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Preface



ClickBank for Newbies

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Release 4.1c
November 2015

Book created with [The Ultimate Rebrander](#)

Chapter 1. Introduction

Hi,

It's Harvey Segal of SuperTips.com here.

If you are new to affiliate marketing or to ClickBank I've covered the basics in Chapter 2.

In Chapter 3 I've highlighted the key steps for becoming a successful ClickBank affiliate but

. . . it's Chapter 4 that is the focus of this guide as we reveal the key obstacle

. . . (hidden away in ClickBank's terms and conditions)

. . . which causes

most newbies to quit.



You'll see how to surmount this problem in Chapter 5

and there's a unique opportunity based on this solution for ALL marketers, new or experienced, in Chapter 6.

That's where you'll discover an **irresistible product**

. . . which you can offer to a **limitless audience**

. . . which means plenty of **affiliate commissions** in your ClickBank account.



Along the way I'll show you

* how I get commission on ClickBank products I don't even promote - and so can you

* the viral twist which has turned this into my most profitable product - and will do the same for you

Chapter 2. ClickBank basics

Before talking about ClickBank a brief explanation for anyone who is completely new to the world of Internet marketing.



The most common - and simplest - way to make money on the Net is to become an 'affiliate' which means you get paid commission for making sales of other people's products. You leave the whole task of product creation, web sales copy, order processing and customer support, to the vendor: your job is simply to get the word out about the product.

You are given an affiliate link which leads the customer to the sales site and identifies you as the person who gets credit if a sale is made.

One of the most popular affiliate programs is ClickBank.

They are in fact the world's largest provider of digital products - essentially ebooks and software. You can choose from over 35,000 products in many categories and their affiliate program is simple to join.

As a guide the average price of a ClickBank product is \$41. The average commission rate is 55%, although the top sellers often offer a much higher rate e.g 70% or 75% (the maximum).

We can say that success with ClickBank boils down to

- selecting a suitable product
- promoting (getting the word out) about the product

We will expand on these points in the next chapter.



PS. At this point you may be wondering who I am and what are my credentials for writing a guide about ClickBank

- I own the [ClickBank Success Forum](#) with over 19,000 members.
- I own [The Complete Guide to ClickBank](#) , the only site devoted completely to ClickBank.
- I am the author of [three major books](#) about ClickBank and numerous guides.
- I have participated as an Advisory Board member in ClickBank's [European Client meetings](#).

I've been selling with ClickBank since 2001 and the book that you are reading here has turned out to be my number one most profitable product for all my affiliates



Chapter 3. How to succeed with ClickBank

If you are not a ClickBank affiliate sign up now, it's free. Click [here](#)

You will need to choose an id or 'nickname' and this will appear in your affiliate links so that you will gain credit for your sales.

3.1 Selecting a suitable product

3.1.1. Finding the product

You can search for a product at the [ClickBank Marketplace](#) where several thousand vendors display their products in an organized directory.

3.1.2 Is the product worth promoting ?

a) Look at the product price and commission rates

You should aim for products with a reasonable rate of commission, say 50%, to make your efforts worthwhile. Be aware that ClickBank deducts transaction fees from a sale: here is a [calculator](#)

b) Is it an in-demand item ?

The Marketplace listings are ranked by popularity, so you can see which are the in-demand items. Popularity is determined by a number of factors, the main being the amount of sales and the number of affiliates making sales over the last 12 weeks. Note therefore that a product at the low end may still turn out to be popular especially if it is new.

c) How effective is the sales page ?

Visit the sales page of the product to confirm that the sales copy does a good job of selling the product. (There's another important factor - sales page leaks - which we cover in the next section)

3.1.3 Check out the affiliate support

The vendor should provide you with much more than just a link to join the affiliate program. Check for any useful promotional material (e.g. sample ads, articles, solo mailings, endorsement/reviews, signatures).

Ideally there will be an affiliate mailing list so that the vendor can convey useful news. You want someone reliable who won't disband a program or make rule changes without telling you.

Tip: Check how responsive the vendor is with a simple enquiry.

3.2 Warning - look for sales page "leaks"

As an affiliate you want the visitor to read through the sales page and hit that order button with you getting credit for the sale. There are a number of reasons why this may not happen

1. There is an overt link to an affiliate sign-up page. Your potential customer could simply become an affiliate and purchase the product himself.
2. The vendor offers multiple payment options so if ClickBank is not chosen you do not get the commission.
3. Your product is just one of many unrelated products on a page - a put-off for the potential customer. (The reason for this usually is that all the products belong to one ClickBank account which is restricted to only one affiliate landing page).
4. There are many external links which distract the visitor from reaching the order page.
5. The vendor captures your commission. There are offers to join a mailing list or claim a free report: you should get credited for any sale ensuing from these leads but an unscrupulous vendor may follow up and make the sale via his own link. Similarly the vendor may use a pop up upon exiting a site to convert a leaving visitor into a sale for which you do not get the credit.

3.3 Promoting the product

3.3.1 Sign up for the affiliate program

Once you are happy that the affiliate program is worth promoting and does not suffer from potential 'leaks' you can collect your affiliate link, known as a hoplink.

The basic hoplink has the format `http://xxxxxxx.vendor-id.hop.clickbank.net` where you substitute xxxxxxx with your nickname. (Hoplinks from the Marketplace will have a longer cloaked format)

You should check the validity by clicking on it and following through to the ClickBank order page where you should see `[affiliate=yournickname]` at the bottom.

If not then you may have incorrectly formatted your hoplink or it's possible that the affiliate program has been discontinued.

3.3.2 Link cloaking

The basic hoplink is not 'protected'. A customer can simply substitute his own nickname and get commission for the purchase.

There are techniques and tools which can encrypt (or cloak) your hoplink to prevent link theft.

3.3.3 Getting traffic

Tip: If you own and use the product it's highly recommended that you provide a review showing exactly how and why you use it.

You then want to get targetted visitors clicking on your hoplink and making a purchase.

You'll read how to do this with our bonus books further on.

The topics mentioned in this chapter are covered in depth in the book [ClickBank Affiliate SuperTips](#)



for example

- Marketplace search tools and tips
- Product history, new products and ClickBank storefronts
- Sales leaks - how to eliminate them
- Hoplink tips
- Cloaking tools and techniques
- Promotion tips
- Tracking your hits

Chapter 4. The problem - why most ClickBank affiliates fail

So you've made your first sale.

Happy ? Motivated ?



Of course.

Now for the bad news.

Getting a sale does not mean you get paid.

The first reason (easily solved) is that you need to meet a payment threshold before you get paid. By default ClickBank sets this at \$100. So what you can do is lower it if you wish, you can go as low as \$10 but be aware that \$2.50 is deducted for each payment to you.

But it's the second reason that is the **BIG** one.

In my experience it's one of the most common complaints at my forum and others.

Before getting paid you need to need to meet the Customer Distribution Requirement.

You can read the full detail in ClickBank's [Accounting Policy](#) but here is the essential bit

ClickBank will withhold payment of any account balance until the following criteria is met:

** A minimum of 5 sales and*

** Sales made with two different payment methods (e.g. Visa, MasterCard, PayPal etc).*

What this means is - at the very best - you are going to NEED FIVE SALES BEFORE YOU GET PAID.

Feeling frustrated ?

Well it get's worse.



Let me tell you about 'dormant' accounts.

Accounts with a positive balance but no earnings for an extended period of time are considered dormant. Dormant accounts are subject to a charge of \$1 per pay period after 90 days of inactivity, \$5 per pay period

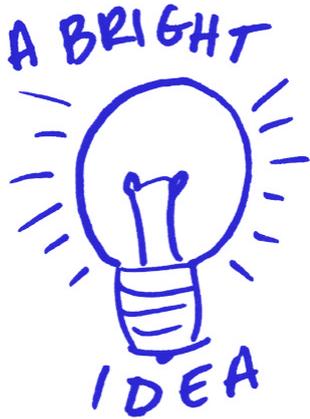
after 180 days of inactivity, and \$50 per pay period after 365 days of inactivity.

So you could hit lucky on your first day as an affiliate, earn a big commission (the maximum possible is \$150) then wait and wait for at least 4 more sales before you can get hold of your earnings. Meanwhile after 3 months of no sales deductions begin chipping away at your account.

Are you then surprised why newbies struggling to make sales become disillusioned and start to quit ?

Over 90% of ClickBank affiliates are INACTIVE.

But here's how we are going to solve this problem.



Chapter 5. The solution

Obviously if you could make some quick easy sales of something, anything - which need not even be your selected product niche - then you will be able to meet the Customer Distribution Requirement.

Now the advice often given is to look for a cheap product at the ClickBank Marketplace such as a cooking recipe.

But we can do much better than that.

Introducing our Silver Package which costs just 3 (THREE) dollars ! That is the minimum sale price for a ClickBank.

And it provides 75% commission.

So in order to make the minimum 5 sales you could purchase it yourself and ask your colleagues to purchase (through your affiliate link). And if you ever think your account is about to go dormant after 90 days of no activity just repurchase.

At 75% commission all it will cost you after ClickBank deductions is a mere \$1.35.

So what's in the package ?

First, let me show you something

It's the key to how the ClickBank affiliate system works

Click [HERE](#), go to the order form and look at the bottom of the page.

You should see the line [affiliate=xxxxxxx]
where xxxxxxxx represents an affiliate id.

If the line is not present click [here](#)

This means that when this is purchased then the affiliate whose link you followed to download this book is going to receive commission on this sale.

We will provide an affiliate link which inserts YOUR ClickBank id in this book

It's a process known as rebranding and the good news is that you WON'T have to copy, rebrand and upload the book to a website as other rebranders require you to.

Now for the other part of the package.

Instead of a meaningless cheap product how about an outstanding ebook aimed at ClickBank affiliate marketers ?

It's called 'Cracking the ClickBank Code' - details coming later.

But before you purchase for \$3 there's more good news I want to tell you.



Chapter 6. An irresistible offer

Now I did say that there's an opportunity in this book for ALL marketers.

To explain it I'll first answer a question that you might be wondering about.

How am I making any profit out of this ?

After all I'm giving away this book for free, I'm not capturing email addresses, I'm only making \$0.42 per sale.

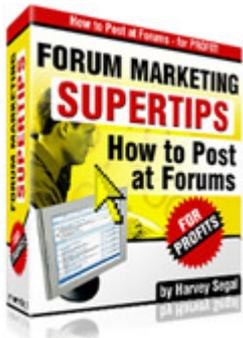
Well I'll tell you.

Throughout this book you will see links to my sites and products such as

- My ebook [ClickBank Affiliate SuperTips](#)
- My [SuperTips](#) site

Now, all my sites and ebooks link to and cross reference each other.

Which means that someone reading my free ebook Forum Marketing SuperTips for example can end up purchasing my recommended ad tracker AdTrackz or any other of the [SuperTips ClickBank Products](#).



That's how all my free books work.

Readers will (hopefully) like what I write, note the absence of hype, see that I am an authority on a topic and make a purchase.

So here is my offer to you.

As just one part of an amazing Gold Package coming up - how would you like a **Gold Link** which gives YOU commission on all these sales ?.

The commission on offer ?

A massive 70%

Why?

You might be wondering why I am so kind and generous to make this offer.

Well it's nothing of the sort.

I know that when you see big 70% commissions (such as \$49 for an AdTrackz purchase) you will double and treble your promotion activities.

Which means more commission for you and more profit for me.

Here are the links

- a) [ClickBank Affiliate SuperTips](#) (note that over 65% of customers end up buying the full package)
- b) The [SuperTips ClickBank products](#) (35+ and growing)
- c) My main site [SuperTips](#)
- d) [The Complete Guide to ClickBank](#) and my [three ClickBank books](#)
- e) [The Ultimate Rebrander](#)

But there's more. Look at these two links from Chapter 3

* The [ClickBank sign-up](#). ClickBank pay me when anyone signs up here and becomes a ClickBank vendor. Then they pay me commission on their sales.

* The [ClickBank Marketplace](#). There's over 30,000 products here and ClickBank pays me commission when anyone purchases through that link.

Thanks to those two links I keep getting commission on products I don't promote.

Commission on products I've never even heard of !!

Envious ?

No need to be

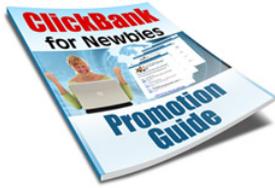
Your Gold link will change my links to yours !

You will get **ALL** of those commissions.

What's in the Gold Package

If you are wondering how to sell the Gold Package here are the resources provided:

First, a special Promotion Guide



- it's a huge resource of tips, advice and ideas for promoting this book.

- what's more, you are welcome to use and adapt the information for any other of your affiliate programs.

Also - two special books showing you how to get traffic

And a bonus - both volumes of the top Clickbank opportunities

As well as the ebook from the Silver Package 'Cracking the ClickBank Code'

And then . . .



. . . the **viral** twist which has made this book my top selling product.

Choose Your Option

[1] Click here for the [Silver Package](#) (\$3)

OR

[2] Tell me more about the [Gold Package](#) including

- * The Promotion Guide (a huge resource I can use for any affiliate program)
- * Cracking the ClickBank Code (a superb ebook for both new and experienced marketers)
- * Traffic book 1: How to Get Visitors (which I can resell if I wish)
- * Traffic book 2: Free Traffic for Broke Marketers (no need for me to pay for traffic)
- * The top Clickbank opportunities (a two-volume set)
- * The viral twist (which will put over \$20 in my ClickBank account)
- * How I can double my commissions (from \$20 to \$41)



FINALLY, I understand I am protected by ClickBank's 100% guarantee and can ask for a refund if not satisfied.