

10 Hot Amazon Squidoo Lens Ideas

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I'm going to assume you already know that Squidoo lenses built around *timely* topics are a hit. Stuff like politics, sports seasons, and holidays mean you'll get a great spike in traffic at that time – but you'll still see some visitors throughout the year.

This report is going to show you 10 hot ideas for Squidoo lenses that are evergreen in nature. That means they're good all year round. I'm going to show you what the idea is all about, what search results show, and talk about what types of products you can promote through Amazon that match that idea. Why Amazon? I shop there – for almost *everything*. And I know how easy it is to tack on stuff so you can get the free shipping.

NOTE: Don't forget to include Amazon modules to help support Squidoo. Besides, they look good and Squidoo gets the top tier commission, so you might even make more with a module than you would a direct sale using your own Amazon Associates ID!

Here are a few things you need to know before we get started:

Making a Hyperlink to an Amazon Page Using an Associates ID

You can use a hyperlink when you want to have text leading your visitor to the new page.

Squidoo now has rules in place so you can only have a generous serving of 9 links to the same domain per lens, so watch your link count. So assuming you've already signed up for your Amazon Associates account, here's how you'll do it:

Step 1: Open Amazon.com

Step 2: On the Amazon.com page, search for the keyword you want to hyperlink. (For our example, I'll use the first Hot Idea – *Laptop*). In this case, the main results page includes all sorts of things, including toddler laptops.

So you want to click to the most relevant search results page. See where it says, "Electronics: See all (then it gives a number) items?" Click that.

The screenshot shows the top of an Amazon search results page for the keyword "laptop". At the top, it says "laptop" in orange. Below that, it lists "Related Searches: dell laptop, laptop computer, mini laptop." A blue bar says "Select Results from All Departments". The first search result is for an "Acer Aspire One AOD150-1920 10.1-Inch Ruby Red Netbook - 6.5 Hour Battery Life" by Acer. It shows a price of \$309.99 (down from \$319.99), is "In Stock", and has a 4.5-star rating from 458 reviews. A red arrow points to the text "Electronics: See all 439,502 items" at the bottom of the product listing.

Step 3: Click the "Link to this page" hyperlink in the upper left side of the page.

The screenshot shows the top navigation bar of the Amazon.com website. A red box highlights the "Link to this page" button. Other buttons include "Add to Widget", "Add to a Store", "Your Earnings Summary", and "What's New". Below the navigation bar, the Amazon logo is on the left, and the user's name "Hello, Tiffany Lambert." is on the right. There are links for "Tiffany's Amazon.com", "Today's Deals", "Gifts & Wish Lists", and "Gif". A search bar contains the text "laptop". Below the search bar, there is a promotional banner for "The Biggest Selection of Windows 7 PCs" with a small laptop image.

Step 5: A window will pop up where you will name your link and grab the code. Your Amazon Associates ID is already embedded into it. (Make sure you're logged into Amazon Associates in another window or it might prompt you to go log in at this point).

Step 6: Type the text you want the hyperlink to say into the Name this link area. You will see the link change to the right to reflect your new text.

Step 7: Click the highlight HTML button at the bottom and then right click and cut or copy the code.

Step 8: Paste this link into your Text module on Squidoo.

Get HTML Code For This Link

To create this link, cut and paste the HTML code from the textbox below into your webpage.

Signed in as Tracking ID

1. Customize Link	Preview
Name Your Link <input type="text" value="laptops and accessories"/> 6.	laptops and accessories
2. Get HTML Code For This Link	
<pre>laptops and</pre>	
<input type="button" value="Highlight HTML"/> 7.	NOTE: Your Associates ID is already embedded in the code.

Whenever anyone clicks through on that link, they will be taken to the search page on Amazon. ANYTHING they buy on Amazon at that time will give you full credit as an Amazon Associate. It's not co-op money that you have to split with Squidoo.

I've had many people click through to buy a \$7 toy and they wound up spending \$500 or more on various other items. I got commission on the whole mess. So add these search results pages in your text.

The exact same process is used if you want to link to a specific product on Amazon – just click Link to this page. When it opens a window, you'll need to choose the Text Only option because it will default to Text and Image.

Customize and Get HTML

Link to a specific product on Amazon and show some information about that product. The Product Links tool lets you build customized Text Links, Text and Image links, and Image only links to Amazon products.

Signed in as Tracking ID

1. Select Link Type <input type="radio"/> Text and Image (Enhanced Display) <input type="radio"/> Image Only (Basic Display) <input checked="" type="radio"/> Text Only (Basic Display)	Preview To create this link, cut and paste the HTML code in the lower left textbox into your web page. Samsung Touch Of Color T220HD 22-inch LCD HDTV Monitor
2. Customize Link Link Text: <input type="text" value="Samsung Touch Of Color T220HD 22-in"/>	
3. Get HTML Code For This Product Link Highlight and copy the HTML below, then paste it into the code for your Web site.	
<pre>Samsung Touch Of Color T220HD 22-inch LCD HDTV Monitor<img src="http://www.assoc-amazon.com/e/ir?t=weddingsociet-20&l=as2&o=1&a=B0019HGTLG" width="1" height="1" border="0"</pre>	
<input type="button" value="Highlight HTML"/>	
Note: Your Associates ID, weddingsociet-20 , is already embedded in the code.	

But unless I'm promoting a specific brand, I link to search results so the visitor can find what they prefer.

Using SquidUtils to Create Amazon Product Links

The second thing you'll need to know is how to use SquidUtils to have nice, pretty Amazon product image links on your lens. Now these are not for search results pages but for exact products.

So for my laptop example, let's pretend I'm promoting the HP Pavilion DV6745US 15.4-inch Entertainment Laptop. You will STILL need to have your Amazon.com window open with SquidUtils open in another window (or tab).

Step 1: Go to <http://squidutils.com/> and log in with your Squidoo username.

Step 2: Click on the right link that says Amazon Product Links.

Step 3: Go back to Amazon.com and find a product you want to promote. On the page for that specific product (not the search results page), copy the URL.

Step 4: Back on SquidUtils.com, paste the URL to the product page where it says Product ASIN: _____ or complete URL.

Step 5: Enter your Amazon Associates ID where it says Associate Tag in the second box. This is usually a word, followed by -20.

Step 6: Choose if you want to align your image to the left or right of the text. Choose if you want it large or small. I normally do small if I have very little text and large if I have plenty of text.

Step 7: Click Get HTML Code.

Step 8: Copy the full code that appears in the box below. It will look something like this:

```
<p style="float:right;width:168px" align="center"><a href="http://squidutils.com/us/B00111SB7G/YourAmazonAssociateTag-20" target="_blank" rel="nofollow"><br /><b>HP Pavilion DV6745US 15.4-inch Entertainment Laptop </b><br />(AMD Turion 64 X 2 Dual Core TL-60 Processor, 2 GB RAM, 250 GB Hard Drive, Vista Premium)<br /><br /></a></p>
```

Step 9: Paste that code next to the text in your module where you want it to appear. Save and publish your lens. It will look like this (this is a large, right-aligned image link):

<p>Laptops can range from ultra-portable models that weigh only around a pound or two, to "desktop replacements" that can weigh 10 pounds or more! Laptops of all sizes and weights can be clunky and difficult to carry. They don't usually fit into a purse, and putting them in a briefcase with other stuff can damage them.</p>	
<p>Carrying a standard laptop case isn't always a good option, either. For one thing, these bags often aren't as secure as you'd like. They can easily be snatched off of your shoulder if you aren't cautious, and a thief could make off with your computer very quickly.</p>	<p>HP Pavilion DV6745US 15.4-inch Entertainment Laptop (AMD Turion 64 X 2 Dual Core TL-60 Processor, 2 GB RAM, 250 GB Hard Drive, Vista Premium) \$899.99</p>
<p>They can also be very uncomfortable on your shoulder. When you carry a heavy burden on a single shoulder, it can become painful pretty quickly. The load shouldn't be carried on one side. This can throw you off balance and also be damaging to your shoulder.</p>	

Using Amazon Modules on Squidoo

There are several types of Amazon modules – the standard one that allows you to showcase multiple items and the spotlight module that showcases one item. There's also a Plexo version, which I don't use (but you can if you want others contributing items to the list).

Whichever one you use, you'll want to do some things the same. Add a keyword-relevant title.

In the description area, use my instructions above for making a text hyperlink and hyperlink to a search results page on Amazon using your Associates ID. And always choose the items yourself – don't let the system choose for you!

Here's an example of a standard Amazon module I made for a toy lens. I have my title, a hyperlink in my description, and I've chosen all of the items you see in the module.

With an Amazon Spotlight module, I do the same thing – only I find a positive review and quote it in my “Why is this worth spotlighting” section.

I *always*, **always**, always use a combination of the three Amazon tactics on my lenses. Text links, SquidUtils image links, and Amazon modules. The three work nicely together and everyone wins – you *and* Squidoo!

One Last Thing...

When you're writing about tangible items, you'll need to have something to talk about. Since this isn't a “how to make a million dollars overnight”

2008 Sesame Street Dolls for Toddlers

The [Sesame Street plush dolls](#) do more than just offer playtime fun. They teach. The Tickle Me Elmo provides more giggles, but the others help your toddler learn essential toddler skills, like potty training and dressing themselves!



Fisher-Price T.M.X. Tickle Me Elmo

***This product is NOT on the Mattel/Fisher Price recall list ***

Release Date: 09/19/2006

Avg. Customer Rating: ★★★★★

Amazon Price: \$25.99 (as of 09/08/2008)

List Price: \$39.99

Usually ships in 24 hours



Potty Elmo

Help your toddler learn to go potty with Elmo's help!

Avg. Customer Rating: ★★★★★

Amazon Price: (as of 09/08/2008)

List Price: \$16.99



Fisher-Price® Sesame Street Learn To Dress Elmo

Learn to dress Elmo helps your toddler grasp the basics of dressing themselves.

Release Date: 06/12/2006

Avg. Customer Rating: ★★★★★

Amazon Price: \$54.99 (as of 09/08/2008)

List Price: \$19.99

Usually ships in 1-2 business days



Sesame Street Snuffleupagus 12" Plush Doll (Large Plush)

Who else has a Snuffleupagus doll? Nobody! Snuffy has a world of wonderful characteristics that encourage imaginative play.

Avg. Customer Rating: ★★★★★

Amazon Price: \$16.49 (as of 09/08/2008)

List Price: \$15.00

Usually ships in 24 hours



Sesame Street - Plush - Oscar the Grouch Hand Puppet

Hand puppets are great for toddlers. You'll watch in amazement as you see your child's true personality shine through.

Avg. Customer Rating: ★★★★★

Amazon Price: \$11.50 (as of 09/08/2008)

List Price: \$11.99

Usually ships in 1-2 business days

sales pitch, some people get stumped writing content – especially when they've never personally tried the product.

You can learn a lot from Amazon customer reviews. I start there. If a product has a 4 star rating with 6 reviews, that's okay, but if it's 3 stars with 100 reviews, that sets off red flags for me and I might not promote it. What's the use of promoting a shoddy product if it's just going to get refunded?

Read what the product does – there's usually a manufacturer description and sometimes several editorial reviews before the customer reviews. You can also Google the product by name to see what other reviews are out there.

Talk about the specific details, but the consumer rule of thumb applies here – tell them “WIIFM?” What's in it for me – it's what everyone wants to know whether they're forking over \$40,000 for a new car or \$0.40 for a stick of gum.

Will they get luxurious seats with a power-packed engine or a fresh mint sensation that tickles the tastebuds? Be willing to be entertaining! We all love the SuperBowl ads that are the most outrageous, and lenses are no different – those that make us laugh or smile or even raise an eyebrow or two are the ones we bookmark and share with others.

As I mention later in the report, head to [Yahoo Answers](#) to see what questions people have. Type in your product and search to see if anyone else has asked questions. If so, create your lens to answer those questions because if one person's asking it, chances are others have the exact same query in mind.

Also – for the keyword lists that are included with this report. I've chosen to include only keywords with at least 10,000 monthly searches based on Google's Keyword Tool. And I've tried to remove anything pornographic for you, too.

Ready to discover some hot Squidoo lens ideas? Let's get started!

Hot Idea #1: Laptops & Accessories!

Laptops are definitely not a passing trend. More people are moving from the confines of their computer desk to a laptop that allows them to work (and play) on the go. Instead of picking *laptops* as your generic lens idea, go for laptops that are specific and build a lens around a certain type or brand.



You can also target the accessories that go with laptops, like laptop bags, batteries, mouse and keypad, cooling stands, etc.

Your lens will do better in the SERPs (Search Engine Results Pages) if you narrow it down. Instead of laptop accessories, build one about laptop batteries, for example.

What will you write about this topic? I had to write 15 articles for a client's request for PLR (Private Label Rights) on [laptop bags](#), so I know it's possible to take the same main idea and write a lot of content about it. (**Hint:** Use PLR to drive traffic TO your lens, but don't put it ON your lens

unless it's altered!)

When I'm creating a lens, I like to think about the questions people might have about that topic. So here are some questions people have about laptops:

- What brand of laptop is good for home use?
- How does my laptop connect to the Internet?
- How do I keep my laptop in good condition?
- What laptop do you recommend for a new college student?
- How do you protect an outdoor laptop?
- What is the best kind of processor for a laptop computer?

If you look in the folder where you downloaded this report, you'll find a keyword list of relevant keywords for *laptop*.

You can go to the [Google keyword tool](#) and type in something even more specific, such as *laptop battery* and grab those keywords if your lens will be narrower in nature so that you'll know what type of content to create based on how the public is searching.

Here are some items (linked to the search results pages) that you can promote:

- [Books About Laptops](#)
- [Laptop Carrying Cases](#)
- [Laptop Batteries](#)
- [Laptop Mouse](#)
- [Laptop Coolers](#)
- [Laptop Hard Drives](#)

It's okay if you don't know the ins and outs of laptops, their hard drives, and all of their accessories. You don't need to! If you can speak about the features, go for it – but if not, talk about situations where it comes in handy, such as, “Want to avoid a repeat of when your last laptop had a meltdown and you lost all of your information that was stored on it?”

Or, “When you're running to your next college class and it's pouring outside, how do you protect your laptop from getting soaked in the process?” Everyone knows enough that water and tech gadgets don't mix.

You only need about 750 words for a lens to have plenty of good content (the more the merrier, so go longer if you want). But that's three 250-word articles on a topic (an intro and two text modules) plus your guestbook and Amazon modules will give a complete lens. If you just can't do it, look for PLR to help give you ideas or hire a freelance writer who can do it for you.

Hot Idea #2: Books!

Don't worry if you're not an avid reader. Book sales on Amazon are outrageous. My book sales have come from other lenses – such as toddler books from my toddler toy lenses. But I'm gearing up to create some massive book lenses on Squidoo based on various topics like “motivation,” “Idiot's Guides” etc.

I realized with so many book sales stemming from other lens sales, I'd be foolish not to target the book buyers directly and possibly flip the sales so that the book buyers would add on other items to their carts! Just this quarter so far I've had 29 book sales *without* a book lens! Imagine what kind of sales I'll have once I go after that audience.

So for a book lens, you could do it several different ways. You could go with the inverted pyramid idea – build a lens on a book genre, like “children's books” and then create narrow lenses that all revolve around the children's book themes.



I noticed I've sold quite a few children's books on dealing with death (of a pet or family member), for example.

Or, you could divvy it up by ages – soft books for the babies still in chewing mode, picture books for young toddlers, etc. Maybe even books that are common on a school's required reading list!

Or, you could create Squidoo book lenses on a particular author who has multiple books, like Stephen King, J.K Rowling, or Stephenie Meyer. Showcase the author and then build a lens around each title. You can also do lenses on [audiobooks](#)!

Hot Idea #3: Toys!

Well I'm going to regret this, because I make a good deal of money promoting toys on Amazon, but oh well – there's room enough for us all, right? Toys are good sellers on Squidoo and the lenses look amazing.

So how can you build your Squidoo toy lens ideas? I started off with a toddler toy lens and then I started watching stats. I noticed Melissa and Doug toys sold well, so I created a lens just for them.



You can create Squidoo toy lenses like this:

- **By Brand** (Leapfrog, Fisher Price, etc)
- **By Age** (0-6 months, up to 1 year, toddler, etc)
- **By Show** (Sesame Street, Bakugan, etc)
- **By Toy Type** (action figures, musical, arts and crafts, etc)
- **By Topic** (dress-up, science, nature, etc)

Watch your stats to see what sells best (this goes for all lens ideas). Then branch off and create a lens just for that topic. On my top toddler toys lens, I've primarily sent people to Amazon using my associates ID link, which is where **the bulk of my money comes from.**

Some people just see something they like and click through. On holidays, sales soar – but toys are a year-round hot topic because of birthdays and "just because" buys. I always add toys to my cart because I just see something cute, buy it with the intention of saving it for Christmas, but I never do – I give it to them when it arrives.

Hot Idea #4: Dinnerware!

I didn't even know how many people searched for this topic until I made a Christmas dinnerware lens. But man, are people searching for dinnerware! I guess I didn't think about it because I'm not in the market for it myself.

I have my parent's china and another unopened set we were given for our wedding. So remember to think outside of your own small world when it comes to determining what a good lens idea might be. Here's how you could create a rash of dinnerware lenses:



- **Sets of dinnerware**
- **Specific items** (i.e.: glasses, plates, servicing dishes like platters, etc)
- **By color or pattern or theme** (blue, plaid, Christmas)
- **By brand** (Corelle, Pfaltzgraff, etc)
- **By price** (cheap, discount)
- **By material** (porcelain, pottery, ceramic, etc)

What do you say about dinnerware? I know many of you have a hard time finding the words to write about tangible items. That's okay. What you do is talk about the scenarios. For example:

"If your home is hosting this year's Christmas Even gathering, then you'll want to find a dinnerware collection that suits both your budget and your personal taste. You can find discount dinnerware collections on Amazon and get free shipping for anything over \$25."

Here are some more article ideas for your text modules:

- What's Included in a Full Set of Dinnerware? Talk about what each item does, but put some personalization in it – like a "gravy bowl that's big enough to hold lots of Grandma's prized creamed gravy for the fried chicken lovers in your house."
- Which Dinnerware Brand Is the Best?

- How to Safely Wash Your Ceramic Dinnerware
- Finding a Replacement Piece for a Corelle Dinnerware Collection

Hot Idea #5: Dogs!

People loooooove their pets. So much so that they buy anything and everything for them – books on how to buy and raise or train them, outfits to dress them in, food to serve them, and toys to entertain them.

It's not all about dogs, but they're the primary pet most people indulge in when it comes to Amazon buys.

I knew this topic was hot because I get a **ton** of requests for PLR on dogs at my [PLR Mini Mart](#) – and I've provided articles on everything from dog agility to dog health to dog potty training.



But I've also had requests for tropical fish and cat care – so anything pets will work on Squidoo! So what types of lenses could you create on Squidoo about our four legged canine friends? Here are a ton of ideas for you:

- By the breed
- By the size
- By the type of hair (short versus long)
- By the purpose (guard dog, kid-playmate, show dog, etc)
- By the health or behavior topics (training, grooming, etc)
- By the rewards (toys, treats, and clothing)

These are just a few ideas. You can have a whole Squidoo account set up for Dog Health and then cater to all of a pet owner's questions about their dog's well being. Use [Yahoo Answers](#) to get some text module topic ideas, such as (these are actual questions):

- What's the Best Thing to Feed My Dog?
- What's the Price of Year Round Dog Health Care?
- Why Does My Dog Keep Scratching Her Ears?
- What's the Best Health insurance for My Dog?

Don't be afraid to use the world of web 2.0 to let the people spur some ideas in you! What could you promote via Amazon? Books, dog clothes, grooming supplies, food, toys, flea medicine, dog beds or houses, and more! Amazon has a whole host of dog items on their site – and they have plenty of stuff for fish, cats, and other pets, too!

Hot Idea #6: Pregnancy!

There are three ways you can play the pregnancy lens idea on Squidoo – those trying to get pregnant, those who are already pregnant, and those in the world of post-pregnancy parenting.



You can have separate Squidoo accounts for all three or have one and take your visitors through each stage of the pregnancy issue.

I know from a previous project when I was a newspaper stringer that infertility is a BIG issue. Even women who haven't yet started trying to get pregnant invest in resources to see what they need to know ahead of time. You can create lenses on:

- Trying to get pregnant
- Each trimester of the pregnancy
- Specific pregnancy problems, such as stretch marks
- The birth itself
- Maternity clothes and other items

they'll need

- And move on to parenting lenses through the first year – or beyond!

Amazon offers all sorts of items you can promote from lenses on these topics, including:

- Books and magazines on pregnancy and parenting
- Stretch mark creams
- Prenatal vitamins
- Pregnancy fitness videos
- Maternity clothing (and newborn, etc)
- Lullaby CDs
- Pregnancy tests (and ovulation kits)
- Nursing pads...and more!

You can either give your personal opinion on topics like epidurals, for example, or just give unbiased advice and see how your audience shops so that you learn their preferences! Make sure with a sensitive topic like

this that you provide accurate and valuable information in your text modules. You don't want to influence anyone in a dangerous manner.

Hot Idea #7: Organics!

People aren't just concerned about gas prices these days – they're also searching for organic ways of living, and that includes everything from cloth diapers to clothes made out of soybeans and recipes made from pesticide-free gardens.

For organic lenses, you really want to consider who your target audience is. There are those who are just now learning about the word *organic* and want to know what all it entails.

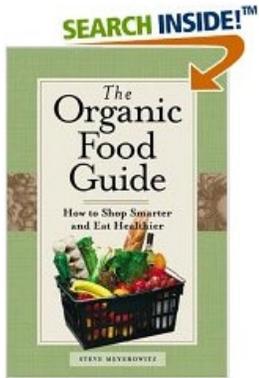
They may have seen organic vegetables and fruits in the grocery aisles, but not really “get” what the difference is. Explain it to them. You'll also have more experienced organic shoppers who are just looking for something they need.



Some may want to know the science behind organic items while others want to scrutinize the labeling of organic products. Many will just want to know what makes organic better than non-organic!

All of these organic items can be found on Amazon for you to promote on your lenses:

- Books on going or growing organic
- Baby clothes and other organic apparel (including shoes and bedding)
- Organic edibles, such as milk, agave nectar, sweeteners, and even lollipops!



- Toys made from organic materials
- Beauty products
- Pet food
- DVDs

When you scroll through your keyword list, you'll notice topics you can build lenses on immediately – such as organic tea, organic skin care, organic clothing, and so on.

You may or may not want to get into the politics of going organic. For some readers, this will be a turn-off if they feel you're pressuring them. But if it's your passion, feel free to go for it – conveying your enthusiasm on a particular topic can often persuade others into agreeing with you!

Hot Idea #8: Gourmet Food!

Gourmet food is both a sinful treat ordered by the consumers themselves and a perfect present idea touted by those who sell gift baskets online. You can order gourmet gift baskets online and also gourmet food items that aren't necessarily in a basket.

You can define Gourmet as, "food that is of the highest quality, perfectly prepared and artfully presented." So anything you find on Amazon that you would categorize as gourmet could be placed on your lens. However, Amazon has a gourmet section, where you can find:

Hot Idea #9: Music!

Do you have any idea how much money is spent on MP3 downloads? Me neither, but if my own bill is any estimate, it's a fortune! My 16-year-old son got a video iPod, so what does he do? He gives his "old" iPod to my 9-year old son as a hand me down.

Great! Now I have *both* of them nagging me to download songs. I cave in exchange for extra chores. "Sure, if you'll straighten the bathroom!" Next thing I know it's cost me \$10 to have the toilet paper put back on the roller.



MP3 downloads can be done through Amazon, too - for MP3 players - but you also have box sets of CDs and individual CDs they can buy.

So you can create tons of lenses on MP3 downloads or other music aspects according to these variations:

- Music genre (country, rock, hip hop, etc)
- Band or Singer (Metallica, Lil Wayne, etc)
- Songs (The Christmas Shoes, 4 Minutes, etc)
- Albums (Mamma Mia, Breakout, etc)

Box sets cost a pretty penny, too – so there's some good commission in that. But even with MP3s, the money might be small, but it's volume that will count. I have lots of links coming in about cell phone skins, and they're pennies in commission, but it adds up for a nice payment. Same thing with MP3 downloads.

Not only can you sell the songs and albums or box sets, but you can also sell the MP3 players themselves (and their accessories) – always popular items year round!

Don't just go for high-end Wall Street consumers. Remember moms like me who have to give their tween an MP3 player but know he'll probably lose it soon after.

If you search the [Amazon MP3 Store](#), you'll lots of helpful information, including:

- New music
- Today's top MP3 Songs, Albums and Artists
- Friday \$5 Albums
- Best-selling songs by genre
- Best-selling MP3 Players

Music is something many age groups invest their dollars in – starting at a very young age and going all the way through senior years. It's also an evergreen topic that you can cash in on through Squidoo!

Hot Idea #10: Unbox Video!

I love watching TV. I know lots of my friends who do, too. Problem is, Tivo only allows me to record two programs at a time, so many times, I'm left having to catch reruns or pay to download other TV programs like Nip/Tuck, Gossip Girl, One Tree Hill, and Weeds, for example – all of which I've paid for lately (just forked over money last night for the last season of Nip/Tuck, in fact).

I don't want to admit it, but I've paid a small fortune in the past month catching up on all five seasons of Nip/Tuck, 3 seasons of Weeds, countless seasons of One Tree Hill, and one season of Gossip Girl. I happened to order these from my iTunes store, but now that I know Amazon.com has Unbox videos, you can bet I'll be watching more on my computer.

[Amazon Video on Demand](#) lets you watch movies and TV shows right on your computer, on TV (using a broadband-connected device), or a portable video device or PC. Buyers have an online video library if they want to download and watch later. And associates get a 10% referral

Here's something really cool! You can buy episodes of old TV. Just the other day my husband was asking me what 80s TV seasons had at Fry's Electronics. I bought him Moonlighting (okay, so I loved it, not him). But have shows dating back to the 50s and 60s, too!

Now the individual episodes are cheap – like \$1.99 each for many. But they add up! I might go daily and download an episode while I take a break. Or, I might buy a \$17-40 season so I can have it ready for a marathon TV session if I'm in mood.

How should you build lenses on Squidoo for Unbox Video? Like this:

- TV by the decade
- TV genres (reality TV, comedies, dramas, etc)
- Movies
- TV Shows
- Actors or Actresses

Top-Selling Classics: 1980s-1990s



1. [Babylon 5](#)
2. [Doctor Who](#)
3. [Batman: The Animated Series](#)
4. [ER](#)
5. [Silk Stalkings](#)
6. [Friends](#)
7. [21 Jump Street](#)
8. [Steven Spielberg Presents Freakazoid!](#)
9. [Xena: Warrior Princess](#)
10. [Knight Rider Classic](#)

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- Channels (like the Best of Comedy Central or Discovery Channel)

Don't just sell the shows or movies – sell the electronic equipment that goes with it! Consumers can buy a Tivo unit from Amazon (over \$100) or a Sony DMXNV1 Bravia Internet Video Link (over \$200).

You can also sell them portable video devices. Don't forget **collectibles Amazon sells for the actors**, too – like [Bruce Willis!](#)

I've Spoon-Fed You a Hot List, Now What?

Pick one (or more) ideas from hot list and brainstorm at least lens ideas.

this
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Start with one broad topic that will serve as your primary lens and then have 9 "feeder lens ideas" that will be narrower in nature.



For example:

I might choose Unbox Videos as my hot list idea. Here are some ideas I can brainstorm:

Main Lens: Why We Love Reality TV Shows

Feeder Lens #1: Cooking Shows (Top Chef, Iron Chef, Hell's Kitchen – and then build one lens for each show)

Feeder Lens #2: Flipping Shows (Million Dollar Listing, Kitchen Nightmares, Tabatha's Salon Makeover – and then build one lens for each show)

Feeder Lens #3: Comedy (The Cho Show, My Life on the D List – and then one lens for each show)

And so on...that's 12 lenses right off the bat. I can sell the Unbox videos from Amazon, or the actual DVDs for those who prefer something tangible to stick into the DVD player. Give them choice!

Build your first lens. Take your time and make it good. Have the introduction (at least 200-250 words), then two more text modules of the same length OR several small text modules where you talk about each episode or actor, possibly.

Use all three linking tactics I talked about at the beginning of this report – have text links to the search result pages, use SquidUtils.com to make Amazon product image links, and add Amazon modules to your lens!

On Amazon, you'll find banners you can use for various sections of the site. [Here is the banners page for Videos on Demand](#) but there's just one problem – it's in iFrames, which Squidoo disabled.

So do this instead:

You'll see the code below to get this banner image:



```
<iframe src="http://rcm.amazon.com/e/cm?t=YOURID-20&o=1&p=48&l=ur1&category=amazonvideoondemand&banner=16NMX5X9H049H22QPJG2&f=ifr" width="728" height="90" scrolling="no" border="0" marginwidth="0" style="border:none;" frameborder="0"></iframe>
```

Since you can't use iFrames, you need a workaround. Take the URL for the image, which you get by right-clicking on the banner and choosing Properties → Location. A box will pop up and you'll want this portion of the text:



Where it says Image Properties → Location, copy the .gif URL. Then you're going to use this code on your Squidoo lens instead:

```
<a href="http://www.ResultsPageYoureLinkingTo.com"></a>
```

The first URL in that code (the blue link) is a link just like I taught you when making text links. It's where you want your visitor to end up, and it'll have your ID embedded in it. So go through the same steps for making a text link, but instead of copying the entire code, all you'll do is take the link URL.

So say I want to link to a Hell's Kitchen season. I'll go to build links and choose text links. I'll enter the URL to the Hell's Kitchen page and type my text in as *whatever* – it doesn't matter because we're not making a text link.

You'll see this as a result, but all you want to cut and paste into the above code is this (in blue):

```
<a href="http://www.amazon.com/gp/redirect.html?ie=UTF8&location=http%3A%2F%2Fwww.amazon.com%2Fgp%2Fproduct%2FB00171LH1W%3Fie%3DUTF8%26redirect%3Dtrue&tag=YOURID-20&linkCode=ur2&camp=1789&creative=9325">whatever</a>
```

So my final code will be:

```
<a href="http://www.amazon.com/gp/redirect.html?ie=UTF8&location=http%3A%2F%2Fwww.amazon.com%2Fgp%2Fproduct%2FB00171LH1W%3Fie%3DUTF8%26redirect%3Dtrue&tag=YOURID-20&linkCode=ur2&camp=1789&creative=9325"></a>
```

This creates the banner image hyperlinked to Amazon to the Hell's Kitchen page. Or, I could have used a general Unbox Video search engine results page. It doesn't have to be Hell's Kitchen – I just like Gordon Ramsey's style ☺

It sounds more dreadful than it is – soon you'll be copying and pasting code all over the place! I just had to walk you through each step the long way so you won't be confused.

You can also use banner images to link to Amazon gift cards! Those are very popular, and you make a commission on those, too!

Don't forget to do all the usual traffic starter stuff – bookmark them, write articles for them and submit them to article directories.

Building Amazon lenses on Squidoo can be fun and profitable. They're very easy and if you follow Amazon's hot list or bestseller lists, you can cash in on timely trends, too!

If you want detailed help on building the actual lenses, you can use several resources:

- SquidU.com (Squidoo's own university of sorts)
- [52 on Squidoo](#) (a FREE challenge to get you to create one lens per week for a year)
- SquidooCool.com (Lewis Smile's blog of tips and tricks)



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