

# Preface



## ClickBank Commission SuperTips

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# Chapter 1. Introduction

Hi,

It's Harvey Segal of [SuperTips.com](http://SuperTips.com) here.

Thanks for downloading my book.

If you thought that you have to sell a product at ClickBank in order to get commission or that you can't exceed ClickBank's 75% commission limit then this book is for you.

Whether you are a ClickBank affiliate or a vendor (or neither) you will find a variety of new ways to collect unusual commission.

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

- I own the [ClickBank Success Forum](#) with over 20,000 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](#).

# Chapter 2.Types of Commission

## 2.1 Basic Commission

The most basic case of commission payout is from a simple affiliate sale.

After ClickBank deducts their fee (which is 7.5% of the sale price + \$1) the remainder is shared between the vendor and the affiliate according to the rate of commission for the account.

You can use this [calculator](#) to help work out your commission.

Note that a ClickBank account only allows one rate of commission and the maximum is 75%

### **TIPS**

- If you want advice on how to choose a product, or just how to get started with ClickBank, check out these free books

\* [ClickBank Marketplace SuperTips](#)

\* [ClickBank for Newbies](#)



## 2.2 Recurring Commission

Why make a ClickBank sale and get paid just once ?

When you can get paid month after month for the same sale !!

Once again you can use the [calculator](#) to help work out your commission.

### **TIPS**

#### Vendors

- Here's a guide to help you set up a recurring billing product: [ClickBank Residual Income](#)

#### Affiliates

- You can spot recurring billing products at the ClickBank Marketplace by this icon



- In addition there are useful tips in the guide mentioned above

## 2.3 Upsell Commission

An upsell is an offer of additional products to an existing customer (resulting in additional commissions for affiliates).

The most effective way of doing this is via ClickBank's Pitchplus feature which allows the buyer to make the additional purchases without needing to re-enter credit card details.

### TIPS

#### Vendors

- Here's a free book to help you set up an upsell (Pitchplus) product: [ClickBank Upsell SuperTips](#)

#### Affiliates

- You can spot upsell products at the ClickBank Marketplace by this icon



- In addition there is an excellent product offering upsells in the book mentioned above



## 2.4 2nd Tier Commission (for an Affiliate Manager)

How would you like to get a commission for the sales of affiliates who you have recruited on behalf of a vendor ?

You can do this and have ClickBank handle the payments by using one of their Joint Venture options - the Affiliate Referral Contract feature. Full details [here](#)

Basically you agree with a vendor what share you will get then supply him with ClickBank ids of the affiliates you recruit.

Note: you can leave the contract open-ended or have it end on a specific date or after a set payout or a set number of transactions.

### **TIPS**

#### Vendors

- Obviously you would use this for the purpose for which it is designed. To save you the job of finding affiliates yourself and possibly training them you can look for an Affiliate Manager (or JV broker) to handle all this for you.

#### Others

- You can do the reverse. Set yourself up as an Affiliate Manager (or JV broker) and offer your service to vendors

## 2.5 2nd Tier Commission (for an individual)

Here's a special adaption of the Affiliate Referral Contract mentioned in 2.4

You set yourself up as an Affiliate Manager but just refer one person - yourself.

So you will effectively be getting an additional commission on your own sales - even though there is only one commission rate allowed in a ClickBank account.

And you can break the 75% barrier

In fact you can get the full 100% !

### **TIPS**

#### Vendors

- Create an Affiliate Referral Contract for each affiliate that you want to give a special commission
- You might want to use 100% commission as a 'loss leader' to build a customer list.

#### Affiliates

- You can try to persuade a vendor why you are a super affiliate and deserve a higher commission rate than the norm.

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### NOTE: Instruction to Vendor

The Commission % field in the Contract is a percentage of your profit as a vendor (not of the sale) so you need to calculate a figure which will give you the desired rate.

For example:

Suppose that after ClickBank fees the product sells for \$40 with normal affiliate commission 60%. So the affiliate gets \$24, the vendor gets \$16.

If you want a special affiliate to get 80% he would need to receive \$32 which is an additional \$8. So you would set the field to 50% (as 50% of the vendor profit of \$16 is \$8)

## 2.6. Sharing Affiliate Commission

Here's a way for two or more affiliates to share the affiliate commission on a sale.

You use the Affiliate JV Contract (another [Joint Venture option](#))

So you could get commission on a product which you don't even sell.

Note: you can leave the contract open-ended or have it end on a specific date or after a set payout or a set number of transactions.

### **TIPS**

- Find affiliates promoting a product and offer to give them some form of assistance in exchange for a cut of their profits.
- You could also offer your services in a mentoring role.

## 2.7 Sharing Vendor Profit Commission

A vendor can give a portion of his earnings from a sale to another client.

This can be done using the Traditional JV Contract (another [Joint Venture option](#)) for all products in an account or individual ones.

Note: you can leave the contract open-ended or have it end on a specific date or after a set payout or a set number of transactions.

### **TIPS**

#### Vendors

- Use this feature to pay specialists who can assist you in any aspect of the development and marketing of your product with a percentage of sales as opposed to a flat fee. Examples are content creator, copywriter, website designer, seo professional, virtual assistant

#### Others

- If you are an expert in a particular discipline offer your service to a vendor with this arrangement.

## 2.8 ClickBank Referral Program Commission

Yet another way to get commissions on products that you don't promote.

Your job is to recruit new ClickBank clients with the potential to become vendors. You will then receive commission on the first year of their sales as well as a percentage of the vendor account activation fee (as explained [here](#) )

### **TIPS**

- If you ever mention ClickBank in your blogs or websites use the referral link in the off chance that a new joiner might someday become a vendor

## 2.9 Tiered Commission

Commission Tiers allow ClickBank vendors to set different commission rates for different groups of affiliates.

This feature is available to all vendors but subject to risk analysis and approval: also you can request approval to offer 100% commission.

For more information click [here](#)

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### **TIP**

- If you want to know all the latest news from ClickBank, please sign up to the [ClickBank Guide Newsletter](#)

## 2.10 Lifetime Commission

You can arrange that commission on all of a customer's purchases for a particular vendor account can be awarded to the affiliate who made the initial sale.

Full details [here](#)

## Chapter 3. How You Can Profit From This Book

To summarise the tips in the previous chapters - here's how to make more money with ClickBank

### Affiliates

- look for recurring products
- look for upsell products
- ask for a higher commission

### Vendors

- create recurring products
- create upsell products
- offer higher commission to selected affiliates
- offer 100% commission for loss leader products
- use Affiliate Managers to handle affiliate recruitment
- share your earnings with a specialist

### Others

- offer a vendor your expertise for a share of the profits
- offer a vendor your service as an Affiliate Manager to get commission on sales of affiliates you recruit
- mentor or give other assistance to an affiliate for a share of his sales
- recruit new vendors to get ClickBank Referral fees

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Now if you have found this book useful then so will others

So how about telling them - simply by giving out a link

For a reward of course.

It's free so click [here](#) for details.

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Thanks for reading

Your questions, comments, suggestions are welcomed.

[Harvey](#)