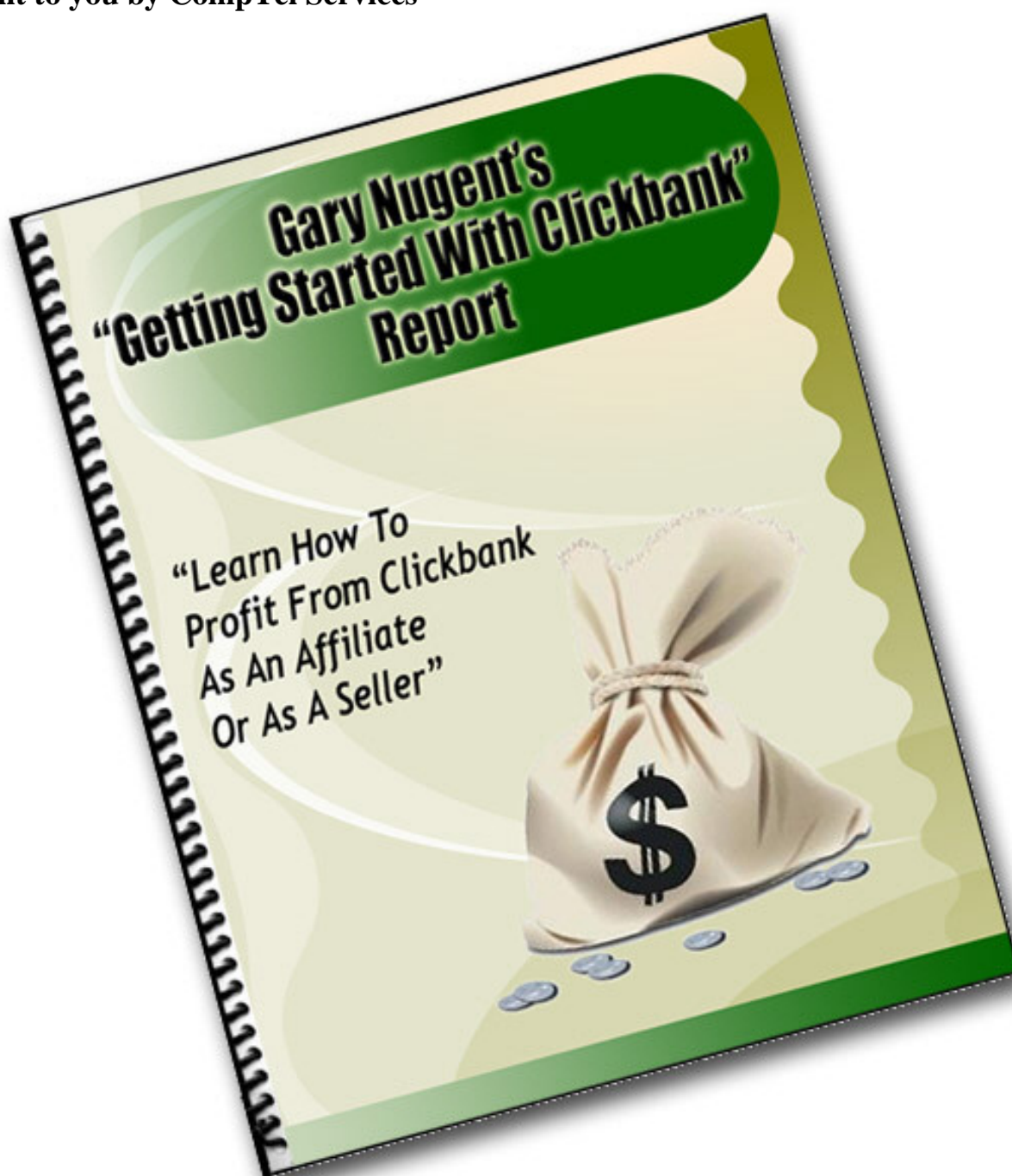


# Gary Nugent's "Getting Started With Clickbank" Report

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<http://www.ClickbankElite.net/ClickbankReport>

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## Legal Notices

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[Get your brandable report here](#)

### CBReport Newsletter

Sign up to the [CBReport Newsletter](#) for more information, advice, tips and news about Clickbank and affiliate marketing.

## **What You Can Do With This Report**

Here's what you can do with this report:

- You can give this report to your own list or contacts
- You can give this report as a bonus of your own when you are promoting your own or someone else's product
- You can give this report as an incentive to get people to join your own list

## **What You Can Not Do With This Report**

**You can't sell this report or charge any kind of fee for it!**

## **What Prompted This Report?**

Clickbank has been around for years but seems to really have come to prominence in the last year as a real money-generating source of income. Of course there have been affiliates who've been making a good living off Clickbank for several years, but many new to the affiliate marketing game are not that familiar with Clickbank or how it operates. Or, indeed, how it can be used to find great products to promote.

So that's what this report is about. You might think of it as a Clickbank Primer or Starter Kit.

On the one hand, many affiliates are making a decent amount of money from Clickbank. On the other hand, many more affiliates either aren't making a cent or the commissions they do earn are nothing to write home about (and chances are that you're one of them!). Maybe that's because they're not aware of just how great an opportunity Clickbank presents.

So this report is my attempt to balance things out and to help YOU join the ranks who ARE making good money from Clickbank.

So let's get started. Here's what's so brilliant about Clickbank:

- **You don't need to have created your own product; you can sell someone else's instead!**
- **Joining Clickbank is absolutely free**
- **It takes just minutes before you're up and running as an affiliate marketer**

## **Why You Need To Read This Report**

- **You'll find out how easy it is to get into affiliate marketing using Clickbank and why some of the most successful internet marketers use Clickbank**
- **I'll show you some of the techniques hugely successful marketers use to make millions**
- **You can apply what you learn from this report and start making money, whether you use Clickbank already or not**

## **What Is Clickbank?**

Clickbank is an online marketplace that lists over 10,000 digital products (new products are added daily). Each product pays a sales commission which incentivizes affiliates to sell the product. Commissions range from 1% to 75% but, typically, are around 50%.

It's a great way to get the word out on products for owners, and it is an excellent way for affiliate marketers to earn money by promoting other people's products!

The Clickbank product list is always changing as new products are added and old products are removed.

There are two ways you can make money from Clickbank:

- 1. By selling other people's products; i.e. acting as an affiliate marketer**
- 2. By selling your own product (and getting affiliates to sell it for you)**

If you have your own product, that's great, but the majority of people won't, so they'll be restricted to option 1, selling other people's products.

But, first things first...

## **Joining Clickbank**

As I said earlier, joining Clickbank is free. All you need to do is go here:

<http://www.clickbank.com/accountSignup.htm>

and enter your details. The signup page looks like this (see next page)...

# Clickbank Signup Page:



[Home](#) | [Sign Up](#) | [Marketplace](#) | [My Account](#)

[Sell Products](#)

[Promote Products](#)

[Buy Products](#)

[About Us](#)

[Customer Service](#)

[Publisher Home](#)

[Why ClickBank](#)

[Getting Started](#)

[Sign Up](#)

[FAQ](#)

[Tools](#)

## ClickBank Signup Form

Use your mouse, or *tab* and *shift tab* to move from blank to blank.

### Where shall we send your checks?

Make checks payable to...

Street

Box / Suite / Apt #

City

State / Province

Zip / Post Code

Country

### How can we contact you?

Your first name

Your last name

Your email address (example: joe@aol.com)

Your phone number (required!)

Address of your web site (if any)

### Select a nickname for your new account

Account nick name (5-10 letters & digits)

### Agree to our terms and conditions

By clicking SUBMIT below you consent to the following terms:

- Accounts containing invalid contact information (email address, phone number, etc) may be deleted without notice.
- Accounts with no logins for 90 days may be deleted without notice.
- Accounts associated with network abuse (including unwelcome email, crossposting, mousetraps, or respawning windows) will be suspended without notice.
- Accounts associated with promotions that conflict with ClickBank's [Return Policy](#) will be suspended without notice.
- Payment is always subject to the terms of the [Accounting Policy](#) and the [Client Contract](#).

SUBMIT

## A Few Simple Notes About Signing Up

These are all pretty obvious points but are worth mentioning anyway.

Clickbank pays affiliates by check. Clickbank do take payments through PayPal but regardless of how a buyer pays for a product, affiliates are only paid by check. So it's important that you enter your real name on the form (so you can cash the checks!)

Make sure your address is correct. It's not much good to you if your neighbor or the guy down the block gets your checks, is it?!

A note for non-U.S. Residents. The ZIP code field has a U.S. bias. If your post code has less than 5 digits, add preceding zeros or the post code won't be accepted. For example, if your postal code is 801, type in 00801.

Enter a valid email address. Your password will be emailed to this address (without this you won't be able to access your account). Notices of sales (if you sell your own product) will also be sent to this address.

Clickbank requires a phone number. Now I'm always dubious about giving out my number as I've received unwanted calls from telemarketers on previous occasions. Clickbank can be trusted though.

**By the way, if you want to hear how one unhappy recipient dealt with an unwanted telemarketing call, you should really [listen to this recorded conversation](#) (believe me, you'll enjoy it!):**

Lastly, you need to select a nickname (Clickbank ID) to use. This will be the name of your account, so choose something meaningful to you. The name is not case sensitive.

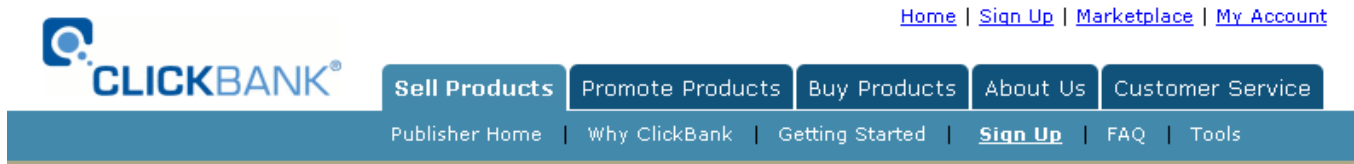
Once you're satisfied that everything is correct, click the **Submit** button at the bottom of the page.

If the nickname you chose is already in use, you'll see this message appear at the top of the screen:

**Sorry, that username is not available. Please choose another one.**

...and you'll have to select a new nickname.

Once your signup has been accepted, this screen will appear:



An 8 digit "confirmation code" has been emailed to you.

Please check your email and enter your confirmation code.

Do NOT close this window! Click [HERE](#) to open a new window if you need one to check your email.

*NOTE:* If you do not receive our email within five minutes, it is because either your email program or your email provider has filtered it out as possible spam. You should take steps now to correct that problem.

Confirmation Code

Now check your email for your confirmation code (this is also your password) and copy and paste the code into the **Confirmation Code** box. Then click the **Finish** button.

You'll then be redirected to a page that tells you your account has been set up. The page also shows your account name and password. Make sure you take note of both bits of information!

That's It! You're now officially a member of Clickbank!

Go here to login to your account: <http://www.clickbank.com/login.htm>

Once you've logged in, your **Account Home** page will appear (see next page). This is the screen that will list your commissions earned by date.

The screen is broken into three sections. At the top are your **Payperiod Sales Subtotals**. These are your commissions totalled by 2-week period. You can click the dates to get a breakdown of any sales or refunds (yes, they do happen!) for that period.

Below that are the **Daily Sales Subtotals** which show your daily commissions earned.



Welcome: [invoices](#) | [Customer Service](#) | [Marketplace](#) | [Logout](#)

[Account Home](#)

[Account Settings](#)

[Reporting](#)

[News](#)

Welcome **[blurred]**

### Payperiod Sales Subtotals

Period Ending	Sales
<a href="#">2006-12-16</a>	\$0.00
<a href="#">2006-12-01</a>	\$0.00
<a href="#">2006-11-16</a>	\$0.00

### Daily Sales Subtotals

Wed Dec 06 **\$0.00** |  
Tue Dec 05 \$0.00 |  
Mon Dec 04 \$0.00 |  
Sun Dec 03 \$0.00 |  
Sat Dec 02 \$0.00 |  
Fri Dec 01 \$0.00 |  
Thu Nov 30 \$0.00 |  
Wed Nov 29 **\$0.00** |  
Tue Nov 28 \$0.00 |  
Mon Nov 27 \$0.00 |  
Sun Nov 26 \$0.00 |  
Sat Nov 25 \$0.00 |  
Fri Nov 24 \$0.00 |  
Thu Nov 23 \$0.00 |  
Wed Nov 22 **\$0.00** |

### Clickbank News

[2006-11-14](#)

New Account Management, Promotion Tracking, & Transaction Analytics!

[2006-11-07 3:00](#)

New beta account management system!

[2006-09-01](#)

New Website

[2006-08-03](#)

ClickBank Link Security Script

[2006-07-20](#)

New Order Form

---

Current ClickBank time: 07:59:15  
Current ClickBank date: 2006-12-06  
Start of last pay period: 2006-11-16  
Start of this pay period: 2006-12-01  
Start of next pay period: 2006-12-16

The third section, at the bottom of the page just lists some payment period information.

Now click the **Account Settings** tab. This page will appear:



Welcome: [blurred] | [Customer Service](#) | [Marketplace](#) | [Logout](#)

[Account Home](#)

**[Account Settings](#)**

[Reporting](#)

[News](#)

[My Info](#) | [My Products](#) | [Product Approval Request](#)

## My Information

NickName: [blurred] Opened: 06 Dec 2006

### Account Owner

Payee: Gary Nugent  
Address: [blurred]

[Tax ID#:](#)   
Payment Threshold: \$100.00

### Contact Information

First Name:   
Last Name:   
Email:   
Phone:

### Affiliate Network

Category: none  
[Publisher's Pitch Page URL:](#)   
[Hoplink Payout:](#)   
Title/Brand:   
Description:   
[Secret Key:](#)

### Payment Options

Max Suggested Retail Price \$0.00

Let Customers Pay By:  
 Credit Card  PayPal  Online Check

Please update your information using this form. To request a change to this address please contact [address@clickbank.com](mailto:address@clickbank.com).

Please be sure that your contact information is accurate at all times.

### Don't Forget

In order to sell products, you must set them up on the ["My Products"](#) page.

If you're a U.S. Resident, you'll need to apply for an EIN if you make over \$600 from Clickbank in a year. No sense in getting on the IRS's bad side. If you don't already have an EIN, click the **TAX ID** link and follow the instructions to get one.

Non-U.S. citizens can ignore this field.

The other field you'll need to change is **Payment Threshold**. The default setting here is \$100, which means Clickbank will only send out a check after you've earned at least \$100 in commissions.

I recommend you drop this down to a \$25 threshold, at least when you're starting off so you get the spoils of your efforts sooner.

When you click the **Reporting** tab, it defaults to listing the paychecks you've been sent. Click the dates for a more detailed breakdown of each period. Click the Transactions lists subtab to see your transactions (i.e. products sold or refunded, etc.).

**Note: It's important to be aware that refunds will happen. People want their money back for many reasons. If you're seeing a lot of refunds for one particular product, maybe the product isn't everything it's cracked up to be and it might be time to look for an alternative and dump the current product entirely.**

## How To Make Money From Clickbank Even If You Don't Have Your Own Product To Sell

Ok, so you you're now a member of Clickbank but you don't have your own product to sell. Not to worry; on Clickbank there are over 10,000 products you can sell. All you need to do is find quality products to promote.

Don't make the mistake of thinking just because a product's listed on Clickbank that it's actually any good. Like any store, some products are fantastic and some are complete kack.

So how do you go about finding products to sell?

Well, for ages that was difficult and time-consuming as Clickbank didn't provide a search engine. So what you had to do was click through hundreds of pages looking at products and trying to find something worth promoting.

Then (only in the last year), Clickbank finally added a search engine to their site. Now you can type in keywords and search the entire database (or specific categories or subcategories) for products that contain those keywords. Let's take an example.

Go to: <https://www.clickbank.com/marketplace.htm>

...the Clickbank Marketplace page that contains the Clickbank Search Engine. Adsense products are always popular, so type **Adsense** into the **Keywords** box and click the **Go** button.

At time of writing, 57 Adsense related products were listed in order of decreasing popularity.

The search engine also lets you order the results by Gravity, Earned Per Sale and % Referred. This is what these terms mean:

### **Gravity:**

Gravity determines how popular a product is by how many affiliates have sold the product. Gravity doesn't tell you how many affiliates have sold a product (i.e. a gravity of 20 doesn't mean 20 affiliates have sold it) but the

higher the gravity, the more popular the product among affiliates and the more copies are being sold by those affiliates. Products with a gravity of 70 or over are well established, and popular.

**Note:** Since high-gravity products are popular, there'll be a fair amount of competition in selling them. These aren't the products for affiliate marketing newbies to promote. Competition from knowledgeable, well-established affiliates will wipe you out (unless you're extremely lucky).

Newbies to selling Clickbank products are recommended to search for products with a gravity between 10 and 70. These are potential rising stars and won't be as heavily promoted as more popular products. Less competition means a better chance of getting sales yourself.

### **Earned Per Sale:**

You might think this is the obvious data to sort on. After all, earn more per sale and you you'll get a bigger bi-weekly check, won't you? Well, not necessarily. Just because a product offers a big commission payout doesn't mean it's popular. Bigger fees for a product also means less people are likely to buy it (the bigger the fee the more the customer will think about whether or not to part with his cash).

There's a balancing act to consider here. Should you promote a high-paying product that only gets a few sales a month or a lower-paying product that sells in bigger quantities? What products you choose depends on the niches you're particularly interested in. Just don't let greed rule your thinking!

### **%Referred:**

This tells you how many of the sales of a product were made by affiliates. So a 60% value means that 60% of that product's sales were made by affiliates. More affiliates means more competition. But more affiliates also means the product is selling well, so it might be one where you can take a slice of the action.

### **Popularity:**

This is Clickbank's rating of a product's popularity in the categories and subcategories where it's listed. The higher the popularity the better. But the more popular, the stiffer the competition.

While the Clickbank search engine is a step in the right direction, it's really only a starting point in researching products to promote.

I've written some software that makes it easier to find and research hot Clickbank products to promote, called [Clickbank Elite](#). It will let you search the Clickbank list of products:

- Find the most popular products in the main Clickbank categories
- Find the most popular products in specific categories & subcategories
- Find the products affiliates are promoting
- List only new products
- Search for products by keyword (search only the product title or the title and the description)
- Search for products by Clickbank ID (i.e. For products owned by a particular Clickbank member)
- Order the search results in various ways
- Projects let you search for products that are up and coming and aren't being heavily promoted by other affiliates
- Check the trends on products to see if they're performing well or not
- Instantly create your hoplinks and cloak them from Commission Thieves
- Check overall rankings for a product to see how it's performing in all the categories and subcategories it's listed in
- Export your results to a spreadsheet

[There's more information on Clickbank Elite here.](#)

### **Know Your Market**

One thing you should do when promoting Clickbank products is to pick products for a market you know. If you're knowledgeable about the market, you'll be much more convincing to people and they'll be more likely to buy through your links.

One of the worst ways to promote is to pick some product you know nothing about and whose market you know are not familiar with and try to sell it. Your lack of knowledge will be all too apparent to potential buyers and they'll move on to someone else.

## **Why Do All The Top Marketers Use Clickbank ...And Why Should You?**

Selling Clickbank products effectively is not a relatively simple process. While the three steps involved are apparently simple, two require some work.

### **2. Sign up to Clickbank**

Ok, this one is dead easy

### **2. Find hot products to promote**

Seems simple. But it's not. It gets easier with experience. Using the right tools saves you a lot of time. You can then put that time into researching other products to promote and boosting your commissions even further. [Clickbank Elite](#) was specifically created to make finding hot products easier.

### **3. Promoting products for commissions**

Again, a simple concep. Tons of ebooks have been written on how to drive traffic to websites or successfully advertise on pay-per-click websites. This is the make or break stage. Even if you find some great products to promote, unless you can make people aware of them, you won't make any money. The top guys are all experts at this, which is why they've become so successful. But that doesn't mean you can't have your share of success. Here are some ways of driving traffic to your links:

- [Mailing your own list of subscribers](#)
- [Joining a membership opt-in list](#)
- [Creating your own membership website](#)
- [Using Pay-Per-Click services like Google Adwords](#)
- [Advertising on traffic exchanges](#)
- [Emailing solo ads to ezines](#)
- [Joining a free ads site](#)

There are many other options as well. Check out the [Affiliate Marketing Quickstart](#) page for more options.

If you're worried that you lack the knowledge for step 3 in particular, DON'T! The greatest difficulty you'll probably face is getting past the psy-

chological barrier that things are working against you or that you really can't make this work. Don't fall into that trap. Take baby steps. You won't solve all the problems in an afternoon. But you **WILL** solve them. And things will get easier with time.

So don't procrastinate! Don't dither! Get started right away. Use the "insider" power tips I use to make more money selling Clickbank products.

## **Insider Power Tips That Boost Your Earnings**

With a little research, you can be up and running as a Clickbank affiliate and, more importantly, earning commissions.

You could get lucky and pick some incredible products and the most effective way to drive traffic to those products. It's more likely though that you'll need to spend time selecting and researching products and how best to promote them.

Here are some tactics that'll help you achieve success more quickly:

### **Tip #1: Only promote products that you're passionate about**

Passion speaks volumes. It enthuses people. If you're an expert or any way knowledgeable about a subject, you'll be much more convincing when trying to convince them to part with their money. If you express your passion, people will want to share in it and they'll be much more predisposed to buying.

Start your affiliate marketing career in those areas you know most about. Obviously, there has to be money in the market or people won't buy. Don't give in to the temptation to sell the products that give the biggest commissions, especially if you know nothing about the product or the market it's aimed at. That's a sure-fire way to fail.

### **Tip #2: Only promote products that you're familiar with**

It's important to know the products you sell. You'll know their strengths and weaknesses and be better able to sell them. Telling your readers how

you benefited from a product is a great way of selling it. Try and use case studies that show what things were like before you used the product and after you used it.

Consequently, you should always buy a product you intend to promote. If you're dubious about buying it, then why shouldn't your potential customers be equally as dubious? If you're not convinced, why should they be?

Then familiarize yourself with the product. You can then sell it on its benefits. If it has any drawbacks, you could mention those and offer a solution as well.

### **Tip #3: Add more value**

The classic way of promoting a product is to use your affiliate link and simply redirect people to the product's sales page. That's fine if the page contains a good sales letter or if you're simply testing response to that product.

One better long-term tactic is to write a review of the product. Don't just write a "this product is brilliant" type review. You've got to write it as a user of the product, not as a sales pitch. So say what's wrong with it or mention things it lacks and provide solutions. That might be through information you can provide yourself or through another product you recommend.

Another effective strategy is to initially attack the product and then gradually come around to liking it and then to why you now find it indispensable.

One great tactic to mention is the Before and After results. Show how the product has worked for you in a case study.

If you're competing with other affiliates selling the same product, then you need to give your visitors a reason to buy through your link, rather than through another affiliate's link (or through your customer's own link). The best way to do this is incentivize your potential customers by offering them exclusive bonuses if they buy through your link. You want to provide bonuses that are relevant to the product, not some crappy freebie you got last week. And there's no point in giving a bonus on cat-breeding techniques if the product's about digital photography. It's all about adding value to the

product and product relevancy. Make your bonuses better than anyone else's and people will want to buy through your links.

#### **Tip #4: Don't be like everyone else**

Most Clickbank affiliates are lazy. They're quite happy to simply redirect people to the product sales pages. Maybe they're just not clued in and they don't realise the money they're letting slip through their fingers.

If you provide additional value through an honest review and/or extra bonuses, you're way ahead of those other affiliates and people will buy from you.

A recent poll found that only 3% of affiliate marketers have built a list of subscribers to their newsletter. All the top marketers have lists. Why? Because they're lucrative. They almost provide a guaranteed income. You can market to these people again and again and, if you're honest and provide quality information, they'll buy from you again and again. You don't have to keep looking for new customers. You can just add new ones to your existing customer base. It seems such an obvious thing to do, it's surprising how few actually do it. Check out the [Affiliate Marketing Quickstart](#) page for resources on list building.

By providing such a newsletter service, you're saving people time and money researching products. You're also giving them shortcuts to the best possible products so they don't end up wasting their money on crap ones.

The more information you can provide, the more valuable a resource you become to them. And they'll be more inclined to buy the products you recommend.

One common newbie mistake is to take the shotgun approach to marketing - finding lots of good products and trying to market them all at the same time. Not a good idea. Concentrate on one product. Get that right and you can then repeat the process for any product. If you try to market too many products without knowing what you're doing, some may do well, others not and you won't know why some are selling well. It'll all be down to pot luck, a roll of the dice. That's not the way to do business.

## **Ghost In The Machine**

For most of my working life, I've been a computer programmer. When you think about it, it's an odd occupation. All you do, when you come right down to it, is shunt electrons through wires and chips. There's nothing solid you can hold up at the end of the day and say "I made this" as you can with any type of physical product like a table, a house or whatever.

Clickbank products are like that. All electrons and no protons. Ethereal patterns in computer chips and on hard drives. Ghosts in the machine.

Everything in the Clickbank marketplace is a digital product. There's nothing physical to ship and there are no invoices to print and mail out. It's all handled electronically.

And none of it, not a single part of selling a product need cost you a dime. Not even a cent! [True, you can spend money on advertising].

It's a weird business when you really think about it!

You get paid if someone buys a product and Clickbank deducts some administration fees from your commission. But if you don't sell anything, you're never out of pocket.

Where else could you start and run a business with no startup capital or running costs?

## **Clickbank Payment Processing**

Up until very recently, Clickbank only accepted payment for products via credit card. But their credit card processing was one of the best in the business.

You'll find that many affiliate marketers take payments through PayPal. It's one of the most popular online payment processors on the internet. And their fees are very low. PayPal allows people to accept payments by credit card and echeck. Due to some bad experiences, some people refuse to pay

for anything by PayPal so, if you only take PayPal, that's a whole section of the buying public that you'll never do business with.

Clickbank realised the potential of being able to take PayPal payments, in addition to the credit card transactions they were already taking, so they've added an option to their payments pages that allows a buyer to order a product either using a credit card directly or through PayPal.

If you do have your own PayPal account, you'll never need to use it to sell Clickbank products. Even if you've had a falling out with PayPal and you've sworn never to deal with them again, Clickbank handles all the PayPal transactions independently of you (through their own PayPal account). You just get your commission check every 2 weeks, regardless of what way the buyer has paid for his product.

Adding PayPal to their payment options has been a very smart move by Clickbank and has dramatically increased the customer base for Clickbank products.

Clickbank take care of all the payment processing, any fraud issues, divvies up the payment to the product owner and affiliate and handles all the back-end stuff such as issuing refunds, doing credit checks and, most importantly, handling affiliate payments automatically (as well as mailing out those all-important commission checks).

It's this ease of use that appeals so much to affiliates. There's literally nothing more to worry about than promoting your links. If you've created your own product, you just keep recruiting new affiliates, training them up (by giving them material to promote your product) and they, in turn, keep sending you new customers.

Clickbank simply offer the easiest way to take payments online. Every other online processor seems kludgy in comparison.

## **How To Promote Your Links**

Look at any product in the Clickbank Marketplace and you'll see a **create hoplink** link for it. Click the link and a new window will pop up where you

enter your Clickbank ID. Click the **Submit** button, and your link will be created - you just need to copy and paste it from the window. Clickbank affiliate links have a simple format:

`http://yourid.vendorid.hop.clickbank.net`

You simply replace **yourid** with your own Clickbank nickname. The **vendorid** is provided by Clickbank or [Clickbank Elite](#) when you click the **create hoplink** link.

All you need do is promote your affiliate link and start generating sales. Take a look at the [Affiliate Quickstart Page](#) for various ideas on advertising your links.

**Tip: If you want to open your own Clickbank mall, then join [CBDeluxe](#) which gives you just that. Silver membership is currently free.**

## How To Track Your Sales

Up until very recently, tracking where your sales came from was a real pain. Why should you even bother doing such a thing? Well, so you can see what promotions are working and which ones are not.

Suppose you're running a Google Adwords campaign. Wouldn't you like to know if sales are coming your way from that promotion or whether your advertising budget is simply going down the Swanee?

The old way of tracking sales was to create a new Clickbank ID for each type of promotion and use a hoplink with that ID specifically for each promotion. So you might have

`http://adw123.moresw.hop.clickbank.net`

for your Adwords campaign for the product. Then you'd have

`http://email123.moresw.hop.clickbank.net`

for your email promotions and so on.

Obviously there are several problems with this:

1. **You have to create numerous Clickbank IDs**
2. **The IDs are most likely going to be gibberish rather than meaningful as all the meaningful names are probably already in use**
3. **You'll forget what particular IDs relate to, especially if you haven't used them in a while**
4. **You end up with a load of accounts you have to log into individually (all with their own unique passwords) so it takes an age to check what accounts are earning**

So when Clickbank announced it was going to add the option to allow tracking codes to be added to hoplinks, affiliates rejoiced!

Adding a tracking code is simple. You simply add **?tid=XXXXXXXX** to the end of your hoplink. You replace XXXXXXXX with some combination of letters and numbers that mean something to you. And it doesn't matter if someone else is using the same code because the codes are attached to your unique hoplink!

There are a few rules to using Tracking Codes:

- **Tracking codes can only be 8 characters long**
- **They can contain alpha and numeric characters only**
- **Any tracking code longer than 8 characters will be truncated**
- **Any tracking code containing characters other than alpha or numeric values will have the entire tracking code removed from the hoplink and order process and will not show up in your transaction report**
- **Tracking codes received with upper and lower case characters will be set to all uppercase.**

[[Clickbank Elite](#) handles all these automatically.]

To check where your sales are coming from, log into your account, click on the **Reporting** tab and then on the **Analytics** subtab. You'll be able to check your Tracking Codes under the **Affiliate Reporting** section.

## Why Cloaking Your Links Is Important

If you never heard the term **Cloaked Link** before, it means masking your link so it can't be seen directly.

Let's say you've decided to promote a link for [Clickbank Elite](#) and your Clickbank ID is myid123. The link you're going to promote is:

`http://myid123.moresw.hop.clickbank.net`

Now say you advertise that link on a webpage or in your email or forum signature, any savvy Clickbank affiliate will know two things instantly:

1. Your Clickbank ID (myid123)
2. The vendor ID of the product you're promoting (moresw)

Now let's suppose that some someone is curious about the product you're advertising and they want to look it over. And maybe they'd even buy it. But they don't want you to get the commission! [It's an unfortunate fact that some people just don't like the idea of others profiting from something they buy. But that's the reality of the online world.]

So, what do they do?

They replace your Clickbank ID with their own. All that's required is for them to copy and paste the link into their browser and simply type their ID in place of yours, so the link becomes:

`http://anotherid.moresw.hop.clickbank.net`

That other person then decides they like the product and they buy it. What happens then?

Well, you don't earn a commission since your ID wasn't part of the link. This is what is known as **Commission Theft** and it's very, very common.

On the other hand, the owner of Clickbank ID **anotherid** earns the commission on the product. Suppose the product offered a 50% commission. **an-**

**otherid** would have effectively bought the product for half price! And you don't see a cent from the transaction!

Now, let's suppose you create a weblink called **Check out this great product** whose link is still <http://myid123.moresw.hop.clickbank.net>.

People can right-click on the link, select the **Properties** option from the popup menu and see your link. So you're back to square one on commission theft! You see how easy it is for someone to steal your commissions? That's why it's important to mask your links by cloaking them. Now it's not 100% effective (what is?) but it will dramatically reduce the incidence of commission theft.

Another reason to cloak your links is if you use Google Adwords for your promotions. Last year (2005) Google introduced their one-ad-per-domain rule. The rule was designed to provide a better user experience for searchers by eliminating multiple ads that lead to the same domain.

That meant that multiple affiliates couldn't use hoplinks that went to same same domain. In fact, affiliates may bid on direct links, but they compete with merchant sites and other affiliates in the auction. This competition results in a bidding war going on behind the scenes within the Adwords system. Google suppresses duplicate ads, displaying only the ad with highest AdRank (normalized click-through rate x keyword bid). The upshot is that if you want your ad to be the one that appears, you're going to pay through the nose to get it there.

### **But there is a way around it!**

This is where cloaked links come in again. Essentially what a cloaked link does is create a full-page frame on your domain (not the product owner's domain), and it loads the product's sales page into that frame. So as far as Google is concerned (and anyone visiting your link), hey presto!, they see the sales page appear on your web domain. Since this doesn't break the one-ad-per-domain rule, it's a common tactic affiliate marketers use.

But you can't use this tactic without creating a cloaked link, and you need a piece of software to do that for you.

## Clickbank Elite And Cloaked Links

Luckily enough, [Clickbank Elite](#) has a built-in affiliate link cloaker. What's more, you can add page title, description and keyword information so that the cloaked link page it creates can be indexed by the search engines. That's another bit of free publicity coming your way.

## How To Sell Your Own Product On Clickbank

While there are 110,000+ Clickbank affiliates, at any one time there are only about 10,000 active products on Clickbank. If you want to join the ranks of Clickbank sellers, how do you go about doing it?

First you need to have a product to sell.

You then need to create a sales page (webpage) for the product where you embed your Clickbank payment link. That link will look like:

`http://1.vendorid.pay.clickbank.net`

**vendorid** will be the Clickbank ID you set up for your product. "1" is the index of the payment page you're using. If you wanted to use thank you page number 3 (remember, Clickbank allow up to 99 thank you pages per account), then your link would be:

`http://3.vendorid.pay.clickbank.net`

Then you need to create a thank you page (a webpage) where you provide instructions on where and how to download your product (and any bonuses you might be offering).

Each Clickbank account can be linked to one sales page (and product description) and up to 99 thank you pages.

If you're a seller, you'll need to create a new Clickbank account for each new product you intend to sell if you want affiliates to sell it for you.

Once you've done that, you'll need to submit a **Product Approval Request** (this is under the **Account Settings** tab). The information you need to provide are:

- **the links to your sales and thank you pages**
- **a brief description of your product**
- **the price of your product**
- **whether you made a test purchase (to test your links)**
- **And some other bits of (obvious) information**

Clickbank will then review your pages and product and either approve or disapprove it. They may request changes to your webpages so they fully comply with their terms of service.

Once your product is approved, you'll have to pay a **Product Activation Fee**. This is to cover the administrative charges in setting up your payment page. This fee is \$49.95.

**Tip: For your second and following products, email the Clickbank staff and ask for the discount rate and give them the Clickbank ID of your previous product. The discount product activation fee is \$29.95 (a saving of \$20).**

Once Clickbank have processed your fee, your product is live on Clickbank but hasn't yet been added to Clickbank's marketplace.

Product activation is handled through email, so it's a little clunky. You have to email your activation fee receipt to Clickbank staff so they can verify your payment. The next point is very important:

**Note:** You can have your product listed in up to two subcategories. For the best exposure, do select two subcategories under different overall categories. For example, an ebook about photography could be listed under Fun & Entertainment -> Hobbies and Society & Culture -> Fine Arts. Clickbank will automatically list the product in the overall categories (Fun & Entertainment and Society & Culture). Since your product is new, for a time it will also be listed in the New Products subcategory of each of the over all categories.

**Tip: Make sure that you let the Clickbank staff know what categories you want your product listed under. If you don't, your product will remain uncategorized and, even if you make sales through your own links, the product will not be listed in the Clickbank Marketplace. And affiliates won't even be aware it exists!**

## **The Quick Way To Get Your Product Listed In The Marketplace**

A product must be sold once before it's listed in the marketplace (assuming it's already been categorised). You can wait until someone buys your product through one of your links (but that could take some time. But there's another very quick way to get listed and it doesn't cost much (yes, there's a little extra expenditure required).

Here's the quickest way of getting your product listed.

- Go into your **Account Settings** tab and click the **My Products** sub-tab
- On that page there will be a list of **Delivery "Thank-you page" URLs**. Click the **edit** link for your product's thank you page
- Change the price of your product to \$3.00 (the lowest price Clickbank allows for any product)
- Then click the **save** link
- Now go and buy your own product from your sales page
- As soon as your payment is processed, return to the My Products page and reset the price of your product to its original value

That's it. Your product will now be listed in the Clickbank Marketplace the next time they update their database (updated daily). If you check your Clickbank account, you'll see that a commission of \$1.77 will have been credited to your account. So getting listed in the marketplace has only cost you \$1.33!

You can sell several products from the one Clickbank account (that's why each account can have up to 99 thank you pages) if you want.

Selling multiple products from one account simply requires that you create a sales page and a thank you page for each product, and add your Clickbank payment link to the sales page. Adding products this way means you don't have to submit a **Product Approval Request** and pay the setup fee.

You then simply drive traffic to your sales page and earn money.

The downside is that no affiliates can sell these extra products. Why? Because such products are hidden from affiliates. The only products affiliates can sell are the primary products for each account. You can only set up one product per account to get listed in the Clickbank Marketplace. Clickbank will enable hoplink creation for only that product. And hoplink-enabled products are the only products affiliates see.

If you only want to sell your own products yourself, then multiple products per account is fine. If you want affiliates to sell for you, you'll have to create multiple accounts, one for each product, and pay the account setup fees.

If you want to learn how to sell products effectively on Clickbank, I highly recommend Andrew Fox's [Dominate CB](#). This is a series of step-by-step video tutorials that show you how to properly market your product, approach people with joint venture ideas and how to recruit affiliates.

Every time your product is sold through an affiliate link, the Gravity score for your product increases in the Clickbank database. The higher this Gravity score, the more notice affiliates will take of your product and the more sales you're likely to make.

Remember, every cent you make is pure profit. You don't have to deduct shipping or packing fees, storage fees, electricity/heating fees or office rental costs from it (as you would do if your product was a real-world product-in-a-box sitting on a shelf somewhere).

## **How To Leverage The Selling Power Of Affiliates**

Affiliates are your friends. Where else other than Clickbank could you recruit a salesforce happy to promote your product for no up-front cost? Your

salesforce only gets rewarded if they make a sale and, if they don't sell, you're not out of pocket.

It's this very reason of being able to leverage the power of 110,000+ Clickbank affiliates that makes Clickbank such a potent tool and why all the top people launch their products on Clickbank (even if they launch on another affiliate network as well).

Clickbank is, quite simply, an incredible marketing tool.

## **How To Become A Top Seller On Clickbank**

It should be pretty obvious by now that becoming a top seller involves using affiliates to sell on your behalf. With over 10,000 products to choose from, how do you attract affiliates and get them to want to sell what you have to offer?

### **Educate your affiliates**

Almost every Clickbank product has its own Affiliate Page. You need to create one and put a link to it on your sales page.

But, what a lot of sellers do is just put up basic information like the standard affiliate link and leave it at that. That's hardly going to inspire an affiliate, is it?

One thing you should certainly do is to capture the affiliate's name, email address and Clickbank ID. Why? Two reasons:

1. You can email them out links and marketing material tailored to their Clickbank ID through an autoresponder. They only have to cut and paste their links and they're ready to go
2. You can keep in touch with them on a regular basis, letting them know about new promotional material, product upgrades, changes in price or commission level. This way you can keep your affiliates motivated
3. If you launch other products in the future, you already have a list of affiliates you can contact to kick start your product launch

In order to do all this, you need to use an autoresponder to communicate with your affiliates. I recommend [AWEBER](#).

But if, for whatever reason, you don't want to subscribe to an autoresponder or setup the autoresponder messages, then you still have your Affiliate Armory.

## **How To Build Your Affiliate Armory**

You're sending your affiliates out into the big bad world of internet marketing. Let's be absolutely clear here. It's a jungle out there (as they say) and your affiliates are marching out into war.

It's up to you if you want to send out doe-eyed innocents (cannon-fodder) or well-trained and well-equipped soldiers of war (assassins).

How do you train and equip your affiliates?

You give them the weapons they need to use and tell them how to use them!

And those weapons are things like:

- **Simple text links**
- **Text and headlines they can use in Google Adwords promotions**
- **Lists of keywords they can bid on (give them keywords relevant to your product)**
- **Graphics - banner ads (don't just stick to the standard 468x60 size. Provide graphics in 234x60 and 160x600 or 120x600 as well, at the very least)**
- **Graphics - [box shots of your product](#); book shots of your ebook**
- **Graphic links - all your graphics should have a HTML code block that contains the image wrapped in a link**
- **Email messages - ready written text that can be copied and pasted into an email program or autoresponder**
- **Solo Ads - text ads to send out to ezines for publication**
- **Press releases (take a look at <http://www.prweb.com/>)**

- **Email signatures**
- **Forum signatures**
- **Create a free report like this one and let it spread virally**
- **Anything else you can think of such as interview transcripts, audio files, Camtasia videos. Whatever else you can think of to help your affiliates sell your product.**

I've made some of these tools available at the [Clickbank Elite Affiliate Page](#). But to see how a Clickbank veteran has done it, [take a look at this page](#).

The bottom line is that the more tools you can give your affiliates, the better their chances of selling your product and they'll be able to do it in a variety of creative ways. And give them variations on each tool - several different ready-written emails, different Google Adwords ads and so on. Yes, it's more work for you, but you are trying to sell a product after all!

## **Closing Thoughts**

After reading this report you should be in a very good position to use Clickbank as an affiliate, a seller or both (the best of both worlds).

Affiliate and Internet marketing is a constantly changing field. It's not something you know. It's something you constantly adapt to.

Tools, software, ebooks and techniques come and go and unless you keep up with the changing trends, you will be left behind as others digest and use them.

So you must continually learn in this business. And that means buying new tools, software, ebooks and learning new techniques. You just cannot afford to rest on your laurels here.

All the top marketers stay on top of their game because their fingers are on the pulse of this ever-changing industry.

How many times have you heard about conferences they've all been at, networking, comparing ideas, joint venturing and coming up with new products and techniques they sell to the rest of us.

Not one of them has said "I've made my money, so I'll stop now!" No, they keep plugging away, making more and more money. Why should you be any different?

Get Moving!

Take what you've learned in this report and apply it. Do it today. There's nothing here that's difficult. Don't procrastinate. Seize the day!

Here's to your profitable future with Clickbank!

Gary Nugent

[Home Business Directory](#)

[Clickbank Elite](#)

## **Get Your Brandable Report**

Get the brandable version of this report for just \$4.97 and brand it with your own affiliate id and let it earn you some extra revenue.

[Get your brandable report here](#)

## **CBReport Newsletter**

Sign up to the [CBReport Newsletter](#) for more information, advice, tips and news about Clickbank and affiliate marketing.

## Recommended Resources:

### [Clickbank Elite](#)

Quickly and easily find hot Clickbank products to promote. Search the Clickbank database in a number of ways, check product trends, and cloak your affiliate links.

### [Dominate CB](#)

Learn how to make Clickbank work for you. Step by step videos take you through how to become a Clickbank seller and how to inspire affiliates. Learn how to turn resale rights products into Clickbank money-spinners.

### [Chris Carpenter's Google Cash](#)

This is the classic that started it all. And the new version comes with a 135-page manual, 24 online videos, and lots of great bonuses.

### [Greg Heslin's Google AdWords 1-2-3](#)

This 124-page manual takes a different direction from Google Cash focusing on markets instead of products. Both are essential reading.

### [Adwords Miracle](#)

This is an eBook which deals very specifically with making money through the effective use of Google's pay-per-click "AdWords" system. It covers some quite advanced topics that are better suited to those who have some familiarity with Adwords already.

### [Click Ad Equalizer](#)

If you want to become a super affiliate, get this software. It will help you find the most profitable keywords and products to promote.

### [Affiliate Project X](#)

This is fast becoming the affiliate marketer's bible with unrivalled techniques and information. It's a short 70-page manual but there's absolutely no fluff or padding, just hard-hitting methods. Includes some in-depth training videos. It leverages the power of your Adwords knowledge to sell affiliate products. [See proof here.](#)

### [CBDeluxe](#)

A mall/storefront for Clickbank products that you can use to earn commissions through people buying through your links or where you can save money buying through your own mall links. Silver Membership is currently free.

### [Cover Software Pro](#)

Create stunning ebook and software covers, just like the professionals. If you have Adobe Photoshop version 6.0 or higher installed on your computer, this is probably the single, most important discovery you'll come across.

### [Web Graphics Creator](#)

Create Professional graphics for your web site with ease! Logos, page headers, 3D eCovers (i.e. Ebook covers and software boxes), eBay ads, Flip-Books, Animated buttons and more.

### [AWEBER](#)

Probably the best autoresponder system available. Subscriptions cost \$19.95 per month but you're able to create an unlimited number of opt-in lists. Mails can be scheduled to go out a specific number of days after the previous mail and you can also do broadcast messages at any time. Using filters you can email only certain list members.