

ClickBank

— How To Make Money With Information Products

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INTRODUCTION — WHAT IS CLICKBANK AND WHAT CAN IT DO FOR YOU?

The Internet has opened up business in all sorts of ways.

It costs nothing to start a website.

Anyone can write a blog.

Putting ads on your pages takes minutes and requires no selling, no effort and almost no work at all.

And the revenues can be fantastic.

Millions of people have joined the Internet business revolution and have either swapped their day job for days of writing articles, or are enjoying some useful extra money with a hobby they love.

But earning on the Internet isn't limited to ad clicks and free content.

Some of the most popular goods bought and sold online are digital information goods.

These are items that you can't find in stores and which can only be downloaded from the Internet. They might include software but usually they're ebooks and newsletters.

The advantage for the buyer is that he doesn't even have to leave his house and drive down to the bookstore to buy them. Nor does he have to wait for an online store to process his order, stick the package in the mail and for the mail carrier to deliver before he can receive his purchase.

With a digital information product, a customer can buy what he wants from his living room and receive it immediately.

That's a huge benefit.

And for the creators of the products, building them is simple, marketing them is easy and **once your system is up and running, you can sit back and leave the money to come in all by itself.**

That's really the biggest benefit of information products like these. They can create a passive revenue stream that continues to generate income even while you're sleeping, watching television, soaking up rays on the beach... or working on your next great idea.

You won't have to find a retailer, fill your garage with wholesale goods or lay out on expensive production costs in the hope that the sales will recoup your investment.

With digital information products, you just have to create the goods, upload them and take the money when people want to download them.

And the really good news is that you don't even have to create an information product of your own to benefit from this opportunity.

It's also possible to take a share of the sales price of other people's information products by promoting them on your websites. That's very simple to do and it can still generate large amounts of passive income without any of the work involved in producing a product yourself.

Whether you choose to sell your own information products though, or promote others' for a cut of the sales price, there's one service that's just invaluable.

ClickBank.com is *the* place to find digital information products to buy, sell... and to promote.

The site lists thousands of items in a range of different categories, and lets any publisher submit their own products.

For publishers, it means that you already have one good sales outlet for your products. But it also means that you have access to thousands of affiliate sellers who can't wait to promote your product for you.

In this report, I'm going to explain how to get the most out of ClickBank.

I'll start by talking about creating your own information products. That's where most of the money is and it's really not as hard as it sounds!

If I can do it, anyone can do it!

I'll explain how to pick a topic for an ebook, plan your chapters... and hire a ghostwriter if you don't want to do it yourself. Then it's almost just a matter of setting a price and sitting back to enjoy the income.

I say “almost” because while ClickBank is a very powerful marketing tool you have to know how to make the most of it. Having explained how to create the sorts of products you can sell through the site, I’ll discuss some of the most important marketing strategies you’ll need to employ to generate sales and pick up affiliates.

And finally, I’ll talk about how you can make money selling other people’s products that you can find on ClickBank.

This is how most of ClickBank’s users make their money and there’s no reason why couldn’t join in that bonanza too.

Whether you want to be a producer or a seller, ClickBank is a hugely valuable tool for every online marketer. It’s certainly something you should know about — and use.

Let’s start by creating an ebook...

1. CREATING A DIGITAL BOOK



The screenshot shows the ClickBank website homepage. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Blog, My Account, and a search box. Below the navigation bar, there are buttons for Sell Products, Promote Products, Buy Products, About Us, and Customer Service. The main content area features a banner with a group of diverse people and the text "AFFILIATE POWERED E-COMMERCE, WORLDWIDE!". Below the banner, there is a welcome message: "Welcome to ClickBank, the Internet's leading retailer of digital products." followed by a paragraph describing ClickBank as the largest digital marketplace. Two main promotional boxes are visible: "Sell Your Digital Products Today!" which encourages becoming a publisher, and "Promote Products & Earn Commission Today!" which encourages becoming an affiliate. Both boxes include a "Click Here" button and a "More Details..." link.

Many people dream of becoming writers. They love the idea of spending all day turning the stories into their heads into books that people will pay to read.

Very few people ever manage it.

ClickBank won't help you to do that either.

It won't turn you into a Nobel prize-winning novelist.

But it can turn you into a writer who gets well-paid for producing manuals that bring real benefits to readers.

In fact, you can expect to make more money for each sale than any top-selling writer ever receives.

That's one of the amazing things about information products sold online.

Write a book about earning from videography, for example, find a publisher and get it into bookstores, and you might make a buck or two from the \$24.95 cover price.

Write the same book and put it on ClickBank and you can charge \$50 and receive over 90 percent of the sales price.

It's a huge difference, and it's having a real effect on anyone considering turning what they know into a product that can help others.

And it's the help the book brings to others that's the point. Selling ebooks is never about the product. It's about what the product can do for the people who buy it.

That's why anyone can be an author.

Everyone has access to some specialized knowledge that other people want to know... and would pay to know.

If you're a doctor, you've got plenty of knowledge about staying healthy that other people would love to enjoy too.

If you're a top-selling insurance agent, you've got all sorts of sales strategies that business owners would love to hear about.

If you collect model railways, every other model railway enthusiast would want to know where you buy your trains and how you keep them running.

If you have information that other people want to know — and everyone has information like this — then you can create a book that can pick up sales on ClickBank.

1.2 Choosing A Topic



ClickBank offers publishers a broad range of categories.

Traditional publishing is a difficult business. Publishers have to pay an advance to their writers. They have to pay the printers, the graphic designers, the editors and the transportation costs involved in getting the books to the stores.

And then they have to find ways to persuade the stores to put their books in places where buyers are likely to see them.

Most books don't make those costs back. Publishers hope to fund them by producing the odd blockbuster that covers the expenses of all the loss leaders.

That means that publishers are very choosy about the books that they agree to take on. They want to be sure that each book will generate enough sales to cover their expenses, and they want to keep their list of loss-making publications to a minimum.

The result is that publishers tend to focus on a few topics that they're reasonably confident will make money.

ClickBank works in a very different way.

It makes no difference to ClickBank whether it's offering a hundred books or a million. It doesn't matter whether those books are explaining the secret to working the money markets or teaching people how to knit a sweater their grandchildren will love.

It doesn't even matter to ClickBank if those books never sell a copy, and if no book it offers ever receives more than three downloads each.

That's because it doesn't cost ClickBank a penny to offer products on its site. It doesn't have to shell out for printing costs or any other up-front fees.

All it has to do is offer a list of products that affiliates might want to sell and give those affiliates a way of getting paid for them.

That hardly costs a thing and it means that Clickbank has no reason to say no to any book because it doesn't think the topic will sell.

In theory then, you could write a book on any subject you can think of, place it on ClickBank and earn from it.

In practice though, what you'll find is that there are far more books on ClickBank that promise to make you rich than there are books that promise to keep you nice and warm in a hand-knitted sweater.

There's a very good reason for that.

If you're asking someone to fork out \$25 for a book, they'll expect to be informed and entertained.

If you're asking them to fork out \$50 for a book, they'll expect their money back...

That's a much easier expectation to meet if the book explains how to make a fortune selling lemonade from your garage, or how to work two hours a day outsourcing everything you do to a team of beavers in Burkina Faso.

1) 1% M.o.l.b. Wealth Formula. New Revolutionary Product And Sales Page Concept. Video Proof On Sales Page Of \$541,839 In Net Profit Drives Conversion Through The Ruff! Get Affiliate Tools Here:
[Http://www.molb-wealth-formula.net/affiliateresources.html](http://www.molb-wealth-formula.net/affiliateresources.html).

2) Get Google Ads Free! :: New Secret!! :: Newbie Affiliate Made \$109,620. In Just 1st 60 Days! :: Proof Of How Powerful At Affiliate Page! :: Makes \$40-\$67 Per Sale! :: 75% Payouts Guaranteed! :: Contains *Magic Code* When Added To Any Site Makes Google Pay-Per-Click Ads Costs Go To Zero! :: See CB Ad At Right For Proof!

3) Ewen Chia Working From Home: How To Get Rich From Home Online! Secret *Instant Income System* Included! Unlimited \$150+ Commissions Over And Over Again!

4) Converting At 1 In 14 Hops \$1.37 Epc To Affiliates - Must See!!! Sales Copy By Top Copywriter In The World. Best Converting Survey Site. Promote This Site And Earn More Guaranteed! [Makemoneytakingsurveys.org/affiliates.php](http://makemoneytakingsurveys.org/affiliates.php).

It's not too hard to justify charging \$50 — or more — for products like these.

A book like this is certainly one option and anyone can write it. All you have to do is think about how what you know could help someone else earn some money.

So if you coached a junior soccer team, you could write a book explaining how to set up a business selling sports equipment. All you'd have to do is describe what you know about the companies you deal with every week.

If you love cooking, you could write a book explaining how to sell recipes, market cakes or become a personal chef.

And if you're an insurance agent, a financial analyst or a Realtor, you shouldn't have any problem at all coming up with a book idea that promises to make people money.

But that doesn't mean you should.

Books like these are a crowded market. You have to be able to persuade people that you really can deliver the results your book promises and you have to persuade them that it's worth \$50 or whatever you're planning to charge for it.

The Web is full of books that promise to make people rich, so you'll need an excellent landing page to stand out, build trust and generate sales.

They're not for everyone.

An alternative option then is just to create a book that teaches people to do something that you know... and other people would like to know.

That could be a book about soccer coaching techniques.

It could be a book about cooking Creole food.

And it could be a book about home decoration, knitting or absolutely anything else.

You might not be able to charge \$50 for books like these but with the right marketing, you might sell more copies at a lower price and generate more profits overall.

Most importantly, if they're topics you enjoy, they should be more fun to write... which would make them more fun to read too.

When you come to choose a topic to write then, you can either opt for a business-style book which will require hard marketing and tricky sales writing or you can go for something less commercial but more fun — and could even be equally profitable.

That's a choice that only you can make.

1.3 Planning Your Book

Once you've decided on a topic — and just about any topic can work — the next stage is to decide what you want your ebook to say.

This is actually the most important part of preparing a document — and the hardest. Once you've got this behind you, the writing will be relatively easy.

Fortunately, there is a way to make the planning easy.

You can cheat.

Buy two or three books through ClickBank on a topic similar to yours. You should own them anyway to see what your competitors are doing. Head down to your local Borders, order a giant cappuccino and load up on other books on the topic.

Then take a look at the tables of contents in each of those books.

Those are the books' layouts.

Pay attention to the topics each volume covers and how the subjects are organized. Decide which subjects you have to include. There will probably quite a few of those — maybe chapters describing the background of your topic or basic steps that everyone needs to know.

Then list the original content that only your book will contain.

That should give you all of your chapter headings. You can then fill in the details by sketching sub-headings for each of those chapters too.

This sounds like a lot of work, but in practice it isn't.

It's very simple and shouldn't take you too long to do at all.

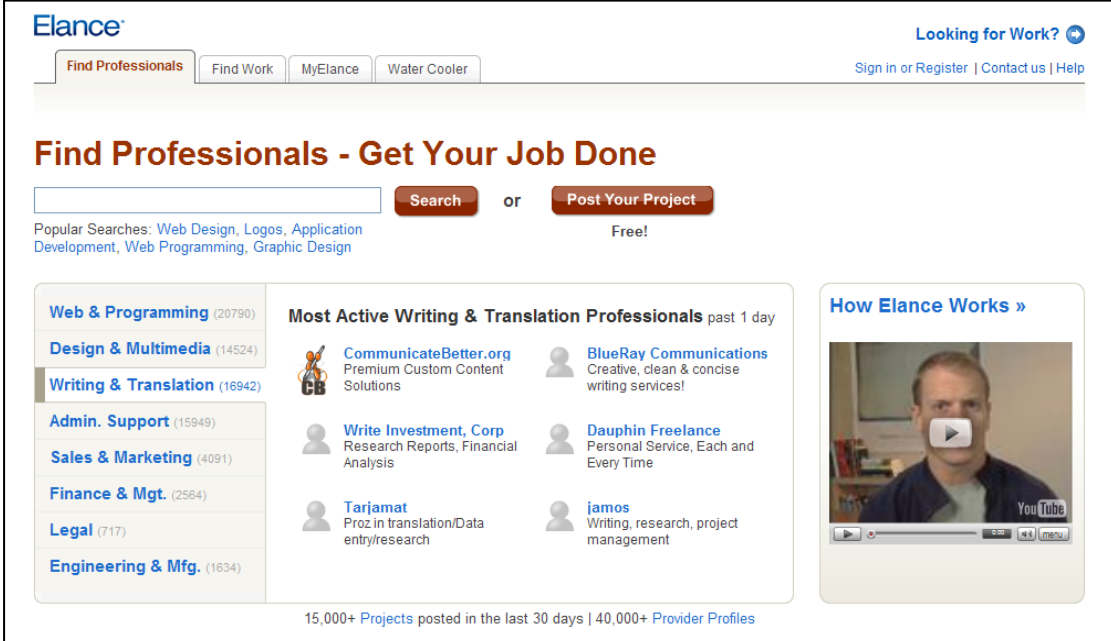
In fact, the degree to which you struggle over the preparation of the book's layout is a pretty good sign of how good the book will be.

If the ideas flow quickly, then that's a solid indication that you've thought about the topic and know it well enough to write about it easily.

If you struggle with the layout, you could well find yourself struggling with the writing too... and maybe even never finishing it.

Planning your book shouldn't be difficult at all, especially if you take your lead from other books on the topic. But there's another way shortcut you can take: you can hire someone else to do it for you.

1.4 Hiring A Ghostwriter



The screenshot shows the Elance website interface. At the top, there's a navigation bar with the Elance logo, a 'Looking for Work?' button, and links for 'Sign in or Register', 'Contact us', and 'Help'. Below this is a search bar with a 'Find Professionals' button and a 'Post Your Project' button. A section titled 'Find Professionals - Get Your Job Done' features a search input field and a 'Search' button. Below the search bar, there are popular search terms: 'Web Design, Logos, Application Development, Web Programming, Graphic Design'. The main content area is divided into two columns. The left column lists various professional categories with their respective counts: 'Web & Programming (20790)', 'Design & Multimedia (14524)', 'Writing & Translation (16942)', 'Admin. Support (15949)', 'Sales & Marketing (4091)', 'Finance & Mgt. (2564)', 'Legal (717)', and 'Engineering & Mfg. (1634)'. The right column is titled 'Most Active Writing & Translation Professionals past 1 day' and lists several profiles: 'CommunicateBetter.org' (Premium Custom Content Solutions), 'BlueRay Communications' (Creative, clean & concise writing services!), 'Write Investment, Corp' (Research Reports, Financial Analysis), 'Dauphin Freelance' (Personal Service, Each and Every Time), 'Tarjamat' (Proz in translation/Data entry/research), and 'jamos' (Writing, research, project management). At the bottom of this section, it states '15,000+ Projects posted in the last 30 days | 40,000+ Provider Profiles'. On the far right, there is a 'How Elance Works' section with a video player showing a man speaking.

Elance is stuffed with writers who can create your information products for you.

The biggest advantage of creating and selling digital products is that once the system is up and running, it's effort-free.

With your ebook on ClickBank and affiliates pushing sales for you, you'll be able to kick back and cash the checks.

But you'll first have to write the ebook and that's where most of the effort lies.

If you like writing — and you're good at it — you can do it yourself. You can set yourself an hour a day, churn out a couple of pages in that time and keep going until your product is done. (The longer the book, the better — online, quantity counts — but 70 pages of rock-solid information can be enough to generate sales.)

Or you can hire a writer and ask a professional to do it for you.

Elnance is a good place to look and the writers at ConstantConversions.com could help you too.

Be sure to check the reviews and don't be tempted to go for the lowest bid. You often get what you pay for when it comes to writing services, so make sure that you choose a writer who's written on your topic, writes clearly and can deliver on time.

It's also a good idea to give the writer your layout rather than rely on your hired hand to produce all the concepts for you. You might not be doing the writing but the ideas should be yours — that's what the public will be paying for.

Finally — and most importantly — calculate how many sales you'll need to make before you've earned back the cost of the ebook.

A good, professional writer can cost several thousand dollars depending on the size of the book, and will probably be your biggest expense. You want to be certain that you'll get that money back.

1.5 Setting A Price

One of the most important factors in any commercial business is getting the price point of the products right. With ClickBank — for better or worse — much of that power is out of your hands.

But not all of it, and the power that's left to you is very important. It's very easy to get the pricing wrong, find that you're not making any sales and dismiss the whole system.

That would be a big mistake.

The trap is that ClickBank sets limits for the amount you can charge.

The lowest you can sell a standard product for is \$3 and the highest is usually \$50.

When you submit your product for approval, ClickBank will tell you the maximum amount that you can charge.

The temptation then is to charge that amount.

That's not always a good idea.

We've already seen that some products can be sold at higher prices than others. Just because ClickBank lets you sell your guide to homestyle knitting for \$50 doesn't mean that that's the price that will maximize your revenues.

You might well find that a much lower price will give you many more sales and many times more profits.

This is where a little research comes in handy.

Create separate landing pages with different price points and spend a few weeks marketing each one of them. The text and the sales message will be exactly the same. The only difference between the pages will be the price of the product.

(You could use a tool like URLSplit.com to make the marketing easier. This lets you enter a number of different URLs and receive one link in return. When users click that link they'll be taken to one of those URLs at random.)

You could either sell the book right from that page or announce that the book will be released shortly and take email addresses from people who are interested.

Over a short space of time, you should be able to see which of the sales points generates the most revenues overall.

1.6 Creating Recurring Sales

I've mentioned that the main advantage of ClickBank's system is that once your product has been created and affiliates busy promoting it, you can kick back and enjoy the income.

Your affiliates though will be busy. They'll have to keep bringing in new buyers. Someone who's bought your ebook once is unlikely to come back and order a second copy.

Create a product that has a subscription model however, and you can enjoy repeat sales from every buyer.

Instead of selling one product to one buyer — and never seeing them again — you'll be able to continue selling products to people you know are interested in your content.

It's a fantastic way to generate continuous revenue and get more out of each sale, but it does require a little thought.

The first thing you have to consider is that ClickBank has lower maximum prices for rebilling. The top rate for standard products is \$50; for subscriptions, it's \$30.

While that can still be a sizable amount of money — it's more than the price of most books in stores — you might want to think about creating smaller products rather than complete 100-page ebooks when you're earning much less for them.

Newsletters can be good solutions, as can a series of short reports on a range of topics in your field.

Remember though, whatever you provide has to offer real value!

Buyers will be quick to cancel their subscriptions if they don't feel they're getting their money's worth. Each time you send them a product, you have to persuade them that their subscription fee was worth paying — and is worth paying in the future.

That's only going to happen if your newsletter or reports actually provide information that your readers can use and appreciate.

While offering products like these can be a great way to give yourself a steady revenue stream, they do mean a lot more work. You won't be able to just upload your product and relax. You'll have to keep working month after month to deliver the products that your customers expect regularly.

It's a commitment and you'll have to know exactly how to keep it. Again, if you're happy doing the writing yourself, this should be an easy, profitable and enjoyable job.

And if you want to outsource the pen-work, all you'll have to do is pass on the ideas each month to a ghostwriter and make sure that each product is good before it goes out.

Creating your own product to sell through ClickBank isn't difficult. It requires a little bit of effort and a fair amount of thought but it can be a lot of fun too.

The next step though is to market it...

2. SELLING ON CLICKBANK

ClickBank makes very few direct sales itself. It's not a retailer; it's a wholesaler. The sort of people who click through the site looking for products tend not to be end-users. They tend to be other website publishers looking for affiliate products to sell.

That makes ClickBank a very powerful tool, and it's what lies at the heart of the company's success — and the success of the publishers and the product creators who use it.

In the next chapter I'll explain how you can make the most of ClickBank as an affiliate but first, let's see how you can make the most of the affiliates on the site when you're selling your own product.

2.1 Creating Your Marketplace Description

1) [Satellite Tv For Pc](#). Satellite Tv . Games . IPod . Psp . Zune . iPhone . Movies . Music . Mp3 . Tv Shows . Gas . Google = [www.SatelliteSoft.com](#) = Go To [www.SatelliteSoft.com](#) = Go To [www.SatelliteSoft.com](#) = Go To [www.SatelliteSoft.com](#) = Go To [www.SatelliteSoft.com](#) = \$\$\$.

[\\$/sale: \\$41.10](#) | [Future \\$: -](#) | [Total \\$/sale: \\$41.10](#) | [%/sale: 75.0%](#) | [%refd: 90.0%](#) | [grav: 371.95](#)

[view pitch page](#) | [create hoplink](#)

2) [RegCure - #1 Converting Registry Cleaner](#). Superior Conversions. Dedicated Affiliate Support. Any Kind Of Conversion Tracking & Multiple Landing Pages. Talk To Us!

[\\$/sale: \\$25.83](#) | [Future \\$: -](#) | [Total \\$/sale: \\$25.83](#) | [%/sale: 75.0%](#) | [%refd: 92.0%](#) | [grav: 300.08](#)

[view pitch page](#) | [create hoplink](#)

3) [Registry Cleaner And Optimizer](#). Affiliates Promote Us For Amazing Conversion Rates - From The Noadware.net Team, #1 Product 2004-2006.

[\\$/sale: \\$31.19](#) | [Future \\$: -](#) | [Total \\$/sale: \\$31.19](#) | [%/sale: 75.0%](#) | [%refd: 73.0%](#) | [grav: 139.09](#)

[view pitch page](#) | [create hoplink](#)

Marketplace descriptions don't always make the most exciting reading, but why shouldn't they?

What makes ClickBank so powerful is that it's just so easy to use. Affiliates who want to promote a product only have to sign up, search the marketplace then paste what ClickBank calls a "hoplink" onto their Web page.

A hoplink is just a fancy name for an affiliate link. (ClickBank calls it a "hoplink" because once users click on it, they "hop" to the seller's

site leaving a trace that allows ClickBank to credit the affiliate and send them a check.)

One difference that marks out hoplinks though is that they take a very simple form. Every hoplink looks like this:

http://AFFILIATEID.PUBLISHERID.hop.ClickBank.net/

That's very simple. Less simple is creating the text that will persuade someone to paste your hoplink onto their Web page. You'll need to complete a number of different fields — and do it very carefully.

The first field you might want to complete is your **Hoplink Target URL**. You'll only need this if you're planning to sell more than one product through ClickBank. Because you only have one publisher ID, to sell multiple products, you'll need to create one landing page then filter users to the products of their choice. The affiliate will be credited wherever the user goes.

That's simple enough. But you'll then need to enter your product's **Marketplace Title**.

That's not so easy. Remember, the idea of your Marketplace Title and Description isn't just to persuade a buyer that your product has value.

It's to persuade a reseller that your product will sell.

The screenshot shows a web form for creating a product. At the top, a yellow banner reads "Status: Pending Product Creation". Below this, the form is organized into several sections. On the left, there are three input fields: "Hoplink Target URL:", "Marketplace Title:", and "Marketplace Description:". The "Marketplace Description" field has a small note below it: "(character limit: 0/255)". Below these is a "Secret Key:" field. To the right of the "Marketplace Title" field, there are two dropdown menus labeled "Marketplace Categories", both currently set to "Uncategorized". Below these is a section titled "Payment Methods" with three checked checkboxes: "Credit Card (required)", "PayPal", and "Show currency converter". At the bottom left, there is a "Commission:" field set to "25" followed by a "%" sign. Below that is a link: "Instant Notification: Click [HERE](#) to request access". At the bottom right, there are two buttons: "Save Changes" and "Cancel".

Your Marketplace text doesn't leave you much room to do your selling.

For the title, you really only have two options. You can either use the same title that you used for your product *or you can use a different title geared to resellers rather than end-users.*

In general, if the title of your product is strong and has a good sales appeal (something like “How To Earn \$3,647 A Week Printing Postcards”) then use the same title in the Marketplace.

If the title is more informative than lucrative (something like “Knitting For Beginners And Enthusiasts”) then you might want to create a title that’s a little punchier for affiliates. Just choose something that suggests that the product will be valuable for the person promoting it. Something like “Knitting — A Guide To Low-Cost, Home-Made Luxury.”

The only way to know for sure which title works best though is to come up with several and test each of them over a set period of time. Compare the results from each to see which gives you the best results for your market.

There’s a limit to what you can do with your **Marketplace Title**. Your Marketplace Description is much less limited... but it’s still pretty restrictive.

ClickBank gives you just 255 characters to make your pitch.

That’s not much at all, but remember the goal isn’t to sell your product.

It’s to persuade an affiliate to look at your pitch page.

It’s the pitch page that will show whether or not your product looks tempting enough to deliver sales.

That means you don’t have to do too much in your Marketplace description to generate those clicks... especially when you look at the competition.

Many of the sellers on ClickBank have beautifully-written, perfectly-designed pitch pages. They’re well-planned and created by a professional copywriter with the goal of generating sales.

The Marketplace descriptions however often look like they were thrown together by someone with a big temper and a long shopping list.

You don’t have much space, so you want to get your point across quickly and persuasively.

One way to do that is with the equivalent of bullets.

This description, for example, does a neat job using numbers to mark out sales points:

10) The Power Of Conversational Hypnosis + Recurring Commission Upsell. Actually This Is The #1 Hypnosis Course For 3 Reasons - (1) Easy CB Maximum \$100 Commissions + \$25.85 Monthly Recurring Commissions (2) Brand New Hot Seller Because Of A Killer Converting Sales Letter (3) Created By A Real World Class Hypnotist.
\$/sale: \$99.99 | Future \$: \$72.40 | Total \$/sale: \$134.20 | %/sale: 55.0% | %refd: 88.0% | grav: 85.91
[view pitch page](#) | [create hoplink](#)

Note how the very first point describes the amount of money the affiliate can earn. That's the most important thing he wants to know and this description has put it right at the front in a way that's very easy to spot.

The second point suggests the product sells well — so the affiliate will actually see those commissions.

And the third point adds a nice little detail that helps the product to stand out and appear both unique and valuable.

It's a very easy model to copy and one that I think can be very effective.

It's certainly a lot better than filling the space with a series of single words that tell the affiliate little and are more likely to put him off.

There's one more difficult decision you'll have to make on the Marketplace form.

You'll need to decide how much of a **commission** to give to the affiliates.

By default, the rate is set at 25 percent but you can change it if you want. There's no right answer to the amount you should give away just as there's no one answer to the amount you should charge for the product. Too much depends on what your competitors are doing so look at what other products in your field are offering and pitch somewhere in the middle.

2.2 The Pitch Page

Recipe Secrets .net
The Secret Recipes for Your Favorite Dishes

FREE Secret Recipe Newsletter
Enter Your Name and Email -->

Name:
Email:
Submit

After 5 Years of Research and Testing With Over 45,000 Members of Our Secret Recipe Forum, Finally You Can...

Discover the **secret recipes** from your **favorite restaurants**
& easily cook them yourself!

"We'll Teach You the **Jealously Guarded Secrets** Behind Actual Dishes From Billion Dollar Restaurants - **The Cheesecake Factory, KFC, The Olive Garden, PF Chang's, Red Lobster, Hard Rock Cafe...** (far too many to list here) and Show You How to **Easily Make Them at Home!**"

Save Money and Skip Those Long Lines - Get the Step by Step Instructions for Making Secret Restaurant Recipes in Your Own Kitchen...

Impress Your Family and Friends With Exact Replicas of The Following Recipes:

"America's Most Wanted Recipes Volume 1"

COOKBOOK CONTENTS
Scroll Down for Complete List ---->

- Applebee's® Baby Back Ribs
- Applebee's® Bacon Scallion Mashed Potatoes
- Applebee's® Fiesta Lime Chicken

RecipeSecrets.net uses images, headlines and even a sample table of contents to tempt buyers.

One of the most remarkable things about ClickBank is that the most important part of the process of earning with the site doesn't happen on the site at all.

Whether you make sacks of cash or feel lucky to generate a sale once a month will depend largely on the quality of your product and the persuasive power of your pitch page.

The pitch page is your sales letter. It's where you place all of the sales points that will guide the reader from interest through desire to purchase.

How exactly to write a pitch page that achieves that goal is a subject for a whole other report. There are a number of different approaches but just about all of them start with a hard-hitting headline, make the reader understand that they have a problem, position the product as the solution, include testimonials and end with a call to action.

Sales letters like these sound complex but they're actually fairly simple to put together. There's a formula that works and once you understand it, it's very straightforward to follow — and very effective too.

You can either learn how to do it yourself, or you can pay a copywriter a few hundred bucks to do it for you.

This is not a place to look for shortcuts though.

Your pitch page is the most important link in the chain from Internet publisher to your affiliate and from user to buyer. They all meet here and it's the quality of the sales information on that page that will determine whether or not you make sales.

Ideally, you should create a few pitch pages — perhaps with different headlines — and test them to see which works best before you submit it to ClickBank.

2.3 The Thank You Page

ClickBank requires that producers have two Web pages before they can start selling through the site. You'll need the pitch page but you'll also need a "Thank You page."

That's not just because it's polite to thank your customers — although that's certainly a nice thing to do.

It's because once you've made the sale, you'll want to supply the buyer with a little information.

In fact, ClickBank *requires* that you supply the following information:

- A thank you message;
- Your email address for questions and technical support;
- A reminder that the charge will appear on the customer's credit card as "ClickBank" or CLKBANK*COM;
- A rebilling schedule for subscription-based projects;
- And an exit link so that customers can leave the page easily.

While I'm not sure that ClickBank should be demanding all of these things, they are all good ideas. Sellers should be implementing them whether they are a requirement or not.

But I'd go one little step further.

The exit link is an opportunity.

You don't want customers to just click away from you. You want them to click somewhere that will do you good.

You could send customers to your blog, where they can learn more information that will help them get the most out of your product — and give you more money by clicking on ads.

You could send them to a site that offers more of your own products and generate more direct sales.

Or you could use a hoplink to send them to a related product on Clickbank. After all, you know the customer is someone who buys information products so maybe they'll buy more, giving you a welcome commission.

The Thank You page is a necessity but that doesn't mean you can't make the most of it too.

2.4 Getting More Out Of Affiliates

Building up a long list of affiliates ready to promote your site is a vital part of your success with ClickBank.

A good product will be critical in persuading publishers to promote your goods.

A persuasive pitch page will be vital at generating sales — and at *showing* that you can generate sales.

And a carefully-written Marketplace description with a competitive and generous commission will be important too if you want to stand out and show affiliates what you can do.

All of those elements will help you to build up a sales team who will do your marketing for you.

But you can also encourage affiliates to sign up by using ClickBank's Join My Affiliate Program (JMAP). This simply involves adding a link to your page that invites publishers to sign up at ClickBank and take your hoplink.

The link looks like this:

```
<a href="http://PUBLISHER.jmap.clickbank.net"
target=jmap>TEXT</a>
```

A linked invitation like that might help to give you a few more affiliates, depending on how hard you market your site outside

ClickBank. But you want to do more than just recruit affiliates. You want to help them generate sales for you.

Clickbank won't give you the email addresses of the publishers who have agreed to promote your products but what you could do is create a page full of advice for affiliates who have signed up or are thinking of doing so.

Instead of just putting a link at the bottom of the page marked "Affiliates" and sending interested publishers to ClickBank, create a pitch page for your affiliate sales.

It wouldn't have to be long, but it should contain a number of points.

First, it should describe the benefits of becoming your affiliate. That means putting an emphasis on the size of your commissions, your high conversion rate and your negligible refund requests.

Numbers can say a lot here so don't be afraid to say exactly what percentage of people who read your pitch page actually end up buying. That will let potential affiliates see what promoting your product can actually bring them.

Then you can go on to give the affiliates tips to boost their clickthrough rates and their sales figures. Explain what your customers are interested in and list the unique sales points that the affiliates could emphasize as they promote your product.

Really explain how good your product is. Remember, while you're pitching the page to potential affiliates, there's a good chance that it will be read by potential customers too. By being seen discussing the quality of the product behind the scenes of your business, you create the impression that everyone really does agree that it's a fantastic deal.

Finally, invite the affiliates to sign up at ClickBank and start earning right away.

Do you see how a page like that would be so much more effective than simply adding a link to the bottom of the page?

Creating a product requires a little work. It means choosing a topic that has a market, writing a book or building a program, then creating a Web page to turn users into buyers.

It's not very difficult but I can understand if not everyone wants to do it — at least not initially. Becoming an affiliate can be much easier. I'll explain how to use ClickBank to do that in the next chapter.

3. BECOMING A CLICKBANK AFFILIATE



Home | Sign Up | Marketplace | Blog | My Account | Search... Go

CLICKBANK®

Sell Products Promote Products Buy Products About Us Customer Service

Affiliate Home | Sign Up | Marketplace | FAQ | Tools | Resources

MAKE MONEY PROMOTING THE WEB'S BEST DIGITAL PRODUCTS!

ClickBank affiliates are Internet marketers who earn commissions by promoting ClickBank products. Once you sign up as an affiliate, your internet marketing skills can lead to additional income.

Here are just a few of the features and benefits over 100,000 affiliates just can't stop talking about:

- Simple, fast, and free account setup.
- Over 10,000 products to promote.
- Commissions as high as 75%.
- High-converting products drive high ROI on your marketing programs.
- Reliable and accurate tracking gives you credit for your successful marketing strategies.
- We manage the publisher relationships, so you always get paid what you are owed.
- Target new markets with phase one of [Platform Globalization](#), which includes Spanish language products and a currency converter.
- Since our first day of business in 1998, we've never missed a payment.

ClickBank makes it easy to become a successful affiliate. Opening an account and gaining access to our marketplace will provide opportunities you can't afford to miss. Just follow these simple steps and start earning right away:

I'm always saying that a well-balanced online business should have multiple revenue streams. It should have targeted ads (which AdSense does best) so that you can earn money when users click away. It should have ads that pay for every thousand impressions so that the business owner can get money for every user who visits.

And the site should have affiliate ads because these can bring the highest amounts of money for each sale.

ClickBank is one of the best places to find affiliate products to promote on your website.

3.1 Who Can Benefit From ClickBank's Affiliate Products?

I could say that absolutely anyone can benefit from ClickBank's affiliate products. It would, after all, be true.

ClickBank contains such a huge range of different types of products that it's never very difficult to find something that matches the topic of any site.

But in fact, some sites can get more out of ClickBank's affiliate products than others.

Sites that have a good relationship with loyal users are likely to generate far more affiliate sales than the sort of sites that bring users in once and hope to earn a little money when they move on.

If a user doesn't like the content on a Web page, he won't mind leaving through an ad link.

But he will mind taking the publisher's advice to buy a product that costs \$50.

Affiliate products sell best when the publisher actively recommends them.

Users are most likely to act on those recommendations when they trust the publisher.

Blogs, for example, can be great sites for promoting affiliate products like those available from ClickBank — provided, that is, you choose the right products.

3.2 Picking The Right ClickBank Products To Promote

When you're looking to create your own product, you have to consider whether there would be a market for it and how much you'd enjoy producing it.

What you won't have to consider is the quality of the product. Because you're in charge of production, you can be confident that what you produce will be good.

That isn't the case when you're looking for a product to promote, but quality is going to be crucial.

Ideally, you should buy the product yourself before you promote it so that you can see it and use it. That will make sure that it really is good and it will also mean that you can talk about your own experiences when you come to promote it on your website.

That's always going to be the critical part of successfully promoting affiliate products.

But you still want to make sure that when you do come to talk up a product, you're praising an ebook or a newsletter that your users won't just love but will pick up sales.

After all, you could be promoting the best product of all on Clickbank but if the pitch page is weaker than a wet paper bag, you're going to struggle to make sales.

(That doesn't mean you *won't* make sales though. It just means that you'll have to do the marketing before the user reaches the pitch page, which is more work than you might want to do.)

And you want to be sure that it's going to earn you money too. While the size of the commission and the actual amount that that commission is worth will only be some of the factors helping you to choose a product, they are going to be important.

At least some of that information you can pick up in the Marketplace when searching for products to promote.

| |
|---|
| <p>1) Paid Surveys Etc.. #1 Survey Site. Insane Conversions With New Sales Copy... Must See. ## Http://www.paidsurveysetc.com/affiliates.php. \$/sale: \$24.19 Future \$: - Total \$/sale: \$24.19 %/sale: 75.0% %refd: 94.0% grav: 268.10 view pitch page create hoplink</p> <p>2) Get Google Ads Free! :: New Secret!! :: Newbie Affiliate Made \$109,620. In Just 1st 60 Days! :: Pr Page! :: Makes \$40-\$67 Per Sale! :: 75% Payouts Guaranteed! :: Contains *Magic Code* When Adde Pay-Per-Click Ads Costs Go To Zero! :: See CB Ad At Right For Proof! \$/sale: \$45.93 Future \$: - Total \$/sale: \$45.93 %/sale: 75.0% %refd: 72.0% grav: 276.56 view pitch page create hoplink</p> |
|---|

The figures in green don't always mean go... but they might.

At the bottom of each marketplace description is a bunch of green figures. They look very difficult to decipher but what they really mean is this:

\$/Sale is the average amount you can expect to earn from each sale, taking into account refunds and chargebacks etc.

Future \$ only refers to subscription-based products and tells you how much you can expect to continue earning after your first sale.

Total \$ also only refers to subscription-based products and tells you how much you can expect to make overall.

%Earned/Sale is the size of the commission.

%Referred tells you how reliant the seller is on affiliates.

Gravity reveals how popular the seller is with Clickbank's publishers.

Most of that information is valuable but it doesn't tell you everything you need to know. It also tells you things that look interesting but which actually give you more information than you really want to know.

Some of what's missing you can calculate fairly easily. None of the figures, for example, tells you how often buyers ask for refunds — a sure sign that the product is disappointing.

But if you can see that there's a big difference between the percentage of the sale price and the \$/Sale figure, that could be a sign that lots of buyers are sending back the product and complaining.

Recommending a product like that wouldn't do your reputation any good at all.

Nor do the %Referred and gravity figures tell you a great deal either — although they both look interesting.

A site that sells a great deal through affiliates might just suggest that the seller prefers to use affiliates for his marketing rather than do the work himself. It doesn't tell you anything about the quality of the product or its value.

And while Gravity is supposed to represent popularity, products that appeal to a general audience are always going to have more potential affiliates than a niche product.

But a niche product is likely to generate more conversions within its smaller market...

... and that's the vital figure that's missing.

Knowing that you can make \$24.95 on average for each affiliate sale is nice, but if you have to spend \$50 to send hundreds of users through your affiliate link before you generate one sale, then that's not good business.

What you really want to know is the conversion rate and that's not a figure that Clickbank supplies in the Marketplace details. The only

way you can find out for yourself how many of the users you send to the seller's pitch page actually earn you revenue is to pick a product that looks good, which has a persuasive pitch page, market it as best you can... and keep a record of the results.

You can do that in your stats — or what Clickbank calls "Analytics."

Again, there's a whole bunch of information here, but the really interesting figures are the "hops per order" and the "\$ per hop."

Those tell you your conversion rate and, even more importantly, the amount you earn on average for each user you send to the seller's landing page.

| \$ Net Sales | Average \$ Per Sale | Hops Per Order | \$ Per Hop | % Of Sales \$ | Refund % | Chargeback % |
|--------------|---------------------|----------------|------------|---------------|----------|--------------|
| \$0.00 | ↕ | ↕ | ↕ | 0% | ↕% | ↕% |

ClickBank offers lots of affiliate stats. These are probably the most important.

That means that you can keep track of the amount you're paying for your users on your own site's stats and compare that figure with the amount you're receiving when you pass them on to the affiliate seller.

If you find that you're earning less than you're paying, you need to take either a close look at your marketing... or at the products you're promoting.

There is one more piece of information that those figures in green won't tell you...

... the quality of the product.

As I'll explain in the next section, the most important part of generating affiliate sales is to recommend the products. You can only do that if they're genuinely good.

The numbers are important and should influence your decision, but more important is always going to be the product itself.

3.3 Promoting Your Affiliate Product

The conversion rate is one figure you'll want to keep track of when you're promoting affiliate products.

Another is the clickthrough rate — the percentage of people who click from your site onto the hoplink that takes them to the seller's pitch page.

Both of those figures can be influenced by the way you promote the product you've chosen on Clickbank.

Marketing a product well on your site will both generate clicks on the affiliate link and increase the chances that the user will buy it — even if the pitch page isn't particularly strong.

The simplest way to market an affiliate product is just to place a link — or even a series of links — in a sidebar.

But don't expect many people to click on them let alone buy the products.

You'll always be much better off recommending the products you're promoting in your content — and doing it repeatedly.

One good strategy then might be to pick three or four Clickbank affiliate products that are relevant to your field, implement the strategies the book contains and write a review of each of the products.

(You don't have to be absolutely gushing in your praise of the product, just generally positive. Finding a few negative points too can make your recommendation look more honest and more trustworthy.)

Place that review in your sidebar where people can find it easily.

Then every so often, mention that product in passing when writing one of your blog posts and include a link not to the product but to the review.

The review itself will include the affiliate link to the pitch page and prime the user for the sale.

The user will be curious enough to click the link to read the review and the review will be encouraging enough to drive sales.

CONCLUSION

There are lots of different ways to make money online.

You don't have to pick and choose the best.

You can make use of all of them — or at least as many of them as you can squeeze sensibly into your website and which you enjoy doing.

One of the best ways is to use information products. You can create one and allow other publishers to sell it as affiliates.

Or you can become an affiliate yourself and promote other people's information products in return for a share of the sale price.

With the right products marketed in the right way, this can be one of the most profitable methods of bringing money into an online business.

And ClickBank — a service that brings together producers and affiliates, and pays the affiliates for their sales — makes that very easy to do.

In this short report, I've just tried to give a brief introduction to how ClickBank can help an online entrepreneur make money.

I started by explaining how to create your own digital information product.

That's much easier than many people think. Because everyone is an expert on something — whether it's buying stocks, training a dog, or decorating a child's room — anyone can create a product that other people want to buy.

I discussed how to create it, how to outsource it if you don't want to create it yourself and how to set a price for it on ClickBank so that you'll generate the most profits.

I then explained how you can use ClickBank to build a team of affiliates who can't wait to sell your product for you. The most important way to do that on ClickBank is by writing a tempting Marketplace description.

That's possible to do even in the limited 255-character space that ClickBank provides.

And finally, I discussed generating revenue as a ClickBank affiliate.

This is the easiest way to make money with the site, and while it does involve the most effort overall — you'll have to keep marketing and watching the stats while a producer can just sit back and relax once his product has been completed — it is a great way to get started.

I explained how to choose the right product to promote and which figures to follow when you make your selection and when you're marketing.

There's a lot more that could be said about ClickBank, but the best way to learn about the site is to register, choose a product you like and start promoting it.

It won't just be an education — it will be one that pays you too.

Get started with Clickbank now. [Click here!](#)

About the Author



Joel Comm is an Internet entrepreneur who has been building successful web sites since 1995. Dedicated to providing a family-friendly Internet experience, Joel's flagship site, WorldVillage.com, continues to be a popular family-safe portal. Joel is the co-creator of Yahoo! Games and author of the New York Times Bestseller, The AdSense Code. Joel makes frequent appearances at Internet marketing conferences and seminar, conducting workshops and training others in the latest ways to make money on the Internet. He is the host of the world's first Internet marketing reality show, The Next Internet Millionaire.

Joel's sites include:

JoelComm.com – Joel's Blog

AskJoelComm.com – Question submission page

AdSenseChat.com – Google AdSense Member Forums

DealofDay.com - a popular bargain-hunting community

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