

## Guide To Cashing In On Shiny New Object Syndrome - Review Day 2

by matheaford - Friday, June 29, 2012

<http://www.reviewsbymathea.com/guide-to-cashing-in-on-shiny-new-object-syndrome-review-day-2/>

Read Review Day 1 here ---> [Guide to Cashing In On Shiny New Object Syndrome Review Day 1](#)

Here we are at another superb day - evaluating "[Guide To Cashing In On Shiny New Object Syndrome](#)", by Tiffany Dow. If you want to buy it and go right along with the review, that is fine.

For Day 2, I am looking into the content of the ebook again, and I am reading the chapter about how to choose what to review and why. She talks about how she chooses the items she reviews - good tips and as you might think - my idea is to evaluate something that I need or could use or have just purchased. After all, it's fresh in my mind why I chose the product and I was hot and heavy to get it ordered, so I could do it. [Feel free to email me suggestions of things you would like me to review].

She offers several different scenarios that would be a reason to review a product, and I think they are all very valid reasons to evaluate a product. She mentions that you don't have to love every product. Well, if you buy on the warrior forum, and read the reviews, you know that all the reviews are rosy and every product is wonderful. I want you to know that I commit to an honest review and I am going to tell you when things annoy me or I think something could enhance the product. Finally, she talks about how we all have to build our business on some level of hope, and your customers think that way too, right? You hope something works.

She describes several situations where product owners got mad about her review and how she handled that, and how she has gained respect for marketers based on their response to her not so pretty review.

Then she goes into the steps of a review - and I won't give you the steps but let me tell you that when you are working on building trust with your audience, she is recommending the things that will help you build a great deal of trust. And being honest and learning as you go. She talks about how to evaluate the steps of the process and what you should be doing as you are working on the product to keep up.

You have to explain what your readers are going to go through. I love to know whether or not I will see an upsell - I personally don't mind them - unless you have to have them in order to make the product work. You should have put it in the product then! And she talks about ways to keep your audience going and learning. How to keep them engaged in your blog and reviews. I completely agree with the first way that she discusses and you will see me doing that on this blog.

More steps, you read through them and you realize what a wonderfully thought out piece of work this is! She covers most of the things that you need to know. She discusses how to show your results without showing too much. And a final chapter on how to close out your reviews. I would personally develop criteria at the beginning - whether I made x dollars or whether I got x amount of traffic - whatever the promise is I would evaluate it against that.

So - what am I evaluating this review against? Let me remind you of what the sales page promises -

1. That it will help me build a loyal following. What is a loyal following? I am guessing that is people who come back daily and who make comments and read the posts. Let's give that 6 months to evaluate. I will come back in December and let you know if I was successful. We are at 0 readers now, so building a loyal following may be easy to evaluate.

That is all the promise that she makes in her letter. Now that I think about it, that is probably about all she can promise.

I don't know that she is totally realistic about building a loyal audience by just blogging. I believe you have to market too, by building a facebook and [twitter](#) page. By going into forums and learning more from the folks that are doing the same thing and the place where your loyal audience hangs out looking for a mentor. I believe that will help you succeed more if you can do those things - and it will make your success happen more quickly.

So that wraps up my review of the [Tiffany Dow Guide](#), and I will follow her directions on how to write reviews and complete them over the next few months. I hope you will join me and let me know what you think. Remember, I am measuring the success by having an active blog. Help me out!

**Tell me what you think it will take to build a blog that matters to a loyal audience in the comments!**