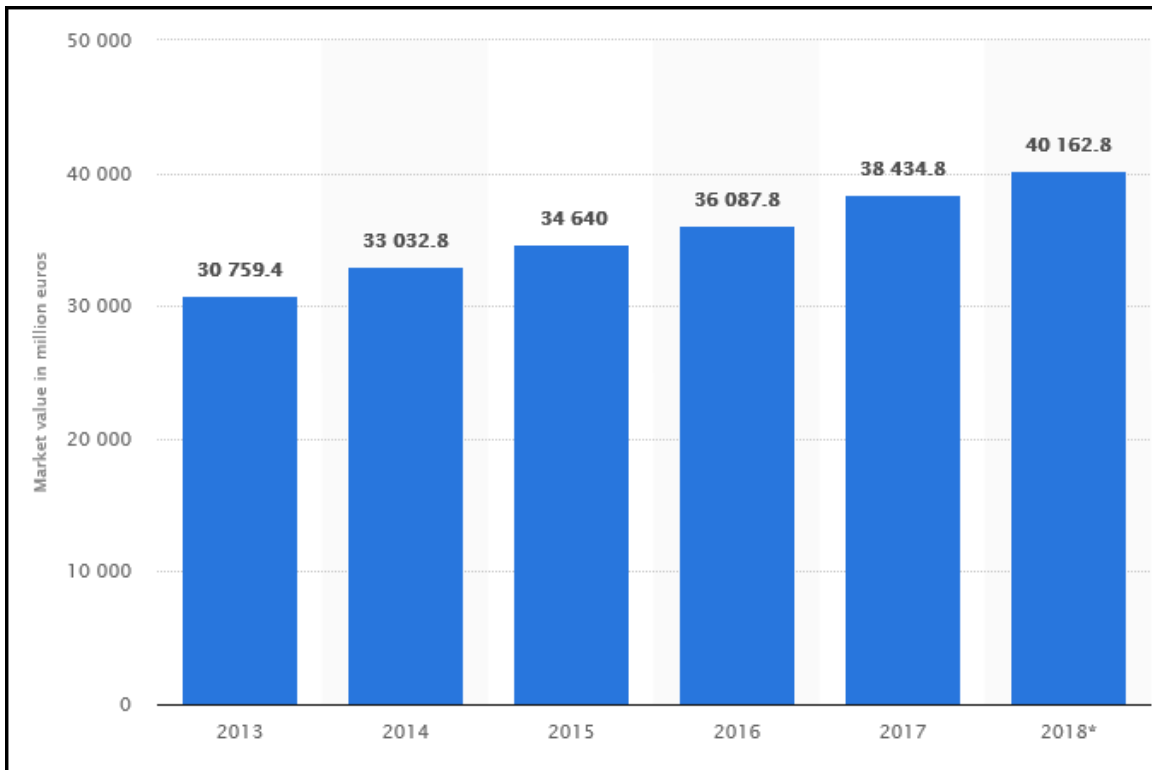
Global toy sales grow 4% in first half of 2018

New data from [The NPD Group](#) shows that industry sales have reached \$18.4 billion so far this year. They looked at international sales from January through June across 13 international markets including Mexico, Brazil, the US, Australia, Canada, Belgium, France, Germany, Italy, the Netherlands, Russia, Spain and the UK.

Mexico was the fastest-growing global toy market, with sales up 15%.

Market value of toys and games in Western Europe from 2013 to 2018 - (In Euros)

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This statistic shows the retail value of the toys and games market in Western Europe from 2013 to 2018. In 2017, the market value for toys and games reached around 38 billion euros. There is an increase of around two billion euros expected in 2018.

So you have noticed that one of the universal factors in just this short little bit of research is...GROWTH!! The toy industry is growing at an amazing rate and growth means PROFITS for those involved!

It's pretty simple; the kids' toys industry is an evergreen market which means it will NEVER be out of date. It is a yearlong trend and even has a handful of international "profit peaks" in the form of "special days" such as Christmas, Birthdays, Black Friday, Cyber Monday, Summer Holidays, Fall Toy Launches, etc...



## **What Will You Do Now You Know Toys Are Profitable?**

So we have established that the toy industry is very lucrative for all those involved...now all you have to do is be a part of it.

The easiest and quickest way I know to get into the industry is by creating a toy review or blog style website. There are other routes you can go down but with your own website you can feel secure in the fact that you own it and you have control over what content you want to add to it.

THAT is the important part...the content. If you want to have a fighting chance of making any kind of earnings from a website the content needs to be QUALITY.

You will then add that content to your website and monetize it by linking to an online store.

It is entirely up to you what toy stores you will link to, *(In STEP 3 of this tutorial I will show you a very SIMPLE way you can earn as an affiliate from a number of different online stores...Amazon is not the only place!)*

You are free to make your website a toy blog site, a review site, a news site, a personal journal site and even all of the above. It is up to you. You can focus on one type of toy sub-category or you can just make a site that includes ALL kinds of toys.

The sky is the limit here, HOWEVER bear in mind the purpose of this course is not to point you in any specific direction...you need to find out which path you want to take on your own.

**STEP 1:** Picking the right toy categories, picking the right toys and methods for creating good content.

**STEP 2:** Creating a website for the content.

**STEP 3:** Using a platform that will automatically add affiliate links to your website!

It's an EASY 3 step process that will help you to build your own toy niche online empire.

Just take your time and follow the steps in this course at your own pace. There is no need to rush because this method is designed to help you to create a business that will last for many years. It is a long-term strategy...so be patient with the results.

My advice would be to first read the course material once to get an idea of what you will need to do to implement this method and then go through the course a second time to do the actual implementing.



## **STEP 1 – THE TOYS**

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### **YOU GOTTA KEEP UP WITH THE TOY TRENDS**

Even though the “kids toys” niche market is evergreen you have to remember that the actual toys themselves tend not to be. It is a market that thrives on TRENDS.

What this means is that you have to make sure you are on top of what is trending in a particular month, a particular season or a particular year. How much content or research you put into this depends on how far you want to take this.

If this is a niche that really interests you and you plan on updating your website regularly with fresh news about toys and the industry then that’s great.

If you just want to focus on content that targets specific toys then that works great too. Many people target Christmas time toys and so only research toys that will do well around the holiday season.

Whichever path you take know that you will be much more successful if you follow the trends.

Even toys that are considered “Old school” are trends. This means that if you are into old fashioned toys you can still compete with the newest releases because your target audience would be looking for that specific type of toy.

## **TOY TRENDS 2018**

Every year the toy associations get together to find out what they think the biggest toy trends will be for the year. They get the information by compiling all their statistics together from the years before and the beginning of each year to determine “what kids will want”.

The reason why it is important to take note of these trending toy categories is because these may give you the edge when it comes to sales **because** they are part of the “trending” toys.

Toys overall sell regardless BUT trending toys REALLY sell because they are the IN THING....kids want what is new and trending!

**So let's take a look at the trending categories for 2018:**

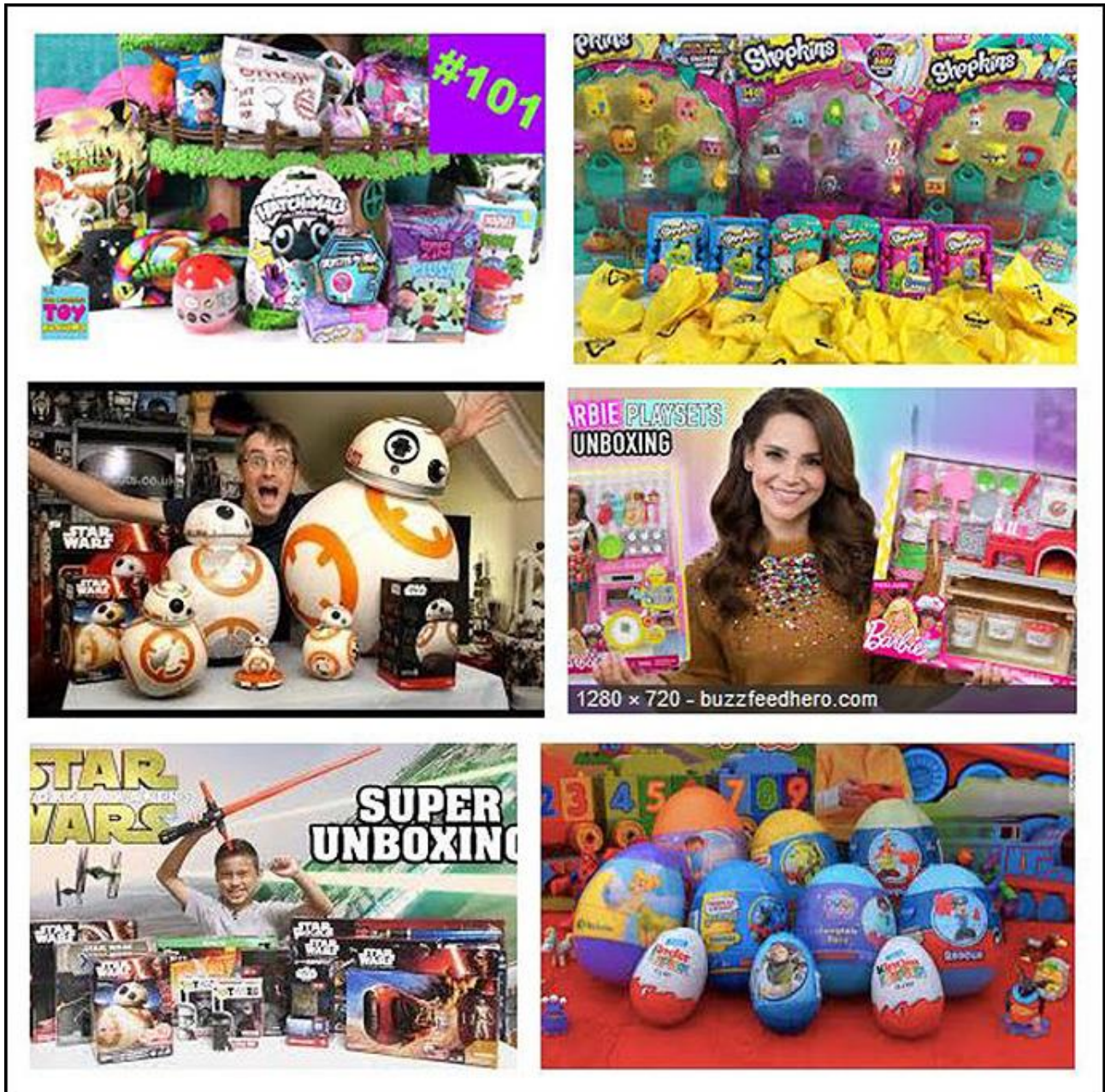
### **1. The Big Reveal – The Toy Unboxing Trend**

Unboxing products in general has been going on for years on social media and has become insanely popular over the past few years mainly spurred on by kids' obsession with YouTube unboxing videos.

There's no question that blind bags, blind box toys and surprise eggs have become hugely IN DEMAND. The act of removing a surprise toy from a blind bag or some other boxed up toy is just as exciting as the toy itself and is considered part of the fun.

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Toy unboxing has become a social phenomenon and the proof is in the huge number of unboxing videos that are being posted on YouTube on a daily basis that just feature toy unboxings.





This trend has inspired toy makers to design new products that feed kids' fascination with unboxing a surprise. These companies are capitalizing on the mounting popularity of toy collectibles by introducing a variety of toys across several different categories that focus on the act of unboxing.

The one thing these toys all have in common is that they get kids excited about opening the box to see what they get inside.

There are a variety of "unboxing" styles that range from mini "surprise" blind bag collectibles to larger toys that focus on the tactile aspect of opening and putting together the toy as part of the play experience.

Blind bags are especially popular not only as a main gift but also as a sort of side gift, (like the gifts you put in stockings at Christmas time), and this is because they are affordable, making them attractive to parents and easy for kids to buy with their own pocket money.



Back in 2016 Spin Master launched one of the first type of “big reveal” toys called Hatchimals and they were a massive success. A year later the LOL Surprise dolls were launched which were also bestsellers of 2017. What will be this year’s toy unboxing bestseller?



### Examples of unboxing toys:

- Scruff A Luvs
- Beaker Creatures
- PlayFoam Pals
- Smooshy Mushy Frozen Delights
- Break Away Ballz
- Littlest Pet Shop Food Pet
- Orbeez Well World
- LOL Surprise Big Surprise Doll

## 2. Pet Play toys

Pet toys have been a slowly growing trend for some time now but I think 2018 will be the biggest year for these types of toys. Playing with pretend pets is a growing trend for children who are eager to care for their own pets, but not yet ready for the responsibility of a real, live animal.

It is good news for parents because they can buy these toys, (whether they are furry plush or interactive digital pets), and not have to worry about the “mess” that comes with having a real pet.

These pet toys come in all shapes, sizes and styles and range from cats, dogs, horses, and other pet toys that feature realistic details to fantastical creatures like unicorns, dinosaurs, or other made-up animals.

Kids will be able to groom their pet, feed it, train it as well as many more things. Parents love these toys because they prepare kids for the real thing by teaching them how to be empathetic. It’s a classic nurturing play pattern for kids.







Included in this trend are "anti-virtual pets" that interact with kids in a funny way by being grumpy or gross, and collectible or wearable pets that are fun for kids to trade and display.

### Examples of pet toys:

- Grand Department Store – Calico Critters
- Fingerlings Minis
- Pomsy – Skyrock
- My First Veterinarian Kit
- Pomsies Plush Interactive Toys
- Little Live Wrapples
- Scruff-A-Luvs
- Zoomer Interactive Pets

### 3. Millennial Nostalgia toys

This trend is really speaking to the fact that the majority of young parents in the U.S. today are millennials – defined as those born between 1981 and 1997.

So although millennials have been defined as being very tech obsessed, as parents they're actually gravitating towards toys that are low tech classic brands and characters that they recognize from their own childhoods.



These parents want to share in those experiences with their children and so the toy industry has been coming out with a lot of

brands and characters from the 80s and 90s to fill that hole in the market.

This year expect to see an influx of toys that are nostalgic and offer tried-and-true play value for a new generation of kids to enjoy with their parents. This trend is supported by the fact that classic toy categories continue to perform very well.



### **Examples of Millennial Nostalgia toys:**

- Poly Pocket
- My Little Pony
- Fantastic Flowers
- Lincoln Logs
- Shrinky Dinks
- Sea Monkeys
- Care Bears
- Nickelodeon Slime

#### 4. Inspiring Imaginations toys

These toys involve good old-fashioned imaginative play very similar to "Millennial Nostalgia" toys. They allow children to "make believe" and picture themselves in adult roles or future careers. In their minds they create new worlds and explore their talents while pushing the boundaries of their creativity.

Studies show that kids who play make-believe games are better able to self-regulate their emotions, develop a problem-solving approach to learning, have better language abilities and much more.





From role play items, to building kits, to larger-than-life play sets, and arts & crafts activities, toymakers have been developing imaginative toys for decades and have perfected these playthings for kids today.



### Examples of Inspiring Imaginations toys:

- Pet Vet toys
- Gabby Goes To Nursery School Baby Doll
- Maxx Bubbles Bubble Grill
- Melissa & Doug toys
- Toki Dough
- My First Tool Box
- Pretend & Play Cash Register
- Play-Doh

## 5. Games Galore toys

There has been a growing interest in all types of games over the past few years which has led to impressive growth in the games and puzzles category.

Physical games have seen a 3% rise in sales over the past two years, and they show no signs of stopping in 2018.

Games are once again becoming appealing to families with an increase in “family play” with the parents and kids. From kids and teens to young adults to grandparents, game play is appealing to all ages and a variety of interests.



With the demand in new and innovative ideas there are now, niche games, licensed games, cooperative games, quick games, new takes on old classics, and innovative board games.

Social media is also giving a boost to this category by inspiring teens and adults to share their funny or fun gameplay on social media in hopes that maybe some of them might go viral.



### **Examples of Games Galore toys:**

- Watermelon Smash
- Don't Step In It
- Madd Capp Checkers
- Life In The Coral Reef
- Batman: Gotham City Chronicles
- Choose Your Own Adventure: House of Danger
- Gizmos
- Detective: A Modern Crime Board Game



## 6. Toys That Teach

Toys that are educational do a great job of teaching while at the same time being entertaining. They have always been very popular and parents love the fact that their child can not only play but also learn at the same time.

Building on the popularity of STEM/STEAM toys over the past few years the industry has developed toys that teach not just those science, technology, engineering and math skills but also basic skills.





Learning your words, your colors, your alphabet, your basic motor skills, your basic cognitive skills and much more. Though STEM/STEAM toys have been a mainstay the past few years, these toys are now engaging kids in several different ways and often incorporating new technologies and licenses to get kids excited about learning.

It's important to note that this trend also encompasses toys that teach kids how to make the world a better place – by being responsible citizens, kind to their friends and open-minded about different cultures.



### **Examples of Toys That Teach:**

- LeapFrog Learning Friends 100 Words Book
- Botley the Coding Robot
- VTech Touch and Learn Activity Desk
- Crayola Color Chemistry Set
- Melissa & Doug Solid-Wood Building Blocks
- Baby's First Molly Manners
- My First Mind Blowing Science Kit
- LeapFrog Scribble and Write

## 7. Tech & Entertainment toys

Tech toys have always been very popular especially as technology keeps on evolving. A new trend now is toys that not only incorporate the digital aspect but also incorporate the physical aspect of tech.



You will also see toys that have incorporated a lot of augmented virtual reality. You can expect to see more affordable and user-friendly virtual and augmented reality toys, interactive and buildable robots with new features, and RC flyers that are easier to handle and fly.

Due to the popularity of big budget family movies there is also a growing trend in licenses being incorporated into toys which are connected to those movies as well as TV shows.

New 2018 licenses will include Aquaman, The Incredibles 2, Wreck-It Ralph 2, Duck Duck Goose, Jurassic World: Fallen Kingdom, How the Grinch Stole Christmas, Madagascar 4, and many more family-friendly blockbusters.



### **Examples of Tech & Entertainment toys:**

- K'NEX Thrill Rides
- Augie Coding Robot
- PowerUp Darts
- Harry Potter Flying Golden Snitch
- Jurassic World Kamigami Robots
- 4D Chemistry Augmented Reality Science Kit
- Star Wars Droid Inventor Kit
- Sensors Alive

With these seven potential bestseller toy trends you can dig deeper to discover specific toys within those categories. Of course, you can

totally ignore these and just pick out whatever toy categories you want but bear in mind that **you have a better chance of discovering a “hot bestseller toy” by focusing on the trends.**

The toy industry moves fast with new innovative ideas and every few months new toys are released to the market. These new toys will be hit or miss. By having a better idea of the current toy buying market you will raise your chances of getting more “hits” than “misses” when it comes to promoting a toy.

The seven categories above are the big trends for this year.

**Your options are:**

- 1.** To delve into all the categories and promote toys from within those categories – (A less targeted approach that may involve a bit more work for the fact that you are working with so many categories).
- 2.** To choose 2 or 3 of the trending categories above there by cutting down on your workload. By focusing on a handful of these trends you can maybe promote toys that might fall into more than one trend category.
- 3.** To pick one of the categories and create content for that category alone – (A more targeted approach that may involve less work).

**REVEALED!! - (If you didn't pick them up already) - Two more HIGHLY IN DEMAND toy category niches that can help BOOST your profits. Just check them out [HERE!](#)**

## HOW TO FIND MORE TRENDING TOYS

Once you have the trend categories finding the toys that fit those categories is pretty easy. There are a number of ways you can go about finding those toys.







**NOTE:** *Within all the toys you research and choose only a handful may end up being huge hits. It is impossible to always pick the "winners" however having toys that fit into any of the trend categories above will give you the edge for finding the winners.*

### TRENDSHUNTER:

You can go into [TrendHunter](#) and click through the recent toys articles they have. All you have to do is decide if any of those toys fit into the "7 trending categories" mentioned above.





		
<p><b>Top 30 Toy Ideas in August</b> From Aquatic Ball Games to Iconic Replica Movie Cars</p>	<p><b>Absurdist Sci-Fi Board Games</b> Rick and Morty Trivial Pursuit is Packed with 600 Questions</p>	<p><b>Development-Supporting Storyteller Robots</b> The 'Ondi' Robot Teaches, Entertains and</p>
<p>ALL Fashion Tech Life Culture Design Ads Business Eco Good Luxury Bizarre Keynotes TV</p>		
		
<p><b>Childhood Toy-Inspired Jewelry</b> This Polly Pocket Jewelry Collection is Elegant and Nostalgic</p>	<p><b>VR Cooking Toys</b> '4D Chef' Shares Interactive Recipes in Augmented and Virtual Reality</p>	<p><b>Visual Recognition Battle Robots</b> The GJS GEIO FPS Battle Bot Enables Immersive Combat Gaming</p>

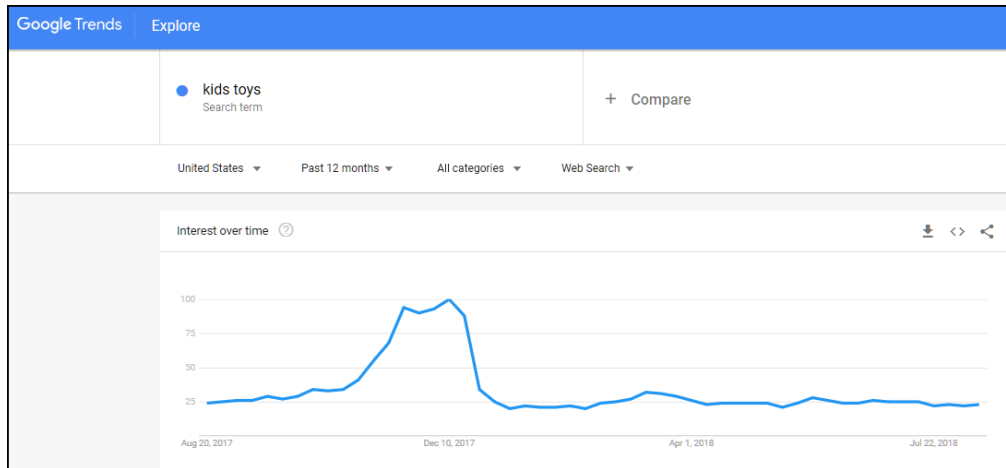
## GOOGLE TRENDS:

You can use [Google Trends](https://trends.google.com/trends/) by using keywords to identify “breakout” toys – (the term used to signify the keyword is trending). Just go to the main page and type in a keyword that you think fits what you are looking for.

Set the parameters to “United States” and choose how far back you want the search to start from. I usually just stick with “Past 12 Months”.

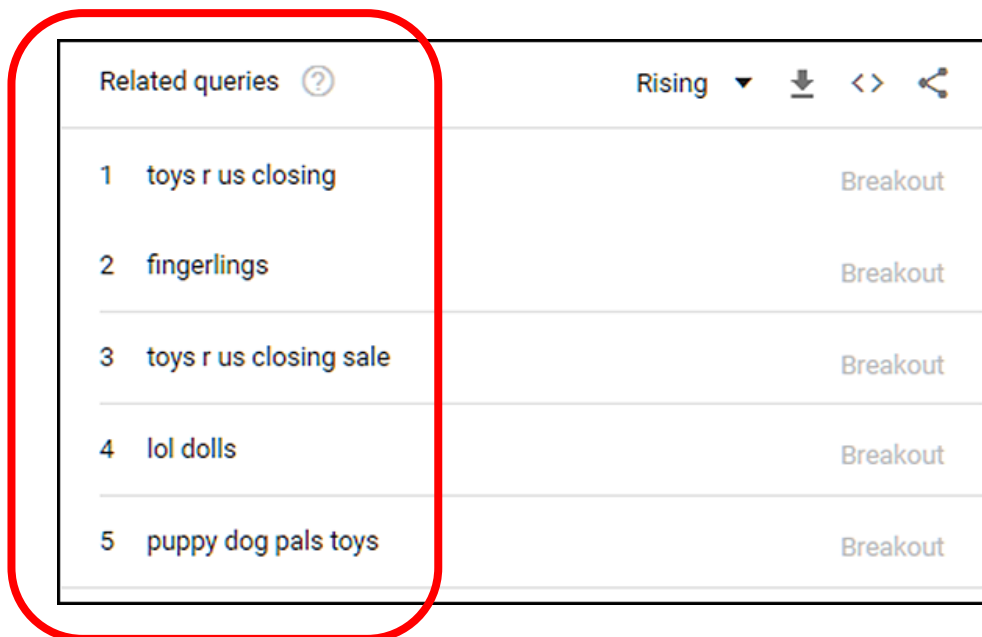
To be even more thorough I would also look at the 5 year trend too...that way you get both a short term trend picture and a long term trend picture.

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**NOTE:** If you are having trouble finding seed keywords to use in Google Trends then try this free tool – [Ubersuggest](#). Just type in a general keyword related to what you are searching for, i.e. "kids Toys" and a HUGE list will appear. Just collect your chosen keywords from here and put them into Google Trends.

Once you have your keyword in Google Trends just scroll down to the bottom right box where it says "Related Queries"



Here you can see the “Breakout” keywords. Sometimes within those keywords you get an actual name of a toy or a toy brand. Those are what you need to look out for.

If you find a keyword that interests you, click on it to go even further.

2	fingerlings	Breakout
3	toys r us closing sale	Breakout
4	lol dolls	Breakout
5	puppy dog pals toys	Breakout

Explore lol dolls

Now you will notice even more related keywords and toy names. You can just keep doing this until you have a good list of toys to work with.

Related queries ?		Rising ▼	Download	Code	Share
1	confetti lol dolls	Breakout			
2	lol glitter series	Breakout			
3	lol glitter series dolls	Breakout			
4	lol confetti pop dolls	Breakout			
5	confetti pop lol dolls	Breakout			

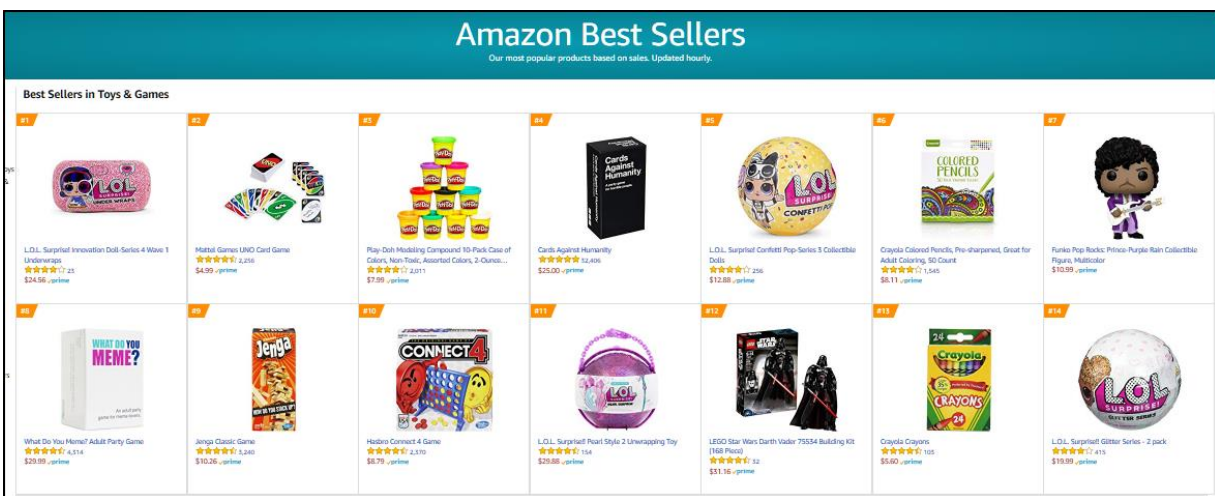


**NOTE:** This won't necessarily come up with "specific" **recent** toy keywords as the platform needs time to gather the information, however you can pick up the trending keywords that show up from a few months previous. You can then use those keywords / toy names to find out whether there are any new releases. To do that, just punch the toy names into Google search.

### AMAZON SEARCH BAR:

Amazon is growing at such an alarming rate that you can actually use it as a search engine to monitor products.

1. Go to Amazon Bestsellers - <http://www.amazon.com/bestsellers>
2. In the left sidebar you will see the categories list. Scroll down and click on "Toys & Games".
3. You should now be on the general toys best sellers list that looks something like this:



What you are going to do now is scroll through the top 50 toys in that list. To be thorough searching the full top 100 list would be beneficial as there may be a hidden potential blockbuster toy in there somewhere. It all depends on time and how much effort you want to put into this.

Pick out the toys that seem to fit into the 7 trending categories mentioned at the start of this PDF. Put them in a list and then every few days come back to the bestsellers list and check again.

If you notice any toys that begin to rise up the ranks then keep a close eye on those because they could be potential “hot toys”.

#### Toys & Games

- Action & Toy Figures
- Arts & Crafts
- Baby & Toddler Toys
- Bikes, Skates & Ride-Ons
- Building & Construction Toys
- Collectible Trading Cards & Accessories
- Dolls & Accessories
- Dressing Up & Costumes
- Electronics for Kids
- Games
- Hobbies
- Kids' Furniture & Room Décor
- Learning & Education
- Musical Instruments

To be even more thorough, search even deeper into the sub-categories. Do this by clicking on a toy sub-category in the left sidebar.

**NOTE:** *This may take some time because once you click on one sub-category it will take you to another and so on. Just be patient and jot down the toys that you think have potential to breakout into major popularity.*

*I have found this method to be very helpful for finding toys that just seem to stand out from the rest.*

**ANOTHER NOTE:** *All these lists change over time as they are updated every hour. Toys will move up and down the top 100 list. At this point it is really up to you to judge for yourself what toys look like they will "go the distance" to become top sellers during Fall and all the way up until the end of year Christmas holiday season.*

### **GOOGLE ALERTS:**

These are emails sent to you when Google finds new results — such as web pages, newspaper articles, or blogs — that match your search term. You can use Google Alerts to:

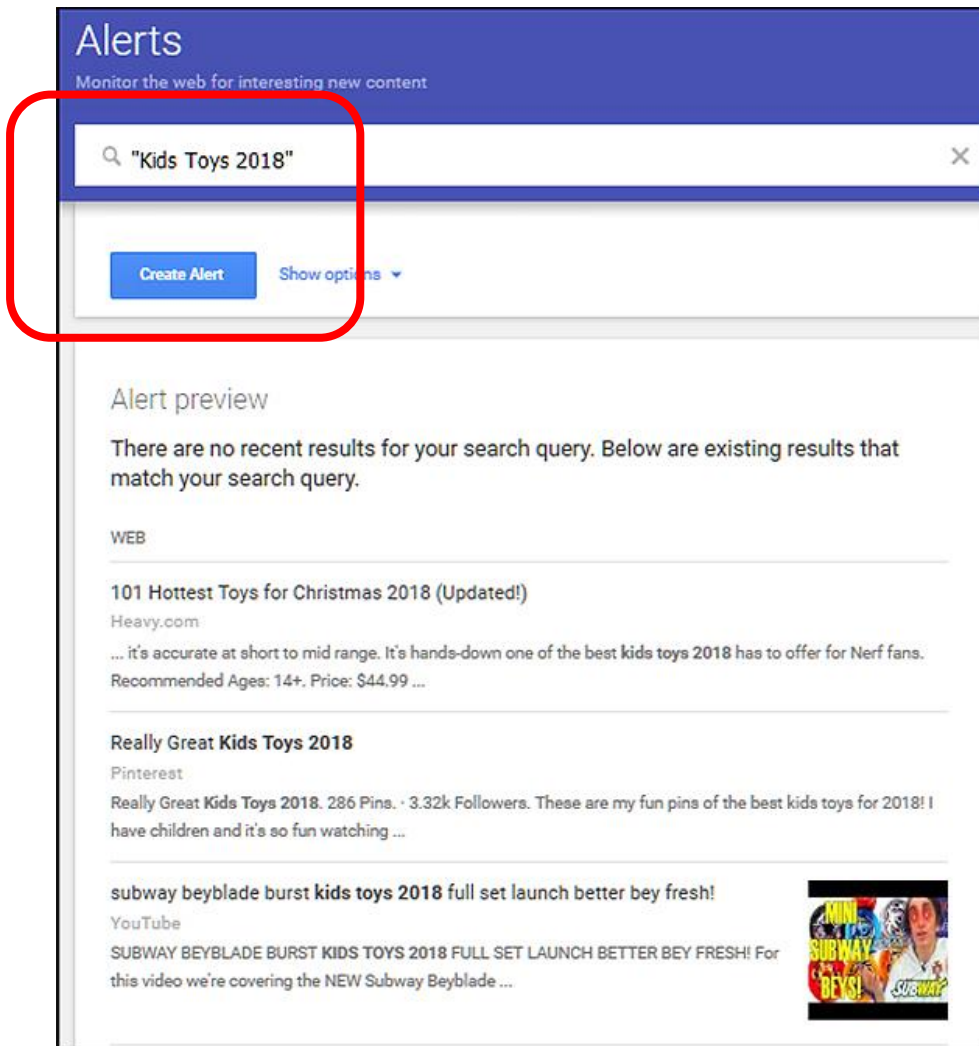
- Find out what the latest toy industry news is.
- Find out what new toys are being developed.
- Be the first to know the exact date a new toy will be released.
- Monitor other developing news within the toy market.

All this is very useful information and although it is not vital for you to keep an eye on "everything" that is going on in the toy industry it is still very helpful to be prepared.

First and foremost you need a Google Account. If you don't have one you can go [HERE](#).

- 1)** Once you have your account set up go to the [Google Alerts page](#).
- 2)** Add the term you want to be notified of in the "Search query" box. For exact matches use quotes around your term. For

example, "New Kids Toys 2018", "Kids Toys September 2018", etc.



The screenshot shows the Google Alerts interface. At the top, there's a blue header with the word "Alerts" and the subtitle "Monitor the web for interesting new content". Below this is a search bar containing the text "Kids Toys 2018". A red box highlights the search bar and the "Create Alert" button below it. To the right of the search bar is a small "X" icon. Below the search bar, there's a "Create Alert" button and a "Show options" link with a dropdown arrow. The main content area is titled "Alert preview" and contains the text: "There are no recent results for your search query. Below are existing results that match your search query." Under the heading "WEB", there are three search results: 1. "101 Hottest Toys for Christmas 2018 (Updated!)" from Heavy.com, with a snippet about Nerf fans. 2. "Really Great Kids Toys 2018" from Pinterest, with a snippet about fun pins. 3. "subway beyblade burst kids toys 2018 full set launch better bey fresh!" from YouTube, with a snippet about the new Subway Beyblade set. A small thumbnail image of the Subway Beyblade set is shown next to the third result.

- 3)** You may be prompted to add an email address for your alerts to be sent to. Enter a valid email address and then complete the process by clicking on the CREATE ALERT button.
- 4)** You will receive an email from Google Alerts asking you to confirm or cancel this request. Once you confirm the request, you will begin receiving your alerts. Your first basic Google Alert is now complete.

## **STEP 2 – CREATE YOUR WEBSITE**

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### **BLOG STYLE SITE OR A REVIEW STYLE SITE?**

Before we go into the actual creation of your toys site I want to just explain the website styles you may want to consider.

How you present your content on your website does make a big difference to how well you do regarding product sales. I think for this method the three styles you may want to consider is a blog style or a product review style.

#### **BLOG STYLE:**

You will simply be adding daily or weekly blog posts to your site that focus on toys, the toy industry, kid's entertainment and other child / family related topics.

The content will be written in a personal manner and will target parents mainly but will also be fun enough for the kids to read up too. Of course, nestled within your content you will have links pointing to the specific toys that you talk about or mention in your blog posts.

#### **REVIEW STYLE:**

By now you must have seen or know about product review sites because they are all over the internet now. Some do amazingly well while others don't do so well.

I think one of the things that separate the successes from the failures is quality of content and quantity.

Years ago you could have knocked up a very basic 200 word product review, posted it to your website and within a few hours would be ranking in Google. Today you have to make a bit more of an effort to provide good review information for the reader. You can't just slap a few product images on your post with a buy button below saying "Buy This Now!"

A review website will involve detailed reviews, specifications, pros and cons and much more. In a way it is much more formal than a blog site.

### **A MIXTURE OF THE TWO:**

Personally, I prefer this option. Creating a site that is mainly styled as a kind of personal blog that targets a specific niche...in this case, kids toys and the like.

With this type of site you can be yourself and write in a personal manner that people can relate to. You can discuss topics relating to kids / kids toys and by doing so will have ample opportunity to have affiliate links pointing to specific toys.

As well as this you can also add actual full on review posts that go into more detail and offer the reader more information about the toy.

Also, in my opinion, this style works better with Viglink – (explained in the next step).

## **Examples of cool toy sites created by ordinary people:**

Check some out to give you a few ideas.

- <http://www.daddoes.com/>
- <http://plasticandplush.com/>
- <http://www.toyboxphilosopher.com/>
- <http://www.cooltoyreview.com/>
- <http://www.benspark.com/>
- <http://www.jurassictoys.net/>
- <https://figurefanzero.com/>
- <https://awesometoyblog.com/>
- <http://farmtoysforkidsandfun.com/>
- <http://www.openthetoys.com/>
- <https://dreamingoftoys.com/>
- <https://www.educationaltoysonline.com.au>

Right, now you have your style sorted out let's actually get into the nitty gritty of creating your site. I will be explaining the basics of getting started with building your website so if you are someone who already owns a number of sites and feels confident with the whole "building" process then you can skip this part and jump to the next step.

## **YOUR WEBSITE DOMAIN NAME**

To get started you first need a domain which is your online home, your location for people to find all that juicy quality content you will be providing.

Your website / domain name is your brand so make sure you have something that fits your site content. You want a .com website if possible as opposed to .org or .net just because it is the most common in use.

**NOTE:** *DO NOT add the name of a specific toy or company brand to your domain name. These are copyrighted and you could get into trouble for doing so.*

*It is ok to put toy brand names in your post titles but NEVER in your domain name.*

To give you an idea of what kind of domain name to go for first decide on your website style, (mentioned above), and also decide whether you will be focusing on one specific toy category type or all toy categories.

So for example, you may want to create a website around nostalgia toys, (as explained in the 7 trending categories at the start of this PDF).

In this case you might choose a domain name like, "Bobs Nostalgia Toys", "Kate's 80s Toys", "Nostalgic Kids Toys", "Kids Toy Nostalgia", etc. You want a name to stand out but also be relevant to the type of toys or category of toys you have chosen to promote.

Keep it short, simple, fun, relevant and not too complicated to remember.



## REGISTER YOUR DOMAIN NAME

Once you have thought out your domain name it is time to secure it as your own by registering it using a domain name registrar.

A domain name registrar is a service that lets you register and purchase domain names.

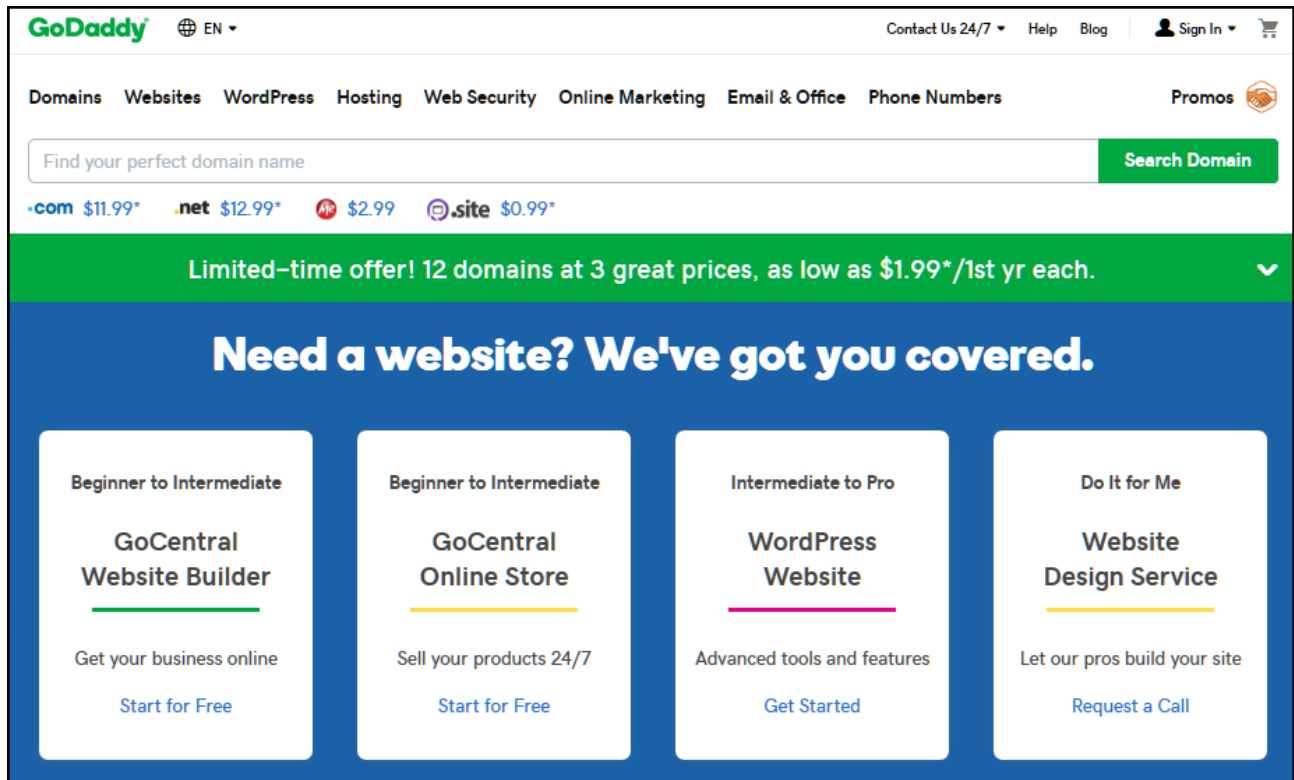
Here are 6 popular domain name registrars for you to check out:-

- [GoDaddy](#)
- [Namecheap](#)
- [Name.com](#)
- [Bluehost](#)
- [HostGator](#)
- [Dreamhost](#)

I have mainly used [GoDaddy](#) for the majority of my sites and so I will be explaining the domain registration process using that company.

If you decide to use another service that's ok because they all work roughly in the same way but with different interfaces of course.

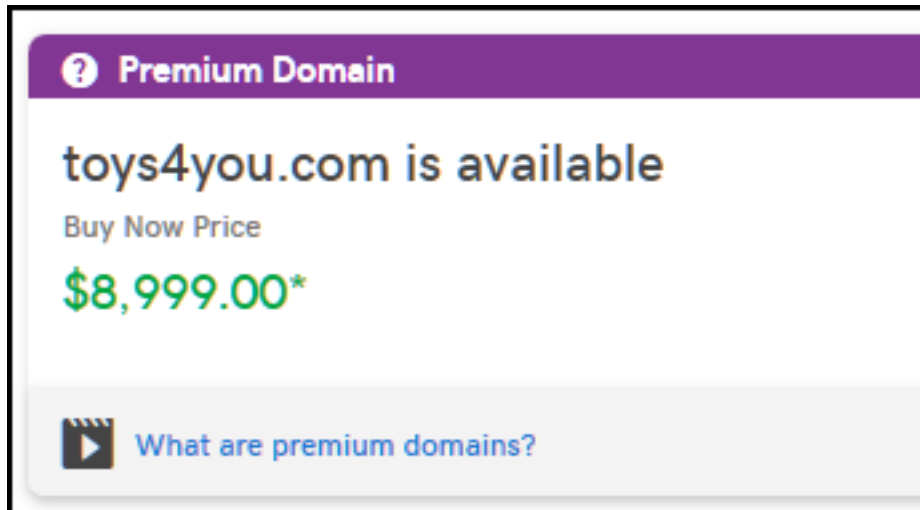
- 1.** Go to your chosen domain name registrar. For this example I am using GoDaddy. Sign up or just sign into the platform.



2. Search for the name you want for your domain within the search bar.

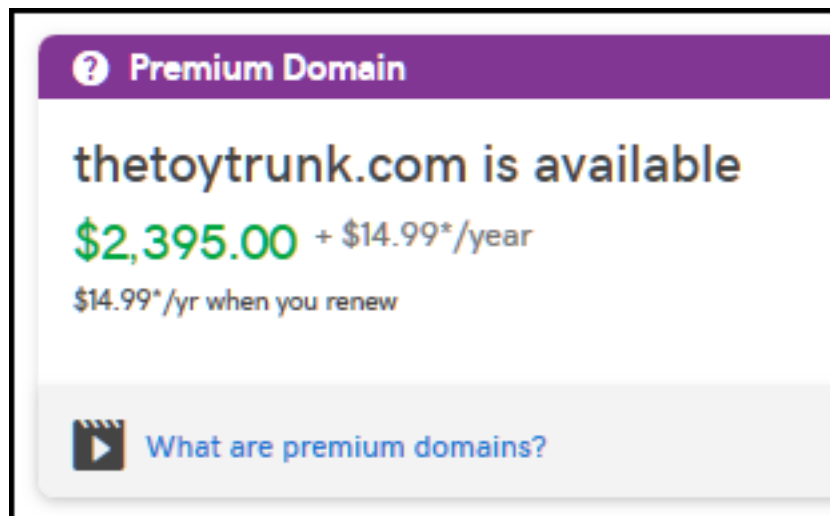
**NOTE:** *You might find that it may take a bit of searching to find a "toys" domain name that hasn't already been taken. It is a very profitable niche market after all so it would be a good idea to have a number of name options ready...just in case.*

Just as an example of what you may come across while searching, I found this domain name:



Just look at that crazy price! **Avoid these “Premium” domain names and just keep hunting** until you find another that should not cost more than \$15 a year.

Here is another one I found:



I liked “The Toy Trunk” but it was taken so I had to improvise and decided on something similar, “Andys Toy Trunk”. I know...it’s not a great name but it will do for the purpose of this tutorial. So, I will now purchase that domain name.

Yes! Your domain is available. Buy it before someone else does.

---

andystoytrunk.com

\$14.99\*

\$11.99\*

Add to Cart

☐ andystoytrunk.us Add this:\$1.00  
when you register for 2 years or more, 1st year price \$1.00 Additional years \$19.99

---

Buy 3 and Save 69%

\$58.97\*

\$18.00\*

Add to Cart

andystoytrunk.net  
andystoytrunk.org  
andystoytrunk.info

3. Once you have chosen your name and you are ready to proceed just click the "CONTINUE TO CART" button.
4. On the payment page you enter your payment information, address and so on. If you can afford it register your name for more than one year because there are advantages for doing so. Some companies would give you a little bit of a discount for paying for many years in a row.

What will you do with your domain name?

---

We've added privacy. Here's why.

When you register a domain, your name, address, email address and phone number are automatically published for the world to see. Protect yourself from spam and scams with GoDaddy Privacy Protection, which replaces your personal information with ours. [See Example ?](#)

We highly recommend domain privacy, but it is an **optional** feature.

Select plan

<input type="radio"/> Privacy Protection	\$7.99/domain per year
<a href="#">View Details ?</a>	\$9.99
<input type="radio"/> Privacy & Business Protection	\$14.99/domain per year
<a href="#">View Details ?</a>	\$32.97
<input checked="" type="radio"/> No Thanks	

For privacy purposes I recommend that you go with one of the "Privacy" protection plans. By paying that little extra you won't be giving out your name, address and phone number to anyone who searches for your name, brand etc. It is a secure way to keep your important personal information anonymous...which is very important these days.

5. Complete the buying process. Make sure to review your potential purchase before proceeding.

**Your Items**

**.COM Domain Registration** **\$11.99**  
 andystoytrunk.com ~~\$14.99~~ 20% off

1 Year ▼

Renews at \$14.99/yr 🗑️

**Just a reminder**  
Your information will be public ?

**Domain privacy**  
\$7.99/yr per domain ~~\$9.99~~ Add

[View offer disclaimers](#) 🗑️ Empty Cart

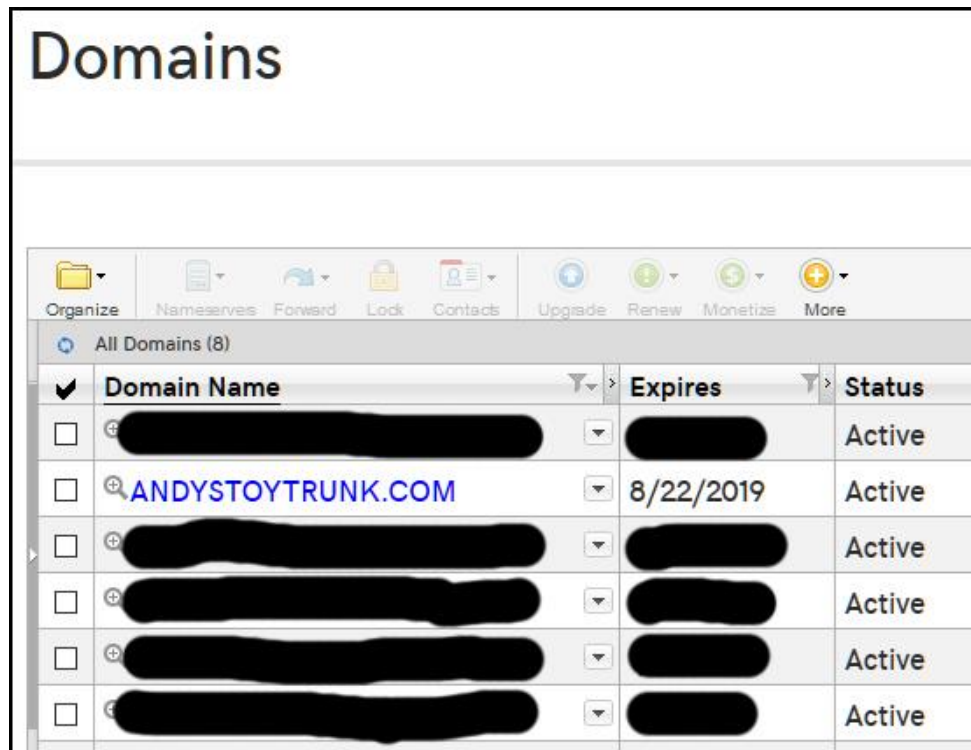
Subtotal	\$11.99
Taxes & Fees	\$2.74
Round up for charity? (optional)	<a href="#">Add</a>
<b>Total</b>	<b>\$14.73</b>

[Have a promo code?](#)

6. Once you have bought your domain you will get at least one email...maybe more...which will confirm your purchase. You may receive additional information about your site. Make sure

to save any important details just in case you need them in the future.

7. If you click on “My Domains” in your platform dashboard you should now see your new toys domain name in the list.



The screenshot shows a web interface titled "Domains". Below the title is a toolbar with icons for various actions: Organize, Nameservers, Forward, Lock, Contacts, Upgrade, Renew, Monetize, and More. Below the toolbar is a section labeled "All Domains (8)". It contains a table with the following columns: Domain Name, Expires, and Status. The table lists several domains, with one domain name visible: ANDYSTOYTRUNK.COM. The status for all listed domains is "Active".

✓	Domain Name	Expires	Status
<input type="checkbox"/>	[REDACTED]	[REDACTED]	Active
<input type="checkbox"/>	ANDYSTOYTRUNK.COM	8/22/2019	Active
<input type="checkbox"/>	[REDACTED]	[REDACTED]	Active
<input type="checkbox"/>	[REDACTED]	[REDACTED]	Active
<input type="checkbox"/>	[REDACTED]	[REDACTED]	Active
<input type="checkbox"/>	[REDACTED]	[REDACTED]	Active

## SET UP A HOSTING PLAN

Web hosting is a service that allows individuals to post a website onto the Internet. A web hosting service provider, is a business that provides the services needed for the website to be viewed in the Internet.

Here are four reputable hosting companies you may consider using:



- [GoDaddy](#)
- [Bluehost](#)
- [HostGator](#)
- [Dreamhost](#)

**NOTE:** For the purpose of this tutorial I will be using Hostgator because I am already a long-time customer and know how to use their interface.

1. Go to [HostGator](#) site.
2. Sign up for the BABY PLAN. Right now it is the best offer because you get to use unlimited domains.

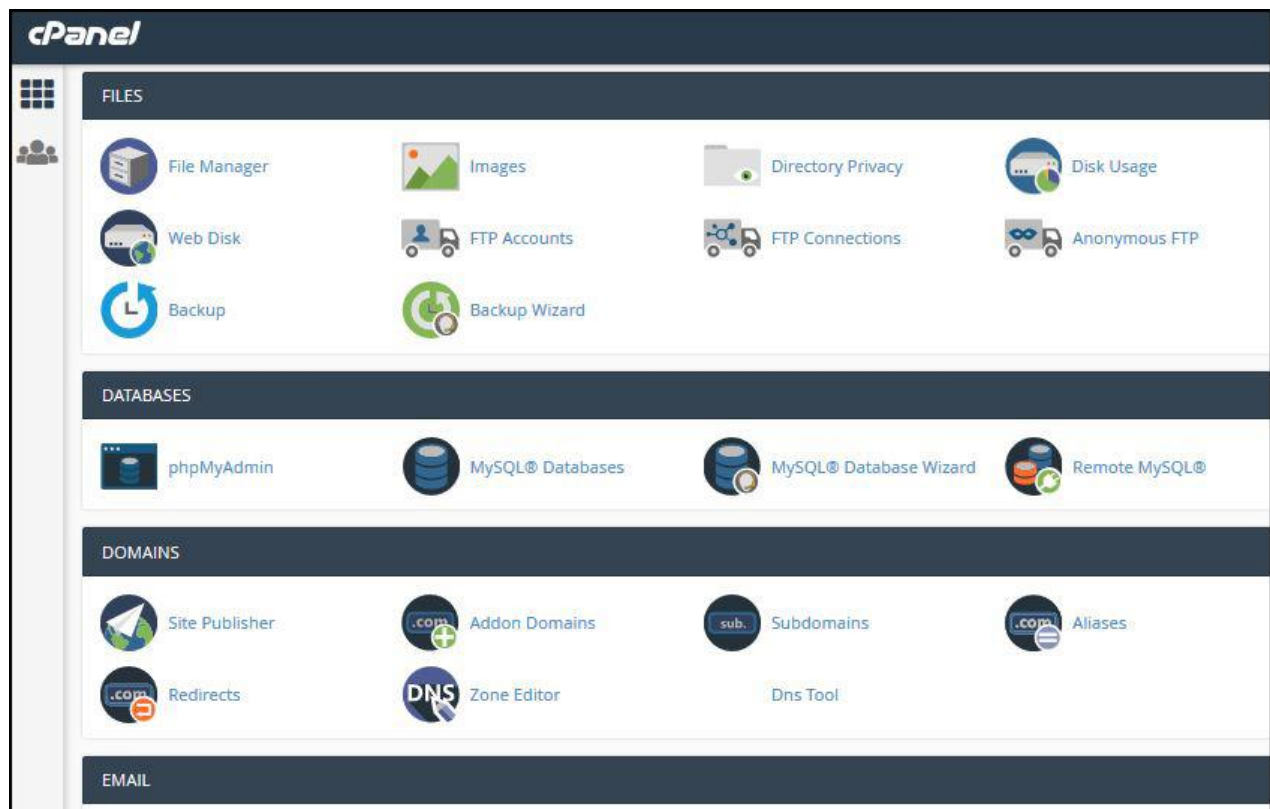
Hatchling Plan	Baby Plan	Business Plan
Now <b>60% OFF!</b>	Now <b>40% OFF!</b>	Now <b>60% OFF!</b>
Single Domain	Unlimited Domains	Unlimited Domains
One Click Installs	One Click Installs	One Click Installs
Unmetered Bandwidth	Unmetered Bandwidth	Unmetered Bandwidth
Free SSL Certificate ⓘ	Free SSL Certificate ⓘ	Free SSL Certificate ⓘ
		Free Upgrade to Positive SSL ⓘ
		Free Dedicated IP
		Free SEO Tools ⓘ
Starting At <b>\$2.75/mo*</b>	Starting At <b>\$5.95/mo*</b>	Starting At <b>\$5.95/mo*</b>
<b>Buy Now!</b>	<b>Buy Now!</b>	<b>Buy Now!</b>

**NOTE:** You will receive several important emails once you have signed up so make sure to keep those safe. One of those emails will have your username, password and nameservers – (we will go into that in more detail later on).



**3.** Once you have all your username and password details you can go back and sign into Hostgator...or whatever service you signed up for.

**4.** Go to your CPanel



**5. Scroll down to DOMAIN / Click ADDON DOMAINS**



**6.** Add your new domain name in the top box and just click your cursor in the next two boxes and they will self-populate.

**7.** Click the blue ADD DOMAIN button.

A screenshot of a web form titled 'Create an Addon Domain' in blue. The form has four input fields. The first field is labeled 'New Domain Name' and contains 'andystoytrunk.com'. The second field is labeled 'Subdomain' and contains 'andystoytrunk'. The third field is labeled 'Document Root' with a folder icon and contains 'andystoytrunk.com'. Below the fields is a checkbox labeled 'Create an FTP account associated with this Addon Domain.' which is currently unchecked. At the bottom is an orange button labeled 'Add Domain'. A red arrow points from the bottom right towards the 'Add Domain' button.

## INSTALL WORDPRESS

[Wordpress](#) is a well-established, easy-to-use blogging platform with a wide support among users both with forums and training. WordPress has amazing functionality built right into it which can be augmented using themes and plugins.

At this point in the course I'm assuming that you have done the following:

- You have your domain name bought and ready to go.
- You found a web host...Hostgator, Bluehost, etc.

You will now install WordPress on your domain. Again, I will be using Hostgator hosting service for this example.

So when you picked your ISP and signed up they would have sent you a series of follow-up emails immediately. These emails are important because they have your passwords and other important stuff.

**One of these emails will contain your ID and your password just for your CPanel. There will be another one for your WP admin panel too.**

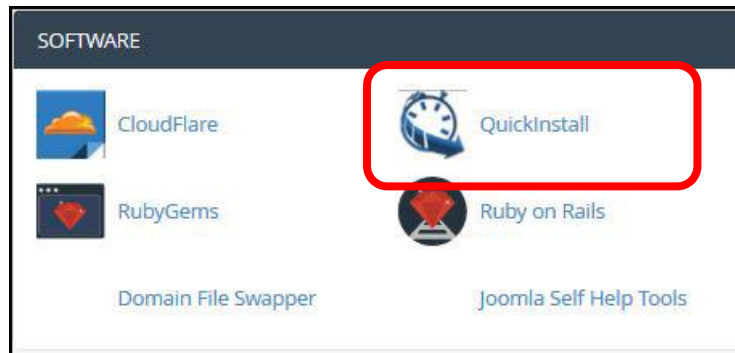
On the CPanel just enter your credentials and you will now be able to use all the options within that panel...which is the brains behind your location on the web.

Most ISPs have a typical WP install button that is designed to be easy but will still require a manual process to install it. Bear in mind there is a more secure way of installing Wordpress but it may be a

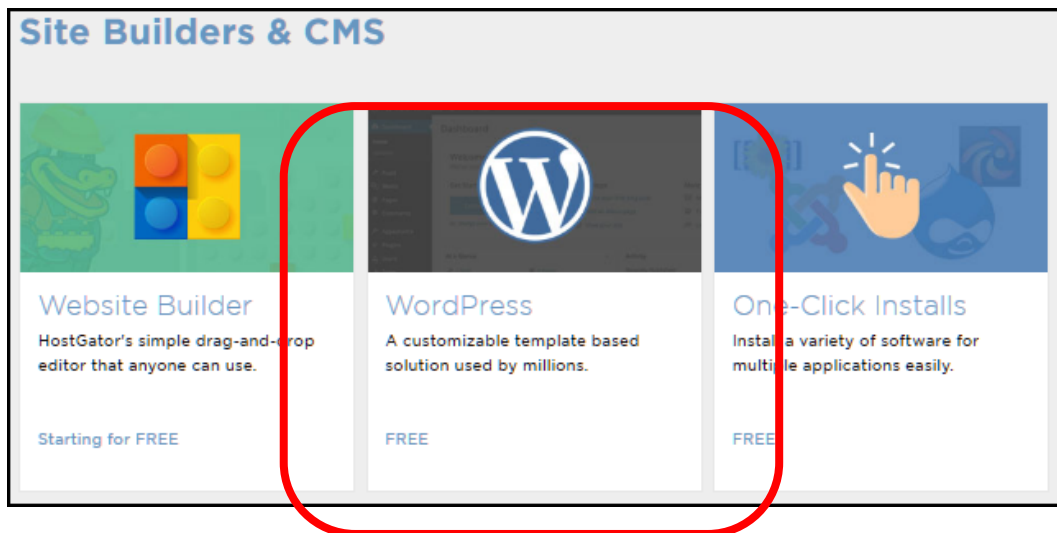
little intimidating for any newbie and so I am sticking to the easier option for the purpose of this tutorial.

I have used the easy option method for many of my sites and have had no issues so they are just as secure.

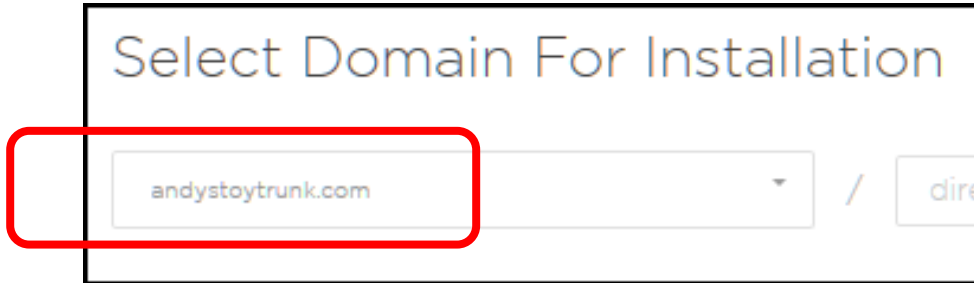
1. Sign into Hostgator.
2. Go to your CPanel as before.
3. Scroll down to SOFTWARE / QUICK INSTALL



4. Click on WORDPRESS.



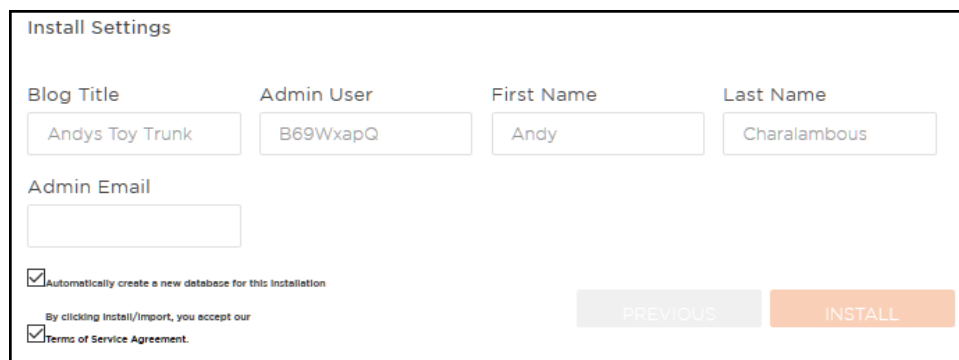
5. Select the domain name that you want Wordpress to be installed on.



Select Domain For Installation

andystoytrunk.com

6. Fill in the form. Click INSTALL.



Install Settings

Blog Title Admin User First Name Last Name

Andys Toy Trunk B69WxapQ Andy Charalambous

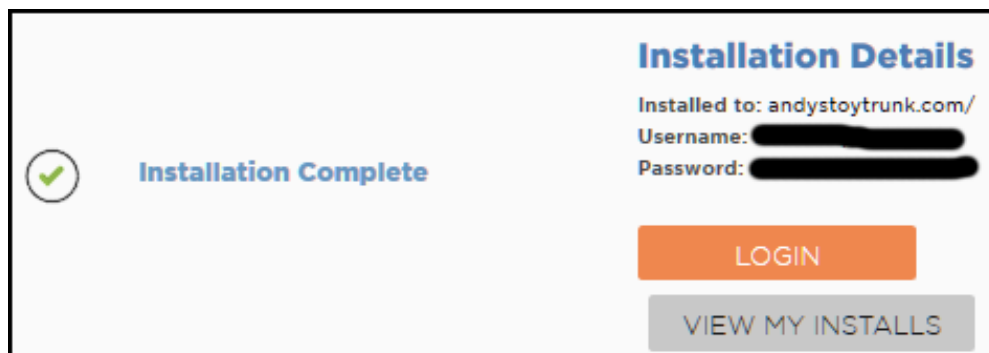
Admin Email

☒ Automatically create a new database for this installation

☒ By clicking Install/Import, you accept our Terms of Service Agreement.

PREVIOUS INSTALL

7. Install is now complete. Copy your install information and keep it safe. You will also be sent an email with this information.



Installation Complete

Installation Details

Installed to: andystoytrunk.com/

Username: [REDACTED]

Password: [REDACTED]

LOGIN

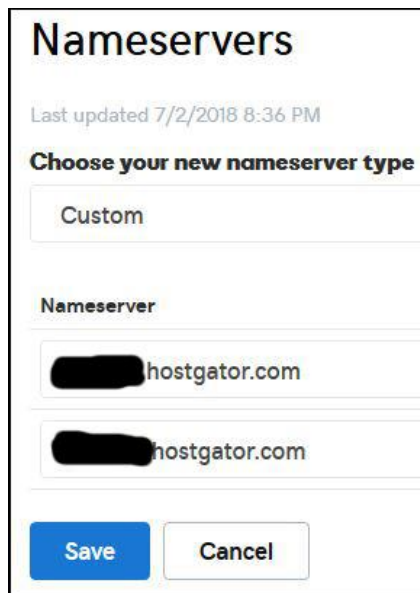
VIEW MY INSTALLS



## ADD YOUR NAMESERVERS

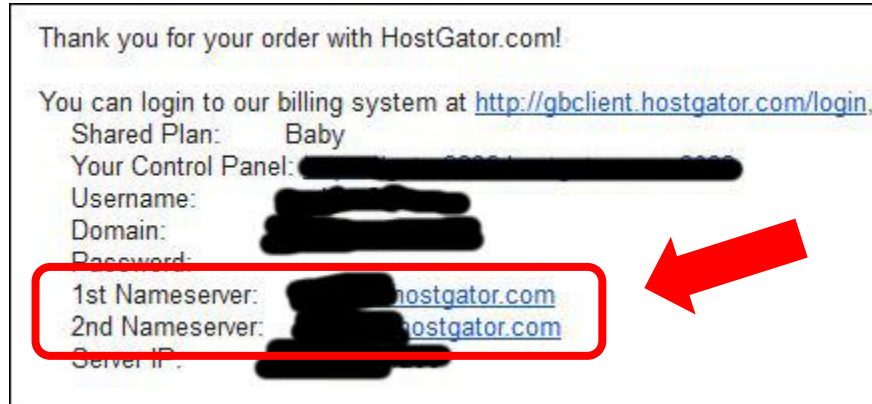
Now we are going to go back to wherever you bought your domain. I bought my domain name from GoDaddy so I will go back and sign into their dashboard.

1. Sign back into GoDaddy where you bought your domain.
2. Go to MY DOMAINS.
3. Click on "DNS" or "Manage DNS" beside your new domain.
4. On "DNS Management" screen scroll down to "Nameservers". Here you need to add your nameservers from your Hostgator account.

The screenshot shows a web interface titled "Nameservers". Below the title, it says "Last updated 7/2/2018 8:36 PM". There is a section titled "Choose your new nameserver type" with a dropdown menu currently set to "Custom". Below this, there is a section titled "Nameserver" with two input fields. Each field contains a blacked-out IP address followed by "hostgator.com". At the bottom of the form, there are two buttons: a blue "Save" button and a white "Cancel" button with a grey border.

5. Click the blue "Change" button.
6. Click "Custom" in the dropdown menu.

7. Open up the important follow-up email you received from Hostgator and there you will find your nameservers.



Copy each of the nameservers and paste them into the nameservers custom fields exactly as they are. **So the first nameserver goes in the top custom box.**

8. When you are done click SAVE.

If for any reason you are having trouble finding your nameservers all you have to do is go to <https://www.whois.com/whois/>

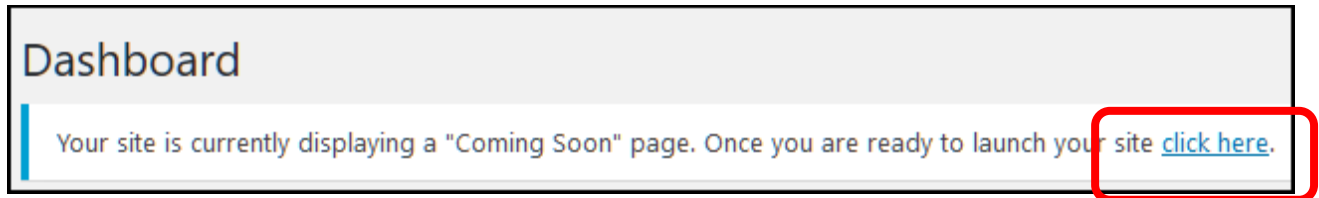
Put your website url into the search bar and your two nameservers will show up below.

9. After a few minutes check to make sure you can log into your site. Type into your browser:

**<http://www.YOURSITENAME.com/wp-login>**

10. Type your username and password in the box and log in. The first page that pops up will be your dashboard. At the top,

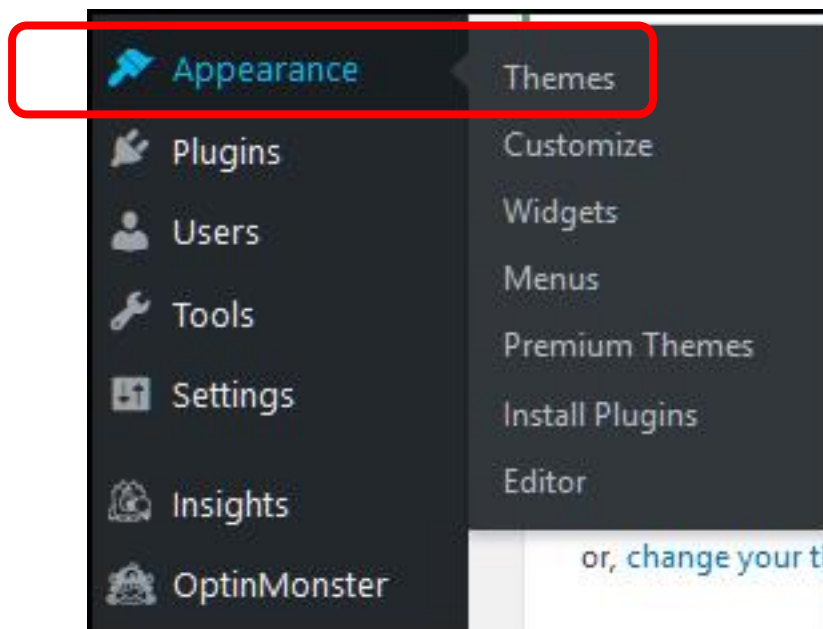
click the under the title "Dashboard". This will make your site live.



## CHOOSE A THEME

You can find lots of good and free templates for WordPress on the web but one of the best places to find WordPress themes is right in your WordPress install itself.

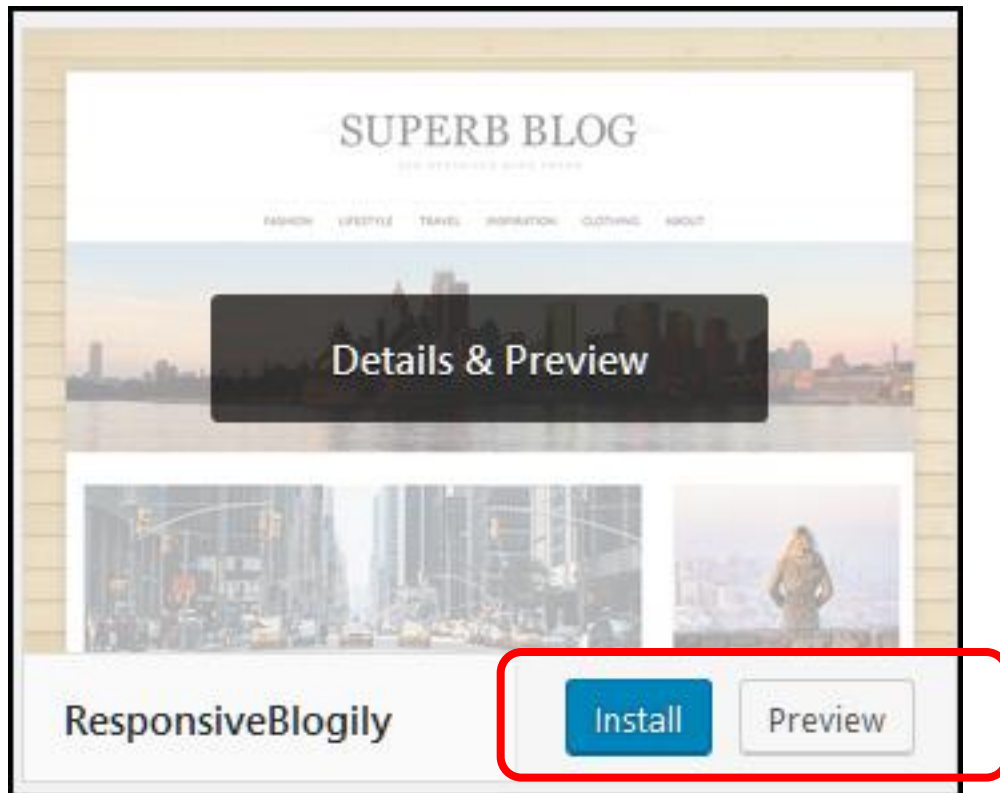
1. Go to the WordPress dashboard in your site and in the left sidebar click "Appearance / Themes".



If you want to see other themes there are literally thousands to choose from and you need to dig down a bit to find the theme that

will suit you best. Just use the theme search bar at the top of the page.

2. Once you have chosen your theme click the PREVIEW button to see how it looks on your site. Then click "Install".



You can install as many as you want but they will not be activated until you actually click the ACTIVATE button.

## **ADD YOUR PLUGINS**

Installing plugins is very easy in WordPress. This will be a quick overview of the process.

1. In your dashboard sidebar find the "Plugins" option and click on it. You'll see a little menu pop-up. Click on ADD NEW.

The first thing you do is you search for a plugin that you want to install. You can browse to discover new plugins but typically you going to be going to install a specific plugin.

Below are seven plugins that I feel are required for your site right from the outset. These plugins cover performance, speed, anti-spam, SEO, social media and more.

These are mostly free plugins and you can find them by using the search bar in your “Themes” dashboard mentioned above.

- **Akismet:** This is a standard for WordPress. Install it if it's not already done for you then activate it. You will be protected from spam and robots attacking your comment section at the bottom of your posts. You have to have this plugin.

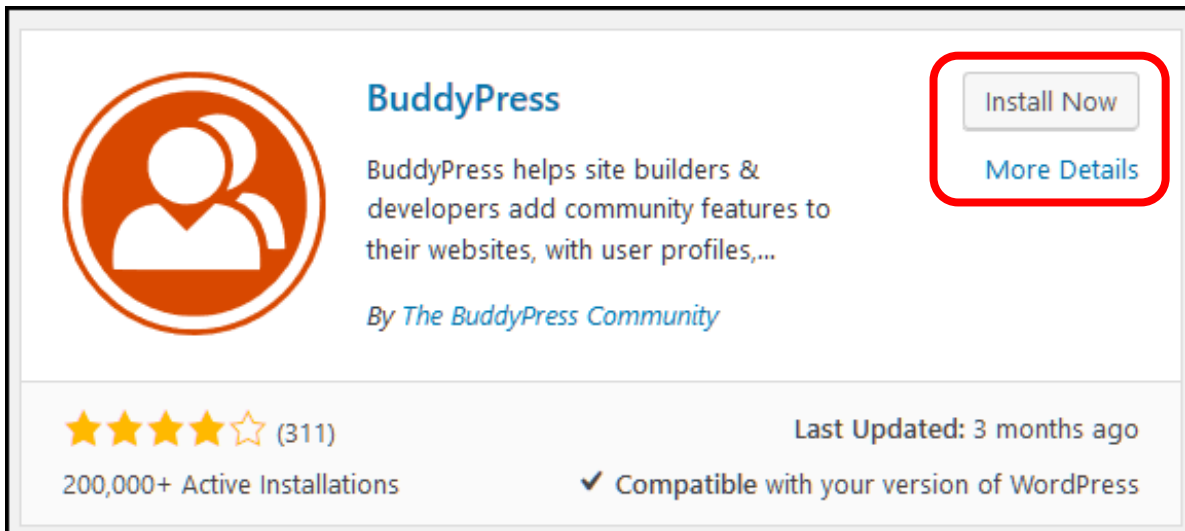
You will be prompted to get an Akismet key and that means you'll have to sign up for a wordpress.com account. This is not a complicated process so make sure you get your key and set up Akismet.

- **Yoast SEO:** It's a classic free and brilliantly supported plugin. Yoast and his team make amazing plugins and so if you see one created by him and it has features that you want then just install it. You can go wrong with Yoast plugins.
- **WP Smush:** This will help to load your site a lot faster because it reduces the file size of all your added images on your site. They can literally be reduced from megabytes to kilobytes. Think of this as squishing the air out of a sleeping

bag, it's still the same sleeping bag but it takes up almost no space now.

- **WP Auto Terms:** This helps you create three of the most important legal pages your WordPress website needs using a simple wizard, such as a Privacy Policy, a Terms & Conditions agreement or a Cookies Policy.
  - **W3 Total Cache:** This will help your site load fast. This plugin like WordPress SEO by Yoast can be quite complicated to set up however there are tutorials online that you can search for that will walk you through the set up process. Even if you leave the default settings as is everything should still work fine.
  - **Wordpress Social Share:** You need social media connections to your WordPress site and this plugin is one of the best ways to do it. It is a highly rated plugin for handling your social media account connections to your site.
  - **BackWPup:** This will back up your site on a set schedule. If something goes wrong on your site you'll be so glad that you backed things up. This plugin will chug along in the background saving the different versions of your site.
2. So once you find your plugin you have two options. You can immediately install it with one click or you can get more information on the plugin first. If you click the "more details" link a box pops up to show you the details about the plugin.





3. To install, just click the “Install Now” button and WordPress will immediately install it.

**NOTE:** *The fewer plugins the better. Less is more. Having a lot of plugins can really slow down your site considerably. Google hates slow sites and so do your visitors.*

## TUTORIAL VIDEOS

Now that you have sorted out the very basics of your website it is time to complete the process by setting up some of the backend features.

These are the very basics you need to know in order to have your site up and running smoothly. This includes editing the settings and a short look at adding content that is relevant to your site.

The content of these videos would be better understood if you first go through the whole of this PDF tutorial first and then come back to watch the videos.

These videos are concise and just teach you enough in order to get your site up and running. Once things are running it is then up to you to maintain the site. As you experiment and play around with the various options and features within your site you will become more accustomed to the whole website building process.

**HERE ARE THE VIDEOS:**

**VIDEO 1 – Website Settings**

<http://www.marketersnest.com/wp-content/uploads/2018/08/Settings-1.mp4>

**VIDEO 2 – Menus & Widgets**

<http://www.marketersnest.com/wp-content/uploads/2018/08/TOYpreneur-2-Menu-Widgets.mp4>

**VIDEO 3 – Posts & Header**

<http://www.marketersnest.com/wp-content/uploads/2018/08/TOYpreneur-3-Posts-Header.mp4>

**VIDEO 4 – Tidy Up Your Website**

<http://www.marketersnest.com/wp-content/uploads/2018/08/TOYpreneur-4-Tidy-Up-The-Website.mp4>

## STEP 3 – DON'T JUST USE AMAZON!

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### GET COMMISSIONS FROM ALTERNATIVE TOY SELLERS

At this point, (after spending a little time researching potential hot toys), you will have a good idea of what kind of toys you will be promoting.

Once you have followed STEP 1 above you will have a long list of toys within seven trending categories...all of which will be ready for promotion on your website.

**BONUS:** *Make sure to go through the "Trending Toys List" bonus I provided with this course. Plenty of potential Fall and end of year hot toys right there!*

Now you need to look at the various toy sellers that you will be promoting for.

I say "various toy sellers" because Amazon is not the only store out there! Yes, it is the most well-known but in this business, (or any business for that matter), you don't want to keep all your eggs in one basket!

Amazon has been the "go to" store for product affiliates AND buyers because they have made a name for themselves. In a way they have kind of monopolized the industry...which is not a good thing in my opinion.

Now, as an affiliate, I am not asking you to avoid Amazon but I am asking you to consider being a toy affiliate for other stores too. It's time to expand your reach and promote toys in other stores too.

This offers a few advantages:

- ✓ By promoting in stores other than Amazon you provide your buyers with more options. Some people just do not like to use Amazon and so alternatives would be very welcome.
- ✓ Amazon is always changing its rules and regulations and so in order to protect yourself it is always a good idea to diversify your income sources.

So for example, if Amazon changed its rules again and those rules effected your earnings, (in a negative way), then it wouldn't affect you as much because you would have alternative income sources in place. Those income sources would be in the form of alternative toy sellers/merchants.

- ✓ Sometimes Amazon just doesn't have a specific product on sale. There are some toy companies out there who prefer to stay in control by selling their own products. This is all good and just means that you will have to sign up to be an affiliate for that company if you want to promote that specific toy.
- ✓ Amazon fee rates changed a few years back which did affect a number of affiliates...not so much for the better in my opinion. Fee rates for toys are now fixed at 3.00%:

**TABLE 1 – Fixed Standard Program Fee Rates for Specific Product Categories**

Product Category	Fixed Standard Program Fee Rates
Amazon Gift Cards, Wine	0.00%
Video Games & Video Game Consoles	1.00%
Televisions, Digital Video Games	2.00%
PC, PC Components, DVD & Blu-Ray	2.50%
Amazon Fresh, Toys	3.00%
Amazon Fire Tablet Devices, Dash Buttons, Amazon Kindle Devices	4.00%
Physical Books, Health & Personal Care, Sports, Kitchen, Automotive, Baby Products	4.50%

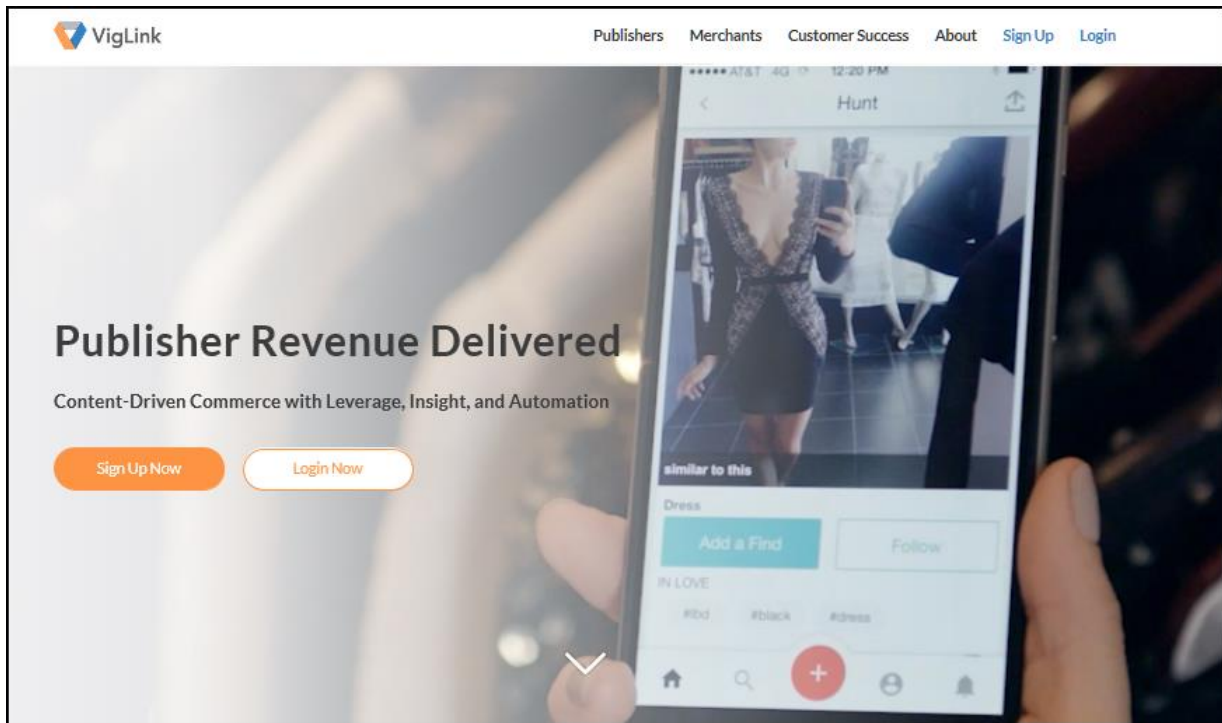
Not a big deal for the big affiliates who sell thousands of toys but it may be a big deal for the little affiliate. What if you can earn a higher commission elsewhere? Well, you can...depending on the toy you decide to promote and the store of course. **Some toy sellers offer up to 12% commission on toys sales...not bad right?!**

So you might be thinking at this point, "Andy, being an affiliate for a number of different toy sellers sounds great but wouldn't that mean a ton more work from me to set up"

My answer.....NO, you will not be creating more work for yourself...in fact what I am about to show you will make the process of earning commissions from your toy sales so much easier and user friendly!

Take a look....

## VIGLINK - ONE PLATFORM...TONS OF OPPORTUNITIES!



**Viglink** is an affiliate network platform that enables you to earn revenue from link inventory at full market value. It is an amazing network which converts your normal blog text into affiliate links.

So instead of spending ages signing up to different affiliate programs and inserting affiliate links manually Viglink will automatically place affiliate links on your blog from a thousands of affiliate programs related to your niche.

Just by adding one line of code to your site, (once), Viglink will automatically turn existing links on your webpages into revenue generating links. It also inserts new links on relevant phrases to capture more purchase intent.

So if you are tired of applying to be an affiliate and waiting for “approval” and worrying about being “denied”, then Viglink is going



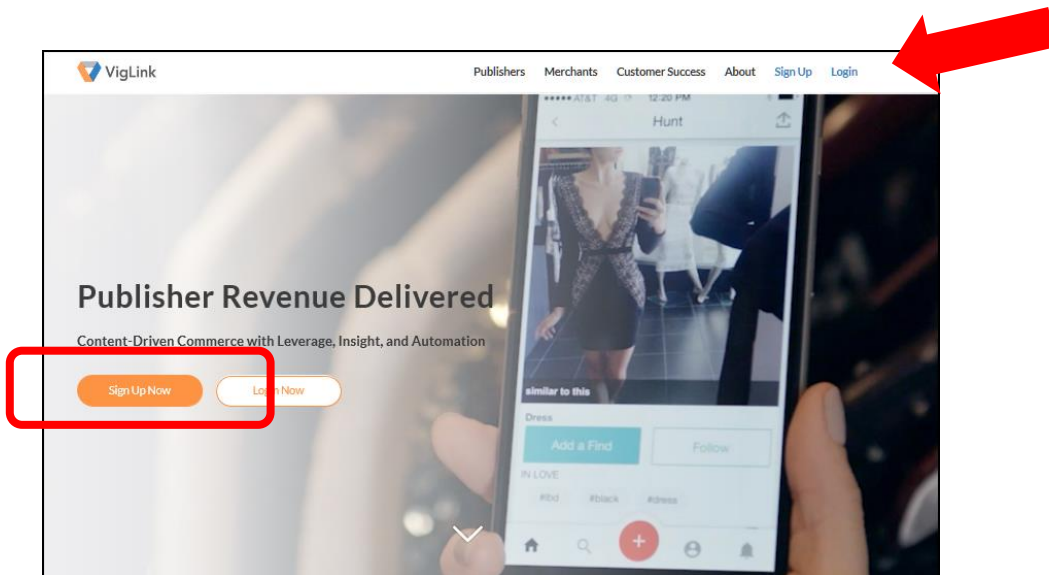
to suit you down to the ground! With this platform you can get instant approval for THOUSANDS of affiliate merchants and it won't cost you a dime!

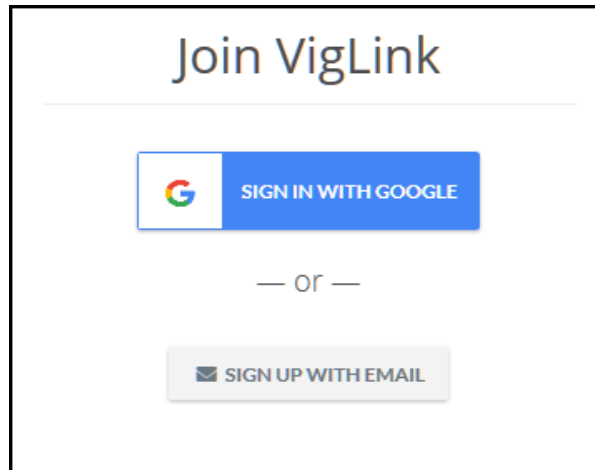
To start using Viglink on your blog/product review website you need to offer quality content...the better the content the more chances you have of making a sale.

Once a user on your site clicks on one of your auto-generated affiliate links, he will be redirected to the product page. Once the purchase has been completed you will be credited for that sale.

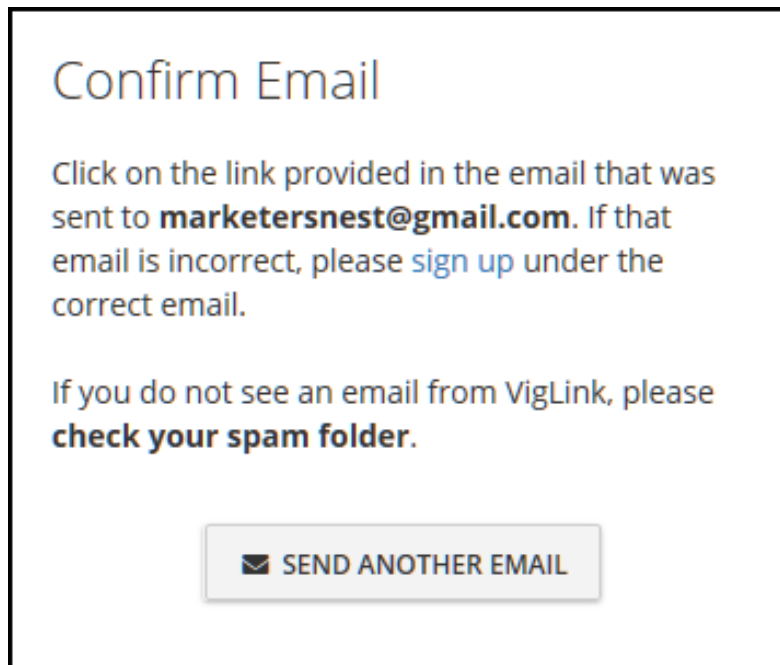
### **SIGN UP TO VIGLINK**

1. [Click here to go to Viglink](#) and click the "Sign-up Now" button.





You can sign-up direct with Google or just by adding an email address. Once you signed up go check your email and verify by clicking the link they send you.



2. After verifying your email you will be taken to a page where you will be asked to choose from a list of publishing options. For this course method you can choose Blog or Website.

Which of the below most closely reflect where you publish your content?

Your selection will help tailor the rest of the sign-up to meet your needs.

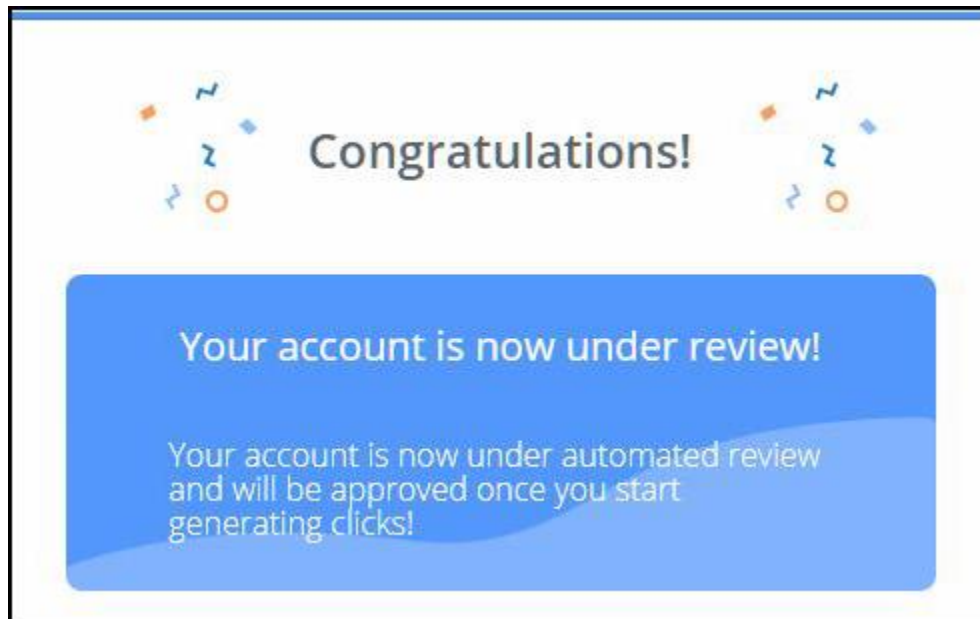
- App Developer
- Blog
- Forum
- Mobile Application
- Social Media
- Toolbar/Software
- Website
- Other

NEXT STEP

3. When the "Select A Platform" dropdown pops up just click "Other" because we will be using Wordpress to set up your site. Click "Next Step".
4. On the next page you will be asked to add a website url. If you do not have a website just add any site url here just to get through the steps. Later on you can then add your website url.
5. The next step asks you where you will be adding the links. Just select "Blog" and click the orange button below.
6. Next you will be asked to choose the primary content of your site. For this course method you can choose "Toys & Hobbies".

7. The next step will ask you to add a piece of code to your website. If you don't have a site set up yet just copy that code and paste it into a text document to use later. I explain how to complete this process below but for now just click "Next Step".

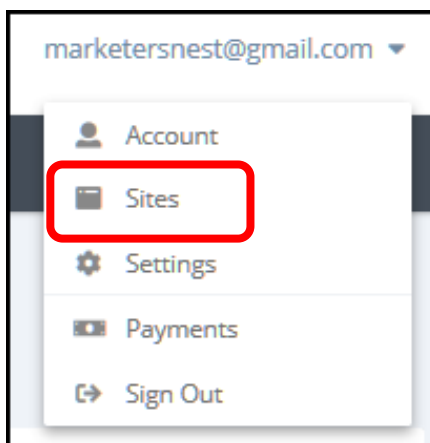
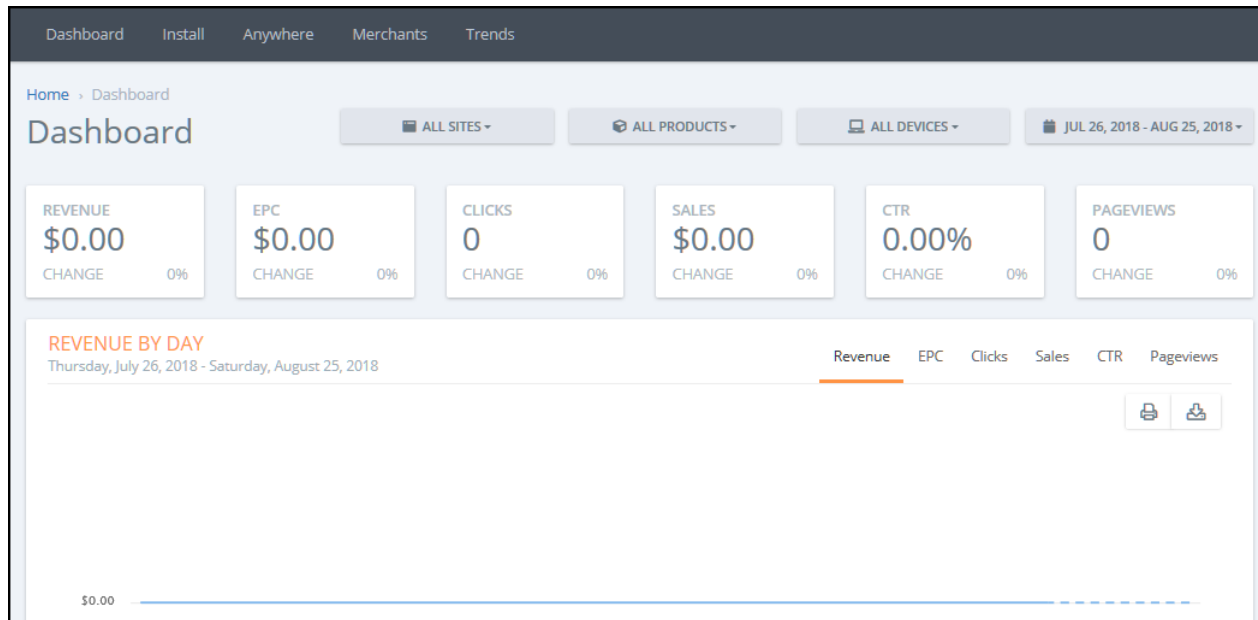
**NOTE:** *If for some reason nothing happens when you click the options you may want to try switching browsers. I found that things worked better when using Viglink within Google Chrome.*



## **INSTALL VIGLINK**

Your Viglink dashboard will have zero statistics showing because you are just getting started but as you begin adding links to your site these spaces will begin to populate.

## TOYPRENEUR

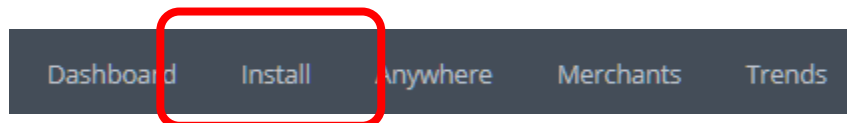


**NOTE:** If you want to add more sites to your Viglink account just click the dropdown arrow beside your username in the top right of your dashboard.

Just click the "Sites" option.

The first thing you need to do is install the Viglink JavaScript code to your website. Don't be intimidated...it's not hard to do...just follow the instructions below.

1. Click the "Install" tab in the top navigation bar.



## 2. Choose your site.

### Install VigLink

1 Choose your Site.

ANDYSTOYTRUNK.COM

2 Copy this VigLink code to your clipboard.

```
<script type="text/javascript">
  var vglnk = {key: 'f2b956cca387e1e0160f049ec1fa8e9f'};
  (function(d, t) {
    var s = d.createElement(t);
    s.type = 'text/javascript';
    s.async = true;
    s.src = '//cdn.viglink.com/api/vglnk.js';
    var r = d.getElementsByTagName(t)[0];
    r.parentNode.insertBefore(s, r);
  })(document, 'script');
</script>
```

COPY

#### OTHER INSTALLATIONS

WordPress

vBulletin

phpBB

tumblr.

Blogger

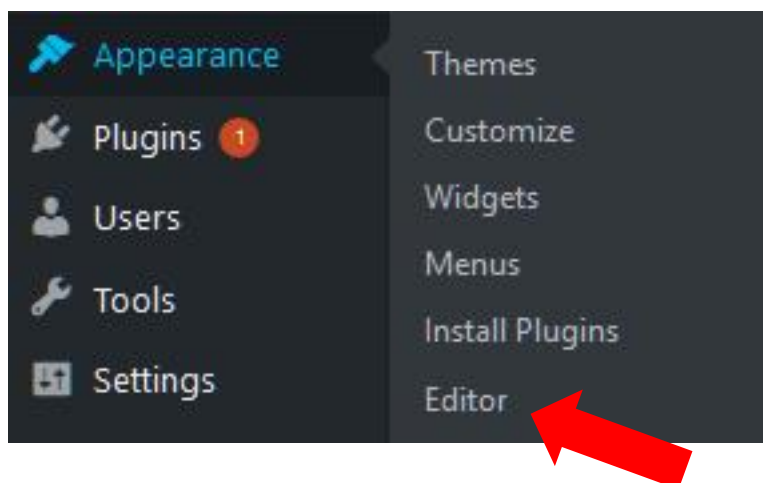
TypePad

xenForo

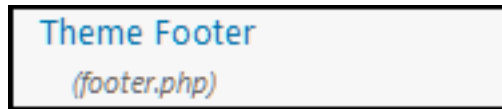
Google Tag Manager

3. In another browser tab log into your website and go to the dashboard.

4. In your website dashboard left menu sidebar go to "Appearance" / "Editor".



5. A "Heads Up" message may show up. Don't worry about that, just click the blue, "I Understand" button and continue.
6. In the right sidebar scroll down until you find the "Theme Footer" link. It should say "*Footer php*" Click on it.



**NOTE:** *It may be a good idea to copy your footer code and save it in a text document just in case you make a mistake and need to start again.*

7. Scroll down the page to the bottom and you will see...

**</body>**

**</html>.**

```

52     </footer>
53     <?php endif; ?>
54     <!-- FOOTER -->
55 </div><!-- Outer End -->
56 <?php if(rehub_option('rehub_analytics')) : ?><?php
57 <span class="rehub_scroll" id="topcontrol" data-scro
58 <?php if(rehub_option('rehub_disable_social_footer'))
59     <div id="rh_social_panel_footer">
60         <?php echo rehub_social_inimage('flat'); ?>
61     </div>
62 <?php endif; ?>
63 <?php wp_footer(); ?>
64 </body>
65 </html>

```

Documentation:




- 8.** Make a space above **</body>**. To do that just put your cursor at the end of the code that is directly above **</body>**. Then press "Return" on your keyboard.

```

60     <?php echo rehub_social_inim
61     </div>
62 <?php endif; ?>
63 <?php wp_footer(); ?>
64
65 </body>
66 </html>

```



- 9.** Now copy the code from your "Install Viglink" page mentioned above, (#2), and paste it in the space directly above the **</body>** code.

```

60     <?php echo rehub_social_inimage('flat')
61     </div>
62 <?php endif; ?>
63 <?php wp_footer(); ?>
64 <script type="text/javascript">
65     var vglmk = {key: 'f2b956cca387e1e0160f049e
66     (function(d, t) {
67         var s = d.createElement(t);
68         s.type = 'text/javascript';
69         s.async = true;
70         s.src = '//cdn.viglink.com/api/vglr
71         var r = d.getElementsByTagName(t)[0];
72         r.parentNode.insertBefore(s, r);
73     }(document, 'script'));
74 </script>
75 </body>
76 </html>

```



- 10.** When you are done click the blue "Update File" button at the bottom.

- 11.** Go back to your Viglink "Install" page mentioned above, (#2), and add your website url to the "Check Your Installation" box.
- 12.** Click the "CHECK" button.



The screenshot shows a form titled '4 Check Your Installation'. It contains a text input field with the URL 'http://www.andystoytrunk.com' and an orange button labeled 'CHECK!'. A large red arrow points from the top right towards the 'CHECK!' button.

- 13.** If all went well you will see the green "Success" message.



A green rectangular box containing the text: 'Success! You have installed the code correctly!'

COMPLETED! You can breathe now...your code has been added to your site. If you need some visual help following this process you can watch the official Viglink install video:

[https://www.youtube.com/watch?v=BH\\_z9LjRrIc](https://www.youtube.com/watch?v=BH_z9LjRrIc)

### **APPROVAL PROCESS**

Once you have added the JavaScript code you will need to wait a few days for your site to go through the approval process. Affiliated clicks and revenue will not start tracking in your dashboard until your campaign is approved.

Here is a link to a page that provides information that will help you to increase the odds of your site getting approved:

<https://www.viglink.com/blog/2016/05/04/increase-chances-approval-viglink/>

**Example:** Go to your Viglink dashboard and click “Merchants” in the navigation bar. In the merchant search bar type in “Melissa and Doug”, (a very popular kids educational toys site).

If you haven’t been approved yet you will see the red “X” under the “Program Approval” section:

**COMMISSION RATES**

12.00% Percentage Sale

**COUNTRIES ACCEPTED**

Global

**CHECK AFFILIATION FOR MELISSA AND DOUG**

http://melissaanddoug.com **CHECK**

Domain	Pricing	Program Approval
melissaanddoug.com	CPA	X

**MELISSA AND DOUG** Affiliate Program

Our philosophy has remained the same over the years—to make each and every customer a happy and permanent member of the Melissa & Doug family, while offering products with tremendous value, quality and design. Our line offers something for everyone with over 2,000 innovative products for children of all ages! We've always welcomed customer suggestions, and we continually strive to make improvements to our products.

If you have been approved then you will see a green “tick” instead. So be patient, give the approval time a few days up to a week.

**NOTE:** It may be a good idea to have at least a few posts of content on your site to help with getting an approval. Complete as much of your site as possible to make it look at least somewhat worthy of approval. Also add a disclosure and even a Viglink badge, (mentioned below).

## **DISCLOSE VIGLINK**

The Federal Trade Commission requires that you disclose to your readers when you endorse a product or service and have a “material connection” to the seller. If you’re using affiliated links, with or without VigLink, you have to have a disclosure.

Click the link below and go to the disclosure page where you can find out more.

<https://www.viglink.com/legal/disclosures/for-publishers/>

**NOTE:** *I personally didn’t spend too much time with the disclosure because in my opinion it is overkill. I basically added an “Amazon Associates Disclosure” to the footer of all my Amazon sites.*

*Something like this:*

***“[Insert name of your site] at [Insert your site ur] is a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and linking to amazon.com.”***

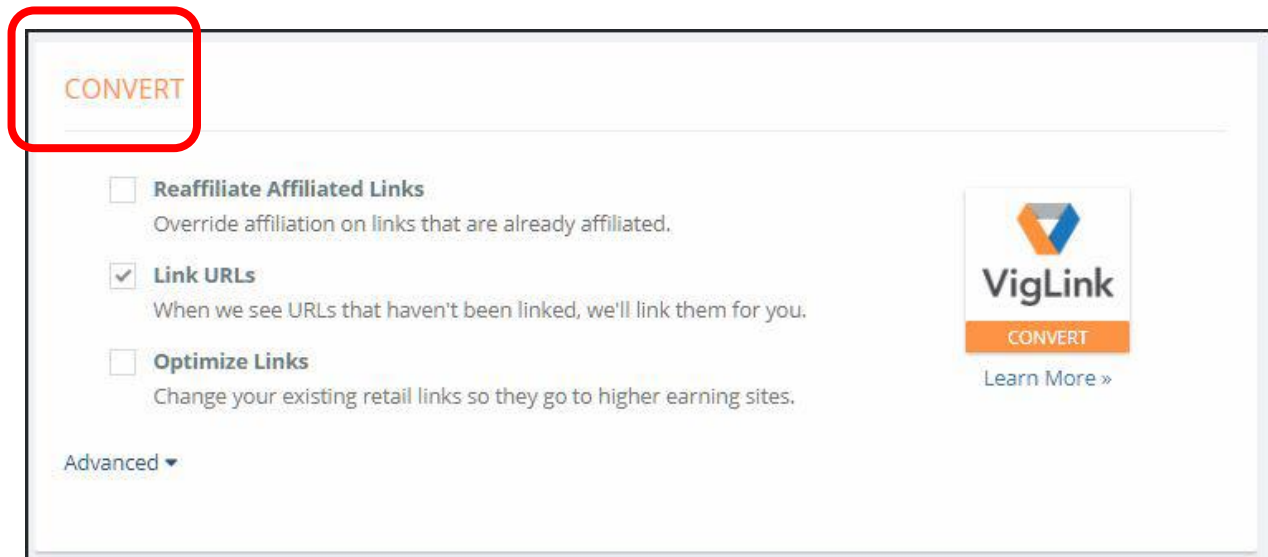
With Viglink you can also add the badges that you see on the page in the link above.

As another option you can browse for an FTC Disclosure Wordpress plugin within your Wordpress dashboard. Just go to “Plugins” / “New Plugin” and type “FTC” in the search bar.

## CONFIGURE YOUR SETTINGS

You can visit your settings page by clicking the dropdown arrow beside your username in the top right of your Viglink dashboard. Click on "Settings".

On the right of the settings page you will see the "CONVERT" section:



Viglink allows you to make money THREE ways...

**1) "Reaffiliate Affiliated Links" - Converting existing affiliate links to VigLinks.**

If you already have affiliate links set up for eBay or Amazon and wish to have them automatically changed to VigLink affiliate links, you can choose this first option.

**NOTE:** Amazon is a restricted company so you will need to get permission first before you can get commissions when promoting them. I personally just keep my Amazon links separate and use

*Viglink for all the other online stores that are not so fussy with their rules and regulations!*

## 2) “Links URLs” - Converting a website link to a Viglink affiliate link.

You definitely want this one! Make sure that “Link URLs” is checked. This is what will take any regular URL you typed, (but didn't link to a website), and make them into affiliate links.

## 3) “Optimize Links”

This will check any product links you have on the page a customer is loading as it is loaded.

If there is another site that pays a higher commission than the one you chose that will be the site the customer will be brought to.

**NOTE:** *As this maybe your first time using Viglink I recommend you keep things simple to start and just click the middle option. (Link URLs). This way, any existing affiliate links, (for programs you are already approved for), are left intact and working AND your reader is always sent to the store they expect to be sent to.*


## **VIGLINK ANYWHERE**

If you go back to your dashboard and click the “Anywhere” tab in the top navigation bar you will be taken to a page where you can create Viglinks for posting on Facebook, Twitter, or even for inserting into emails!

VigLink Anywhere
ANDYSTOYTRUNK.COM

Links you post to Twitter, Facebook or even emails can take the earning power of VigLink along for the ride.

Just build the URL with VigLink, shorten if you like, and share anywhere. Get paid when clicks turn into purchases.



### CREATE A LINK

Copy and paste the URL of the page you'd like to share, shorten if you like, and we'll create an affiliated link you can share across your favorite social networks.

URL

URL to affiliate

Custom Tracking

Custom tracking id (Optional)


☐ Shorten with Bit.ly

**BUILD!**

### BOOKMARKLET

Create Anywhere links directly from a merchant's site. Simply add the Anywhere Bookmarklet to your toolbar and get started immediately!

Drag this "Bookmarklet" badge to your bookmarks bar to install.



That's it! Just click the bookmark when you're on a page you'd like to share, and you will be presented an affiliated url for that page.

You simply build links by using the "Create A Link" section and you can then share those links to your social media. You even have the option to shorten those links by using "Bit.ly" direct.

### CREATE A LINK

Copy and paste the URL of the page you'd like to share, shorten if you like, and we'll create an affiliated link you can share across your favorite social networks.

URL

URL to affiliate

Custom Tracking

Custom tracking id (Optional)

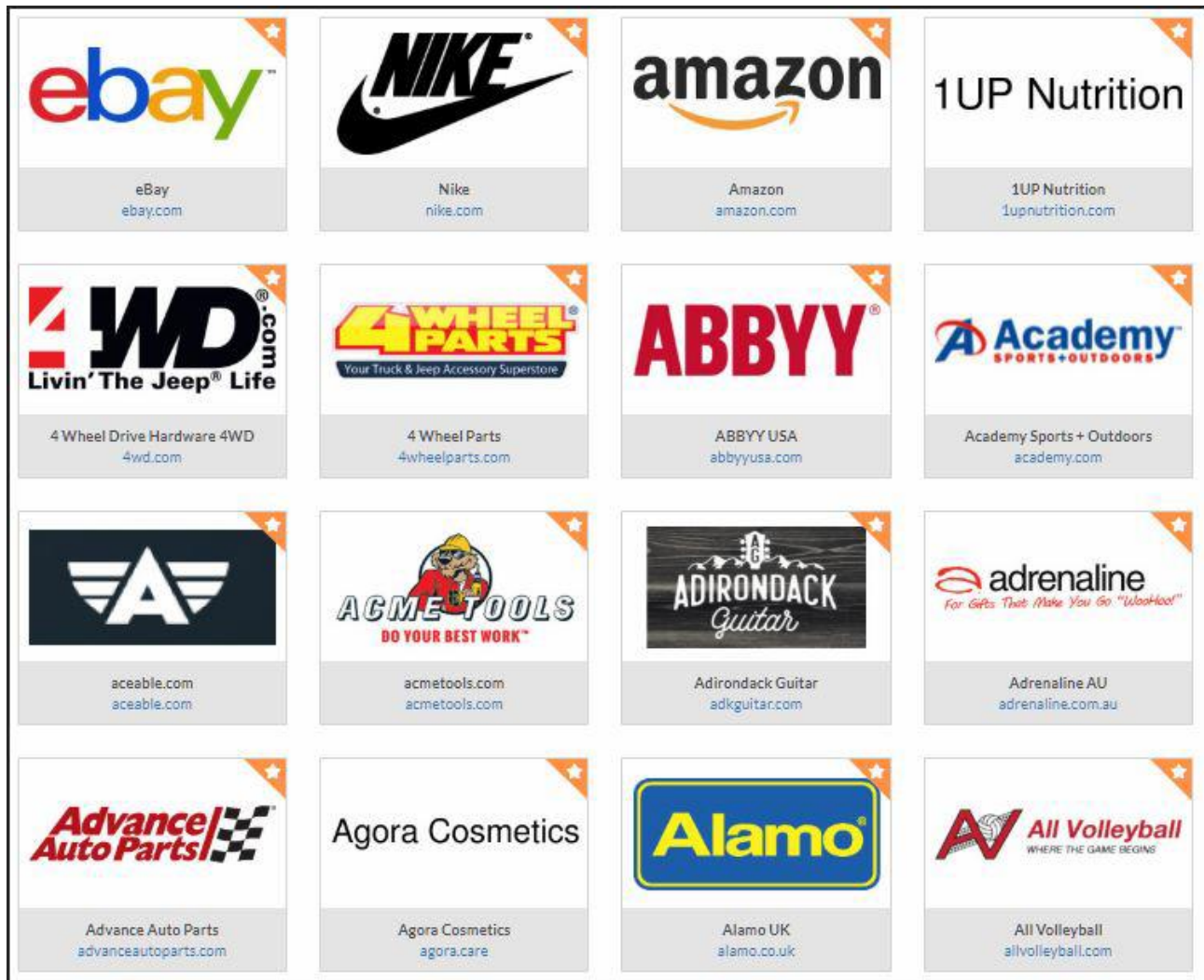
☐ Shorten with Bit.ly

**BUILD!**



## VIGLINK MERCHANTS

Clicking “Merchants” in the dashboard navigation brings you to the merchant listings page where you can see what stores / companies have affiliate programs with VigLink and you can search for merchants too.



You will find that you are preapproved for the vast majority of merchants. HOWEVER, there are a few merchants (Amazon is one) where you need to apply for approval.

## VIGLINK TRENDS

Clicking “Trends” in the dashboard navigation brings you to the latest trending products listings page. Here you can discover the trending products from an array of categories.

Just choose the “Date Range” from the left sidebar and then choose your category. As soon as you do that all the trending products for that date will show up on the page.

The screenshot displays the 'Trending Products' dashboard. On the left sidebar, there's a search bar, a date range selector (Last 7 Days, Last 30 Days), and a category list. The main area shows six product listings in a grid:

Product Name	Source	Price
Casdon Chip & Pin Till by Casdon	Amazon US	\$39.99
Nerf Rival Nemesis MXVII-10K, Red	Amazon US	\$89.52
Sulky Of America 30wt Sulky Blendables Cotton Thread Starter	Amazon US	\$152.09
Enchantimals Felicity Fox Doll	Walmart.com	\$2,038.00
Funko Pop Marvel Ragnarok Thor with Odin Force Collectible	Amazon US	\$15.00
Soul of Chogokin Tetsujin 28 GX-24 by Bandai	Amazon US	\$291.22

**NOTE:** You can watch more tutorials if you go to the [VigLinks YouTube channel](#).

## **AFTER APPROVAL**

When your site has been approved you will begin to notice links popping up within the content of your site. Some specific keywords will automatically be linked by Viglink so that you get a commission if a person uses that link to buy a toy.

To increase your chances of getting “good links” make sure to add toy names and toy brands within your posts because these are most likely to be automatically linked.

So for example, if you wrote a review post about the “Melissa & Doug Latches Wooden Activity Board”, and added that keyword within your post several times, then chances are that brand name keyword would be converted to an affiliate link by Viglink.

Of course, if you don’t want to use the Automated Linking feature, you can also use the Viglink “Anywhere” facility. For this, you only need to choose the preferred merchant within the “Anywhere” section – (As mentioned above in the “Viglink Anywhere” title section).

The Viglink interface is very intuitive and after some experimenting you should feel confident when using the platform.

## CONCLUSION

---

The toy niche will always be HUGE but it will also always be very competitive. Having said that, do not think that having competition is a bad thing...in fact it is a good thing.

Most websites out there that focus on the toy industry are pretty crap! Other than those crappy sites, there are also some really good toy sites and they tend to do very well. One of the main reasons that they do so well is because they provide valuable content to their readers.

If you, as a newbie, can provide quality content for your readers then you really do not have to worry about any competition because you will gradually carve out your own little piece of the toy industry to create your own little empire. Trust me, this niche is so big there is enough profitability for EVERYONE involved!

This course is the very basics of what you can do and will help you to get started THE RIGHT WAY.

- **You will know how to find the trending toys that have a better chance of making you sales.**
- **You will learn how to make a toy website where you are free to create whatever content you want including, toy reviews, new posts, toy updates and much more.**
- **MOST IMPORTANTLY...you have a way to gain commissions from the content you provide on your site. You will be a toy affiliate for NOT JUST AMAZON but many more toy stores...many of which have an even better commission rate than Amazon!**
- **You will save a TON of time regarding those affiliate links because they will mostly all be added automatically!**

- **With this system you have an opportunity to continue to grow your website and drive even more traffic to your posts and pages which in turn will earn you more profits.**

Now, do not think that this will all come together without a bit of effort from you. This is not a get rich system...this is a long-term thing that will gradually grow your online earnings over time...provided you have quality content on your site.

You can't just create your site, add a few posts and then leave it untouched for months at a time expecting it to bring in sales. You do need to maintain your site...more so in the early stages. Adding regular posts, keeping things up to date, following all the trending toy news that you feel is relevant to your site.

Most of all, even though this IS A BUSINESS, you can still have fun and enjoy what you do. I mean...we are talking about kids toys here! I think it's a great niche to be involved in!

I know there is a lot to go through in this course but there is no rush...just take your time and go through the material at your own pace.

**NEVER GIVE UP!**

Sincerely,

Andy Charalambous  
marketersnest@gmail.com  
www.marketersnest.com

**ONE MORE THING!...**

**...IN ADDITION** to all the helpful information in this guide, our exclusive **[MANIA BONUS NICHE guides](#)** can provide you with an opportunity to boost your profits even further!



### **MANIA TOY NICHE #1 - BOARD GAMES**

This Info-Packed Guide Shows You How To EASILY CAPITALIZE On This GROWING 1 BILLION-DOLLAR A YEAR Trending Evergreen Niche!

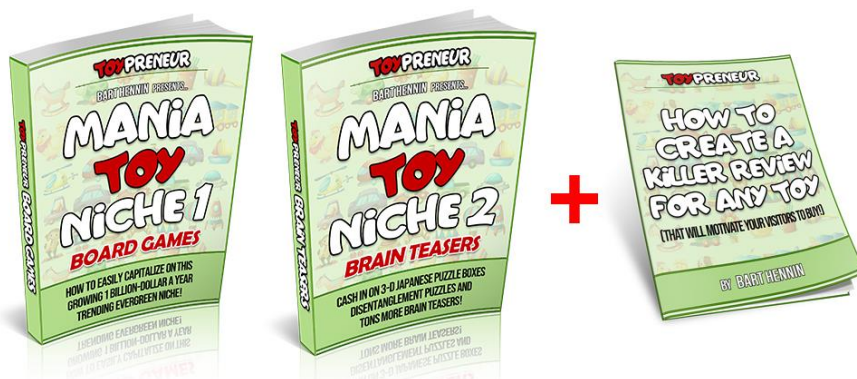


### **MANIA TOY NICHE #2 - BRAIN TEASERS**

This Info-Packed Guide Shows You How To CASH IN On the super profitable brain teaser puzzle niche!!

**BEST DEAL...get both of the above packs AND a free valuable BONUS in the SPECIAL BUNDLE PACK.**

Click **[HERE](#)** (and scroll to bottom) to see the SPECIAL DEAL.



**Andy Charalambous's**  
**BESTSELLING ONLINE INCOME**  
**STRATEGY GUIDES**

**Up To Date!**

**Step By Step!**

**Easy To Follow!**

**Very Actionable!**

**Perfect For Newbies!**

**See What Course Can Suit Your Needs...Start  
PROFITING online NOW!**

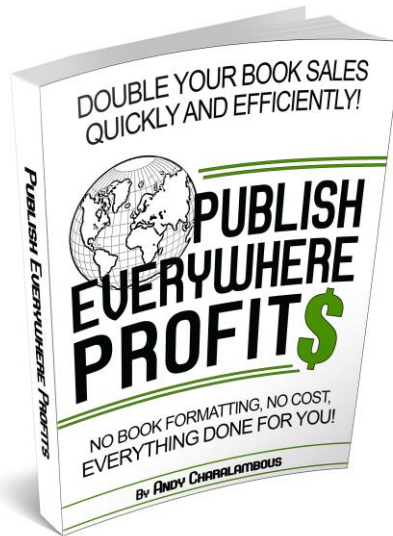
**MORE...**





TOYPRENEUR

**SUCCESSFULLY 'MARKET' ALL OF YOUR Amazon  
Books... Without Doing Any Actual Marketing!  
AND...Without Spending A Dime!!**



**This Secret Method Will Take Just Minutes To Set Up And  
Runs On Autopilot!**

You Have The "POWER" To Get Your Books In Front Of Thousands Of Hungry Buyers WITHOUT Doing Any Actual Marketing!!

In just minutes you can have ALL your books distributed to MULTIPLE book retailers! No fussing around and no stress for YOU!

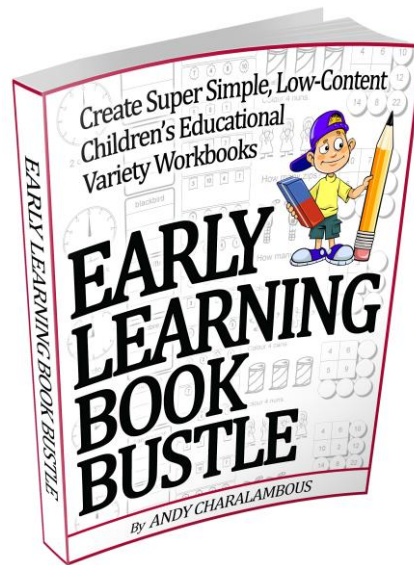
Everything is SIMPLIFIED for you and all information about your book sales and profits, (Statistics), will come from one SINGLE source.

**Learn more...Click the link below!**

**[Get PUBLISH EVERYWHERE PROFITS](#)**

TOYPRENEUR

**This HUGEY PROFITABLE Business Model Is  
A FAST Way To EARN CASH Month After Month In  
A HOT EVERGREEN MARKET!**



**A NEW Method For Creating Kid's Workbooks!**

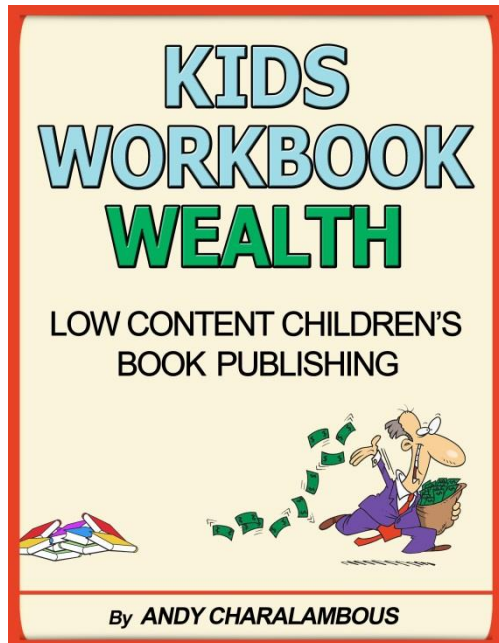
NO WEBSITE, NO TECH SKILLS and WITHOUT SPENDING ANY MONEY!

The children's early learning workbook niche is MASSIVE and yet it is not that difficult to break into for the first time!

I will show you how YOU CAN PROFIT from this high demand market by publishing TOP QUALITY, PROFESSIONAL children's workbooks that SELL LIKE CRAZY!

**Learn more...Click the link below!**

**[Get EARLY LEARNING BOOK BUSTLE](#)**



**BIG EARNINGS!**

**ZERO COST TO YOU!**

**FUN & EASY TO FOLLOW!**

You can get your hands on a piece of this pie with NO WEBSITE, NO TECH SKILLS and WITHOUT SPENDING ANY MONEY!

In this niche you can create a worthwhile online passive income by publishing SUPER SIMPLE, LOW CONTENT children's educational workbooks On Amazon.

I am going to show you how you can QUICKLY & EASILY grow your income in this PROFITABLE niche market!

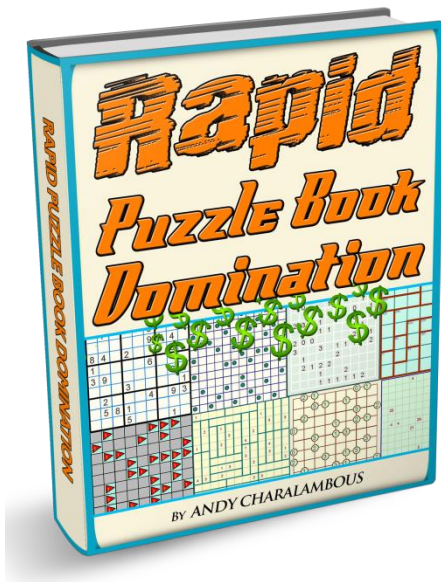
This HUGELY PROFITABLE business model is a FAST way to EARN CASH month after month in a HOT EVERGREEN MARKET!

**These SELL LIKE CRAZY on Amazon and**

**They Are SUPER EASY To Create too!**

**Learn more...Click the link below!**

**[Get KIDS WORKBOOK WEALTH](#)**



## **CREATE & GROW YOUR ONLINE INCOME WITHOUT HAVING TO SPEND A DIME!**

If you've been looking for a simple, fun, and very unique profitable home based online business that is both newbie friendly and highly profitable, you should check out Rapid Puzzle Book Domination.

This puzzle book creation course will teach you the fastest and easiest way you can make huge PROFITS from your very own puzzle books!

In “**Rapid Puzzle Book Domination**”, Andy takes you step by step through this simple business model in such a way that ANYONE can make money! You can make fantastic residual profits from Amazon!

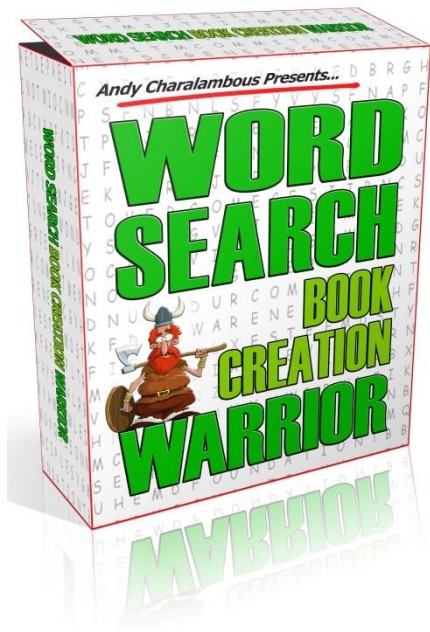
The course shows you how to create Crossword puzzles, Word Search, Sudoku, Freeform, Kakuro, Fillomino, Killer Sudoku, Minesweeper, Tatami, Letterword, Acrostic and MANY MORE!

**Puzzle books are MASSIVELY popular and sell like hotcakes all year round!!**

**Learn more...Click the link below!**

**Get RAPID PUZZLE BOOK DOMINATION Plus the  
AMAZING BONUSES and EXTRAS!**

TOYPRENEUR



## **A MULTI-MILLION DOLLAR EVERGREEN NICHE THAT HAS BEEN MOSTLY KEPT A SECRET...UNTIL NOW!**

This course takes you by the hand and walks you through the amazing word search puzzle book creation process in 3 SUPER SIMPLE steps!

NO WEBSITE, NO TECH SKILLS and WITHOUT SPENDING ANY MONEY!

You will be able to create VERY POPULAR puzzle books in a matter of hours ready for sale...ready to make you money!

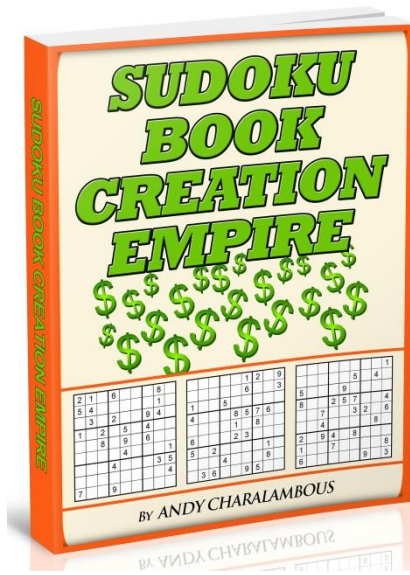
This niche will help you to create a worthwhile residual income that involves VERY LITTLE WRITING but packs a punch when it comes to sales!

Everything is FULLY EXPLAINED in detail in a simple manner to help anyone...including newbies...to grow your income in this PROFITABLE niche market!

**An Easy To Follow, Step By Step System That Has Actionable Tasks!**

**Learn more...Click the link below!**

**Get WORD SEARCH BOOK CREATION WARRIOR**



**BUILD A SUSTAINABLE  
ONLINE INCOME FOR  
YOURSELF!  
CREATE ONCE & EARN  
FOREVER!  
NO WRITING INVOLVED!**

**A Simple 3 Step Method For  
Creating VERY POPULAR Print Books In Just A Few  
Hours!**

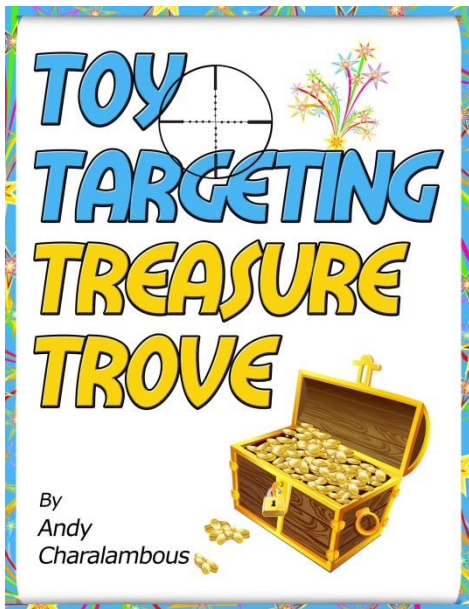
Advantages Of Creating A Sudoku Book Empire:

- Sudoku is an evergreen niche, meaning that it will be popular year in and year out.
- It has a rabid consumer base.
- Creating books is easy and will cost you nothing.
- These books are a great source of passive income.
- The niche is fan driven, meaning that fans will just keep buying, over and over again.

**Learn more...Click the link below!**

**Get SUDOKU BOOK CREATION EMPIRE and all its  
AMAZING BONUSES!**





**3 SIMPLE STEPS TO LONG-TERM PASSIVE PROFITS!  
CREATE ONCE, EARN FOREVER!**

Selling kids toys is a multi-million dollar industry. It is a really fun industry to be involved with. All those cool toys that are released each and every year...who wouldn't want to be a part of that?!

Imagine if you could earn a nice chunk of that multi-million dollar industry. Well, you don't have to imagine it anymore...you can get your share too.

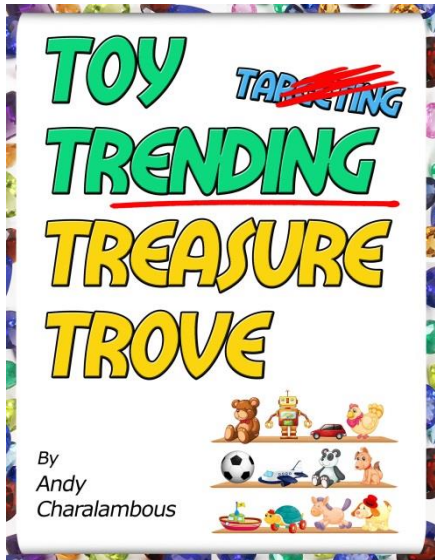
This course will show you step by step how to set up your own little toy sales empire that will gradually grow over time. This is an evergreen market...ordinary people are making money with it each and every year regardless of what is going on in the world.

**The toy market is unbreakable!**

**Learn more...Click the link below!**

**Get TOY TARGETING TREASURE TROVE and all its  
BONUSES!**





**PROFIT HANDSOMELY &  
QUICKLY FROM THIS  
UNIQUE & FUN  
NICHE...TOYS!**

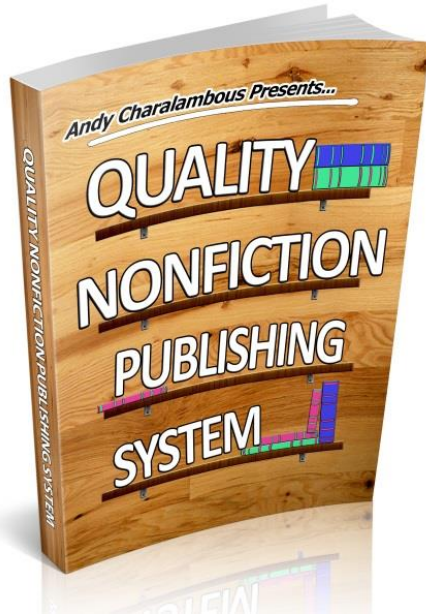
**MAKE THOUSANDS OF  
DOLLARS IN COMMISSIONS  
BY FOLLOWING THIS  
SIMPLE SYSTEM!**

Anyone with little or no capital and zero online experience can create a growing "toy riches" passive income for themselves.

- What if you could discover potential bestselling toys before they have even released?
- What if you could use that information to help you build a great residual income?
- What if you learned how to pick out all the "hot toys/potential bestsellers" and be ahead of the game...even before the Christmas season?

**Learn more...Click the link below!**

**Get TOY TRENDING TREASURE TROVE and all its  
BONUSES!**



**YOU DON'T HAVE TO  
WRITE A SINGLE WORD!**

**YOU DON'T HAVE TO  
SPEND A SINGLE DIME!**

**A Simple Step By Step Method  
For Creating Multiple Kindle  
Books!**

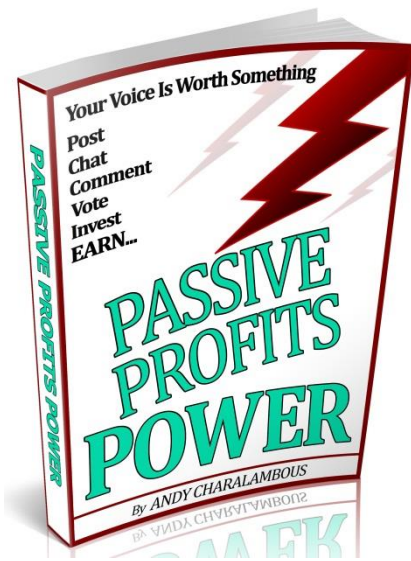
Have you ever thought about creating a book? Do you want to know how to get your book written by someone else for free?

There is a way you can get multiple books written without YOU having to write a word. You don't even have to pay someone else to do it!

You literally get all your books written for **FREE!**

**Learn more...Click the link below!**

**[Get QUALITY NONFICTION PUBLISHING SYSTEM](#)**



**SUPER EASY WAY TO MAKE  
REGULAR PROFITS FROM  
THIS EVERGREEN  
CRYPTOCURRENCY MARKET  
WITHOUT ANY RISK!**

**There are ZERO upfront fees!  
You can START EARNING FROM  
NOW and it WONT COST YOU A  
PENNY!**

There is a growing social networking and blogging platform connected to cryptocurrency that allows ANYONE to EARN from...

- Posting content
- Commenting on posts.
- Voting on posts.

What you earn can be transferred to DOLLARS, EUROS or any other country currency or cryptocurrency.

**It's a FANTASTIC OPPORTUNITY to earn WITHOUT  
NEEDING ANY SKILLS.**

**Learn more...Click the link below!**

**Get PASSIVE PROFITS POWER!**

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