

Preface



ClickBank Upsell SuperTips

- Chapter 1. Introduction
- Chapter 2. Upsells explained
- Chapter 3. PitchPlus Guide
- Chapter 4. PitchPlus (technical)
- Chapter 5. How you can profit from this book

Author: Harvey Segal
Release 2.1
December 2012

Book created with [The Ultimate Rebrander](#)

Chapter 1. Introduction

Hi,

It's Harvey Segal of SuperTips.com here.

Thanks for downloading my book.

One of the most powerful ways of increasing your sales is by offering an upsell to a customer.

My own examples:

* I upsell a \$3 item with a \$14 item. So I convert \$3 to \$17

* I upsell a \$27 item with a \$19 item and then another \$19 item. So I convert \$27 to \$65

All achieved with a minimum of effort i.e. no need for more traffic, no change to my site or to the price.

As a vendor you can do the same.

In Chapter 2 we show the various upsell methods and focus on ClickBank's PitchPlus method in Chapters 3 and 4.

And for **ClickBank Affiliates** - we end with a money-making opportunity in Chapter 5. If you want to take a shortcut go there [now](#) and watch for the twist on the very last page

PS. If you want to know my credentials for writing a guide about ClickBank

- I own the [ClickBank Success Forum](#) with over 17,000 members.
- I own [The Complete Guide to ClickBank](#) , the only site devoted completely to ClickBank.
- I am the author of [three books](#) about ClickBank and numerous guides
- I have participated as an Advisory Board member in ClickBank's [European Client meetings](#).

Chapter 2. Upsells explained

An upsell is an offer of additional products to an existing customer.

Example: the customer has purchased the product WonderBook Volume 1 and you want to offer WonderBook Volume 2.

The offer can take place in various ways.

One familiar method is to use an autoresponder follow-up to past customers.

An alternative - and what we are focusing on here - is an upsell at the time of purchase. The key advantage here is that you have a customer who has proved to be in buying mode and has 'his credit card out' as they say.

There are three ways to do this with a ClickBank sale

1. You can show the offer along with the purchase in the **download file**. The advantage is that you have complete control over your presentation - you are not bound by any ClickBank rules. However as some customers may not download immediately the momentum may be lost
2. You can retain the momentum by having the offer on your **Thank You page** which the buyer will of course see immediately. Here you are bound by the ClickBank rules which essentially say that you must not give the buyer a run-around with different offers before giving him access to his purchase. You need to start off by providing access details before presenting your additional pitch.
3. ClickBank have extended the concept in (2) by introducing a huge improvement. Their **PitchPlus** system (introduced in April 2011) allows the buyer to make the additional purchases **without needing to re-enter credit card details**. He just needs to make one click to purchase the upsell (hence the original beta version name of 1-click upsell)

It is PitchPlus which is the subject of this book.

Chapter 3. PitchPlus Guide

3.1 How PitchPlus works

When a customer makes a purchase in the standard ClickBank way he is directed to a Thank You page where he can access the product.

Example:

___ *Thank you for purchasing WonderBook Volume 1.*

___ *You can download it here*

With PitchPlus he is taken instead to an upsell page which starts by confirming or thanking him for the purchase but does not provide access details.

An offer of an additional product is then presented with the option to accept or decline.

___ *Thank you for purchasing WonderBook Volume 1.*

___ *Before you proceed to download I would like to make you an offer*

___ *Volume 2 is now available and I can give you a discounted price of \$17*

___ *etc*

___ *etc*

___ *To buy now (\$17) Click here*

___ *Not interested ? Click here*

Whatever action the buyer takes ClickBank then provides its own confirmation page summarising the items purchased (in this case one or two) and how to access them (showing the links to the individual Thank You pages).

There is an advanced PitchPlus version whereby up to three upsells can be offered. A similar routine takes place at each step. After the first upsell (whether it is declined or not) a second upsell may be shown. Similarly a third upsell after the second. The upsell flow can also be constructed so that the buyer can exit at any point (instead of facing more upsells).

The Advanced version has some additional features, such as upselling with a product from another vendor's account, and a vendor needs approval from ClickBank in order to use it

3.2 Some PitchPlus rules

For a full guide refer to this [document](#)

Here are the key points about the upsell page content

- ** The price: this must be clearly stated and visible on the page.
- ** The accept link (or button): this must clearly indicate that the customer is making a purchase so use something like 'Buy Now' or 'Add to My Order' but not for example 'Click Here to Continue'
- ** The decline link (or button): this must be clearly shown near every accept link (or button).
- ** Exit Pop-up: this is not allowed on the upsell page.
- ** Changes: ClickBank state "You must agree not to change the price of the upsell offers or the accept/decline wording, buttons, or images after the upsell flow has been approved".
- ** Other: it's not specifically stated in the rules but external links (other than accept and decline) are not allowed on the upsell page

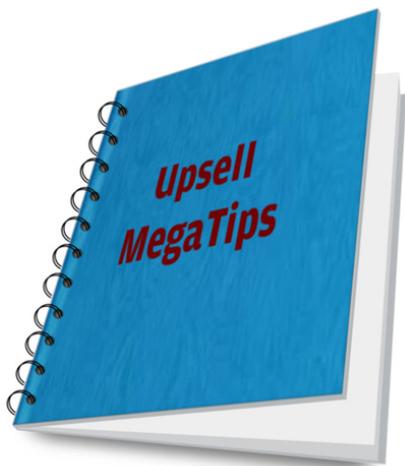
3.3 PitchPlus tips for vendors

1. As with any form of upsell it makes sense to offer a complementary product to the first purchase.
2. The big advantage for the buyer is that he does not need to re-enter his credit card details, so you may wish to state that point on the upsell page. (Note the exceptions when the following currencies are used: CHF, DKK, EUR, GBP, NOK, SEK).
3. Once the decline button is pressed the upsell is no longer available so you could highlight that fact.
4. As you cannot have an external link on the page you need to convey clearly and concisely what your additional offer is about. With the buyer keen presumably to access his purchase you don't want to present reams of content for him to plough through.
5. You can specify a commission rate for upsell products that is different from the rate used in the account. So you need to choose whether you want the upsell to benefit affiliates and give them a good rate (the maximum is 75%) or whether you want to keep all the proceeds for yourself in which case you set the rate to 1% (zero percent is not allowed)

If you do want to inform affiliates of a good upsell commission you can mention this in the Vendor Spotlight section of your ClickBank account (see Account Settings/My Spotlight) in the Marketplace description or on the affiliate page.

More Tips

I'd like to show you my special (secret) techniques which have enabled me to dramatically boost my sales - and which are modestly called Upsell Mega Tips



They include a real upsell page which you can use as a model for your own offerings.

However they are not free :-)

"Ah-ha" I hear you cry. "So that was your cunning plan all along - to make me pay".

Well actually no.

I'd like to give them away to you but there's a special reason why I have to charge you.

And to prove it I'll charge the minimum price that ClickBank allows - just three dollars.

And if you think it's a ruse to grab your contact details you are welcome to unsubscribe after purchase. Or even get a refund.

But I assure you whether you are a vendor or - in particular - an **affiliate** it will be well worth it.

As you will see in the last chapter.

3.4 PitchPlus tips for affiliates

If you want to locate vendors who use PitchPlus upsells (with therefore the possibility of extra commission) you can identify them at the ClickBank Marketplace by looking for the PitchPlus upsell icon or via the Advanced Search.

This will not tell you the commission offered or which particular items in the account have upsells so you will need to get more information from the vendor. You could check the Vendor Spotlight entry (if provided) for

such information.

If you want to start right now with a very profitable upsell product you'll find it in the [last chapter](#).

Chapter 4. PitchPlus (technical)

(If you are an affiliate you can skip this chapter and go to [Chapter 5](#))

Let us consider a Basic PitchPlus example,viz: after the sale of Item 1 in your account you want to offer Item 5 with a commission rate of 30%

There are 3 things you need to do

1. Set up an upsell page where you offer Item 5
2. Create an upsell flow (in your ClickBank account) for Item 5 where you can specify the upsell page and commission.
3. Change the order form for Item 1 to apply the upsell flow so that Item 5 is offered after purchase

4.1 The upsell page (for Item 5)

Here are the key components of the page (you can use your own wording for the first two sentences) but note the requirement and format of the accept and decline links

```
Thank you for purchasing Item 1 name.  
.  
Before you proceed to download I want to make you an offer.  
.  
etc  
etc  
.  
Buy now: (link is) http://5.vendor-id.pay.clickbank.net/?cbur=a  
No thanks: (link is) http://5.vendor-id.pay.clickbank.net/?cbur=d
```

4.2 Create the upsell flow (for Item 5)

Go to Account Settings / My Products/ PitchPlus Upsell Flows/Add New Flow

This generates a flow number, for example 1234.

Set the fields as follows

- Product: 5
- Pitch URL: this is the Item 5 upsell page
- % commission: 30%

Your submission will need to be approved by ClickBank

4.3 The order form (for Item 1)

To apply the upsell you simply attach the flow number to the order link

In this case: <http://1.vendor-id.pay.clickbank.net/?cbfid=1234>

If you decide you want to try other variations e.g

- Item 5 with a commission rate of 75%

- Item 7 with a commission rate of 50%

you take the corresponding flow number and plug it into the order form link.

Note that if you want to change your entry after approval it will go offline until approved. So you may wish to set up a new flow instead.

Chapter 5. How you can profit from this book

Who can benefit from using PitchPlus ?

Answer: The 10,000+ ClickBank vendors

And who can benefit from the affiliate opportunity you are about to see ?

Answer: The 100,000+ ClickBank affiliates

A huge and growing audience.

So I'd like you to tell them - by handing out this book.

For a reward of course.

First I'll explain how simple it is to 'tell' them.

This book is produced by the [Ultimate Rebrander](#) which means that all you need do is give out an affiliate link as you would for any ClickBank product.

In addition you can have this book rebranded with your own affiliate links, however **forget** anything you might have heard about the typical rebranding process such as the need to copy, rebrand and upload the book to a website.

You don't need to do any of that or even have a website.

The Ultimate Rebrander will arrange that your visitor is always taken to the author's download page and that the latest version of the book is given out

You have a choice of two links

* the Basic Link

* the Mega Link

Read on . . .

5.1 The Basic Link

To obtain the basic (free) link follow the instructions [here](#)

When your visitor clicks on this link he receives the latest version of the book

So how does that benefit you ?

Well - like most free books - you can offer it as an incentive to join your mailing list.

You will note that I don't require an opt-in on the download page so the way is clear for you.

However I believe that a free book should offer even more reward.

And so, before using the basic link, please read on and discover a **superior** link (paying you hefty commissions) combined with two outstanding books about **List Building**.

SuperTip: Why list building ? You'll come across many tactics and strategies in the online marketing world but there is one undisputed rule that everyone agrees with ==> **The Money Is In The List**

5.2 The Mega Link

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

- My [SuperTips](#) site
- My ebooks

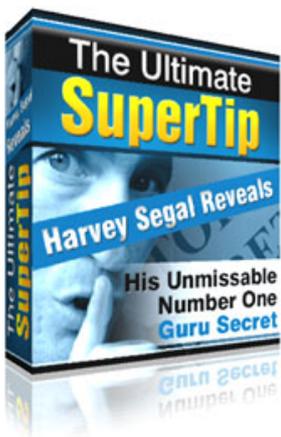
[ClickBank Affiliate SuperTips](#)

[ClickBank Vendor SuperTips](#)



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

Which means that someone reading my free ebook The Ultimate SuperTip 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 . . . how would you like a special Mega Link which gives YOU commission on all these sales ?.

The commission on offer ?

A massive 70%

So just from this book alone you will get 70% of sales from the links to these items

- a) [ClickBank Affiliate SuperTips](#) and [ClickBank Vendor SuperTips](#)
(note that about 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](#)

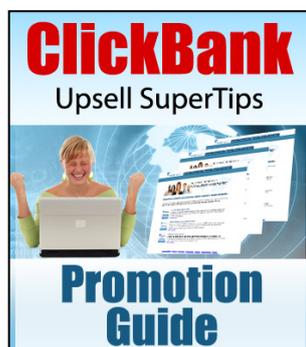
But I want to give you more with the Mega Link. A complete package of ideas and resources with a viral element which will have other affiliates putting commissions in your ClickBank account . . .

Even More

(1) Of course you will have my secret tips (from Chapter 3.3) - where I also reveal the affiliate program which produces the startling upsell results I mentioned in Chapter 1 (you won't find it in the MarketPlace)



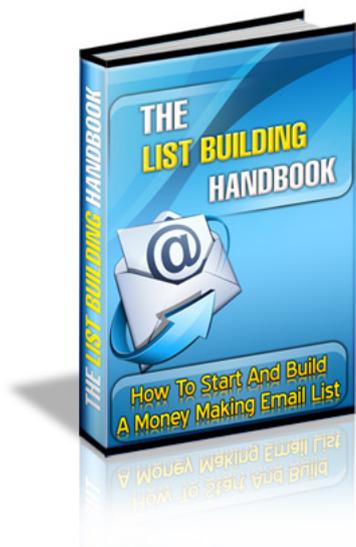
(2) And I am also including with your download a special Promotion Guide.



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 of your other affiliate programs.

(3) Plus, for now, I'm also throwing in these two superb list building ebooks.



Check out this 45 page book [here](#)



Check out this 90 page book [here](#)

(4) Finally there will be an extra surprise which will send more ClickBank commissions your way with no extra effort

The cost for this whole package - \$37. But there's something else I need to tell you. So be sure to click the mega package link, coming up ...

What have you decided ?

Click here for [Mega Tips \(\\$3\)](#)

- the exact methods I use to double (and treble) my sales

OR

Click here for the [Mega Package \(\\$37\)](#)

- includes Mega Tips above
- includes the Mega Link with 70% commissions on SuperTips products
- Affiliate Promotion Guide
- The List Building Handbook
- List Building 101: Gold Edition
- Surprise (affiliates will love it)

Before you go

Whatever you decide there's something you MUST do.

Click on that \$37 link - you will be VERY surprised.

Thanks for reading

Your questions, comments, suggestions are welcomed.

[Harvey](#)

REMINDER: Did you click on the \$37 link ?

It's NOT what you'd expect !

Here you go - another chance. Click button below.

