**Review Article Writing Instructions**

Section 1: Breakdown of sections included in your Review Article

**Introduction:**

You want the visitor to get a feel for your writing style and start to like you in the first few sentences so they continue reading.You should talk to them through your writing as you would talk to a friend when you are telling them about something you recently purchased. Your introductory paragraph should let the reader know that you understand what they’re doing on your website reading your product review.You also need to convey to them that you know what information they’re looking for and that you are going to be able to deliver it to them. So in summary you need to do **three things**:

* Create a connection with your reader
* Tell them you understand their problem
* Show them you have a solution

**Introduce Product:**

Four things you need to include in this paragraph:

* What the product is
* Who made it
* Bullet point listing of the features
* Why was the product created

**Describe The results you will get from this product:**

In this section you need to discuss the results and or benefits that you or others are getting from the product. This is where review research will come in handy. Include why it is better than competing products etc..

**Testimonials:**

Three sections you might want to include in this paragraph are

* Find a review or testimonial
* Discuss it and provide a commentary
* Point out benefits to potential buyer

**Insider Information or what to watch out for:**

By telling people what to watch out for before buying a new product or service you can build some extra trust with them that could be the difference of them clicking on your affiliate link and buying or leaving your website to continue their search.

You’re also giving value to your reader and showing them that there are aspects of this product that you are going to share with them that they might not find elsewhere.

**Buying Advice:**

Helping your visitor buy the product you’re reviewing is the next logical step in our process.You’ve done all the hard work and now you just want to help them make that final decision to buy. In this section I would add information about guarantees, the best place to buy and why, upsells, shipping, discount coupons or bonuses, etc.

**Conclusion and CTA:**

Finally you write the last section which is called the ‘conclusion’, ‘verdict’, ‘my verdict’ or whatever you think is most appropriate for your review.

Two things you should mention:

* The first one is a quick summary, i.e. “This is a great training course in the area of traffic generation without the involvement of Google or upfront costs.
* Your recommendation to buy.