

# Affiliate X // Case Study

# Forex Apocalypse

## About these case studies

Welcome to your first case study! These 'fact-files' on our Product Launch Domination test sites will come in various forms over the upcoming months. I may give you an in-depth video case study where new methods are used, or I may give you one of these files which provide an overview of exactly what we did for the site in question. If, like in this case, it is the latter, the information provided in these case studies is the following: the exact blog copy used, the exact landing page used, the sites I built links on and the commissions generated from the launch, plus any additional details. No non-new methods will be explained as the primary Affiliate X Product Launch Domination manual and videos cover them in detail.

## This month...

This month the product launch in question is Forex Apocalypse (<http://www.forexapocalypse.com>) - a forex robot launched by Andrew West. Affiliate X flagged this as an upcoming launch so we went after it.

## Competition

The first thing we always do, as you'll know from the PLD manual, is check the competition. To my surprise, there was virtually NO competition for Forex Apocalypse! As you see below, even right now there are only 1,500 results when we do a allintitle scan. I knew this would be ridiculously easy - it took me around an hour and half to finish everything!



Web [+ Show options...](#)

Results 1 - 10 of about 1,500 for allintitle:forex apocalypse.

## Domain name

For our domain name, we went with [forexapocalypse.net](http://forexapocalypse.net) as it's an exact match domain, and could even possibly be mistaken as the official site.

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## Forex Apocalypse

### Blog post copy

Here is the exact blog post I used for the pre-launch stage. It's sprinkled lightly with the main keywords and some laterally related ones.

#### ***Forex Apocalypse Review - Is It The Killer Tool?***

*Ever wondered what making \$11,000 profit in 30 days would be like? Well, Forex Apocalypse will show you how to do exactly that. This shockingly profitable, unique and super accurate new Forex robot is set for release this coming Tuesday - and all signs are, its a monster.*

*Forex Apocalypse will show you how you can squeeze four-and five-figure paydays out of the Forex market...on 100% autopilot. The forex market works in a very similar way as the stock market. To put it simply Forex stands for foreign exchange. It's the worldwide currency market. The currencies trade in pairs.*

*When one currency falls, another rises. You can actually buy and sell money every day! But you don't even have to care why people do it. All you need to know is that they do it and that the money is much bigger than the stock market. In fact, the forex market is so large that it's bigger than all the world's stock, bond, future and options markets combined with a daily volume surpassing 3.2 trillion dollars every single day.*

*So, its easy to see that there are incredible profit opportunities there - but here's what makes Forex Apocalypse so powerful... One word: automation... You need a system that puts your trading on autopilot so you can live your life instead of being handcuffed to your computer all day.*

*I'm going to give you a tool that trades the Forex markets for you.*

*Forex Apocaylpse is powerful software that we've spent years developing. It truly does take the decision making out of your hands. All you have to do is turn it on and let it run. Forex Apocaylpse has it all: shocking profitability, unheard of accuracy, and complete automation.*

*if you want to profit with this incredible system, then stay tuned for the launch - it promises to be one of the biggest Forex systems this year...*

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## Forex Apocalypse

### Link building

As there was so little competition, I knew I could get away with doing very little link building using our high-quality do-follow backlink site list - this is why setting up the site was so rapid and fast!

Here are the sites from the PLD manual I used for Forex Apocalypse:

<http://pugs.postgresql.org>  
<http://codeigniter.com/forums>  
<http://forum.tattootattoo.info>  
<http://codeigniter.com/forums>

Additionally, I added backlinks to the site from the other product launch I was doing at the time (Commission Blueprint 2, the one focused on in the PLD Manual):

<http://commissionblueprint2killer.com>  
<http://www.commission-blueprint-2-review.net>

For launch, these are the only backlinks I used to power our site to the top of Google. We actually missed launch day as Google did not reindex our site fast enough (I created it just a few days before launch!) but got first on the second day.



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#### [Forex Apocalypse](#)

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[www.Driven2success.com/rebates](#) Do not purchase **Forex apocalypse** before visiting this wel

#### [Forex Apocalypse](#)

[ForexCritic.com/Full-Review](#) **Forex** EA's = 95% Scams! - #1 Voted Robot Trader 2007-09 Rev

#### [Forex Apocalypse - Killer Forex Robot Review - Make Money](#)

20 Sep 2009 ... That's right folks, it's just two short days until **Forex Apocalypse** is launched in to the wild, fierce foreign exchange world and I've just ...

[forexapocalypse.net/](#) - [Cached](#) - [Similar](#) -   

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## Forex Apocalypse

### Landing page

The exact landing page we used is in a folder titled "forexapoc\_lp" inside the same folder this case study was in - go check it out - copy is included!



### The results

After one week, our Forex Apocalypse PLD site generated just over \$1,100 and is still making sales today, even though our ranking has dropped to third (this can happen after several weeks of you switching to a landing page; it's an easy fix - just build a couple extra backlinks from the list if you think there will still be sales so long after launch!) - I've included a screenshot below. Even though our ranking dropped slightly, we're \*still\* making sales even now, so it would probably be worth me building a few extra links.

Displaying all 47 results. Total: \$1,131.83

Actions	Date	Time	Receipt	TID	Pmt	Currency	Txn Type	Item	Amount	Vendor	Affiliate	CC#	St.
	2009-10-29	01:31	EFX*****		PYPL	USD	Refund	1	\$-52.85	FOREXAPOC	ROCKSTARIM	US	NY
	2009-10-28	14:04	PEP*****		PYPL	USD	Sale	2	\$42.13	FOREXAPOC	ROCKSTARIM	US	WA
	2009-10-28	14:02	PEP*****		PYPL	USD	Sale	1	\$53.24	FOREXAPOC	ROCKSTARIM	US	WA
	2009-10-27	08:14	XH6*****		PYPL	USD	Refund	1	\$-53.24	FOREXAPOC	ROCKSTARIM	SG	
	2009-10-25	16:51	SE3*****		PYPL	EUR	Sale	2	\$41.18	FOREXAPOC	ROCKSTARIM	FR	
	2009-10-25	16:48	SE3*****		PYPL	EUR	Sale	1	\$52.03	FOREXAPOC	ROCKSTARIM	FR	
	2009-10-22	08:42	2EX*****		VISA	USD	Sale	1	\$53.24	FOREXAPOC	ROCKSTARIM	US	FL

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## Forex Apocalypse

### Summary

So, to summarize - using Affiliate X I found a product launch that had virtually no competitors, created a site with an exact match domain using the PLD strategy, built just 6 backlinks (4 from the PLD manual list, 2 are other PLD sites) and ended up generating just over \$1,100 from what was no more than an hour and halfs work.

This stuff really works.














No matter the niche, the Product Launch Domination technique will slaughter your opponents.

Go get that dough!

### Weekly Sales Snapshot

Week Ending	Gross Sales
<u>2009-11-04</u> (current week)	\$541.31
<u>2009-10-28</u>	\$2,887.54
<u>2009-10-21</u>	\$1,060.19
<u>2009-10-14</u>	\$222.98
<u>2009-10-07</u>	\$932.14

### Daily Sales Snapshot

Thu	Oct	29	\$63.74	
Wed	Oct	28	\$477.57	
Tue	Oct	27	\$479.11	
Mon	Oct	26	\$186.04	
Sun	Oct	25	\$371.14	
Sat	Oct	24	\$690.93	
Fri	Oct	23	\$196.03	
Thu	Oct	22	<b>\$400.15</b>	
Wed	Oct	21	\$564.14	
Tue	Oct	20	\$449.30	
Mon	Oct	19	\$234.34	
Sun	Oct	18	\$323.31	
Sat	Oct	17	\$0.00	
Fri	Oct	16	\$53.24	