

5 Mistakes People Make with Their Gift Guides

That Cost Hundreds Per Year

A Good Gift Guide Earns \$500 A Year

An exceptional one earns
thousands.



My name is Anne, and I've made over \$85,000 writing gift guides on my blog.



My site, UniqueGifter.com is dedicated to gift guides for all occasions.

I know how to make a gift guide profitable.

What's the difference between the ones on my site and the ones that don't make any money?

These five mistakes.



MISTAKE #1:
Using Amazon Widgets



Amazon widgets don't work

so replace them

They generally don't fit in with the vibe and formatting of your website, and your audience notices that they are out of place.

While these are the easiest way to pop an affiliate link into your gift guide (or any other post), people don't click on them.

MISTAKE #2:
Not Enough Selection

7 gift ideas
is too few

so add more

If someone can blink while scrolling and miss all of the gift ideas, you have too few!

Address our human need for choice and finding the right fit by providing lots of options.

MISTAKE #3:
Not Enough Links

people want to buy,
but can't

so make sure they can buy

“Why yes, I would love to order that chocolate fountain... but how?”

I used to get emails asking how and where to buy gifts I had mentioned, because I was only listing ideas, not adding links to vendors. How silly of me!

People were *trying to earn me revenue* and it wasn't even an option!

MISTAKE #4:
Too Few Pictures

looks sell

so add pictures

People *love* to browse through stores, whether that's online or offline. We're drawn in to objects that make us smile and engage our senses.

Make your gift guide visually engaging, with lots of beautiful pictures, of beautiful things.

MISTAKE #5:
No Promotion Strategy

publish & pray
doesn't bring
visitors

so have a plan to
shout from the rooftops

You have probably heard the phrase “20% writing, 80% promoting.” Like with all of your posts, you have to help people find your corner of the internet.

When you publish your gift guide, use *all* of your promotion techniques, to give it the biggest push possible for success!

Have you made any of the 5 mistakes?

I've made every single one of them... and more.

They seem simple, when listed out like this, but they really make a difference to the profitability and success of gift guides.

There are always ways to tweak and improve our online work and I'm happy to be able to share everything I've learned and refined.

Thankfully, for every one of these mistakes, there's a strategy and a way to optimize for success.





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Perfect Gift Guides Course

coupon code: **nomistakes**

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The Course That Pays for Itself

You'll Learn:

- How to strategize your gift guides to start **earning real money**.
- The tips you need to create a gift guide that converts into **consistent income**.
- Why gift guides should be the **very next thing you do**.
- How to end your year making the **most revenue you ever have**.
- The secret reason gift guides are **better than every other affiliate strategy out there**.
 - (Which is why they earn money, *even on small blogs*!)