



Consequently, if you do not generate sales, promoting products from Clickbank as an affiliate can actually cost you money rather than swell your bank account.

You also need to understand that you have to structure your affiliate marketing business in a certain way if you do not want to spend the rest of your life chasing your tail, trying to find a constant stream of new prospects for your business.

This is an important concept to grasp because of the nature of the majority of the products offered through Clickbank.

Most of these products are digital information products that a customer is only ever going to buy once. After all, if they buy an e-book or a video series because they want to discover the information that is contained in these materials, once they have that information, they have no need to buy the same product again.

Hence, every customer who buys a Clickbank product that you are promoting is only ever going to do so once.

In effect, every time someone buys a product that you are promoting, you gain the commission check but you lose the potential for future sales because the prospect has now made their one and only purchase.

Hence, you need to find a constant stream of new prospects to keep replacing those who choose to become customers if your business is structured in this way.





As suggested, the description of the products featured on this results page has been written by the original product creator, so I would not generally pay a great deal of attention to it because this 'description' often contain a touch more 'hype' than facts or genuine information!

What you should really be looking at is the numerical information in grey text featured underneath this description that starts on the left with '\$/sale'. This figure indicates how much you will earn as an affiliate per product sale taking into account current refund request rates.

The vast majority of product creators who use Clickbank to market their products or services offer an unconditional guarantee to any purchaser stating that they can get their money back, no questions asked, within a certain period of time after the initial sale has been completed.

Unfortunately, no matter how good the product you are promoting as an affiliate is, it is a simple fact of life that some customers will ask for refunds, often for reasons that make no sense whatsoever. Nevertheless, refunds are a fact of life, and this '\$/sale' figure takes them into account when calculating an average commission amount that affiliates will receive per sale.

Moving to the right, you have a blank space (in this case) for 'Future \$' followed by a 'Total \$/sale' figure.

The first of these two categories is blank because this is a product that is only going to pay commission once. Hence, the total commission generated per sale is made up of just this one single commission payment as there are no recurring commission payments to take into account.





As an example however, if you were promoting a regular membership site, a site where subscribers pay a membership fee every month from which you receive a commission share, this additional commission payment would be reflected by both 'Future \$' and an increased 'Total \$/sale' figure.

Next, you have a '%/sale' which is the total percentage of the purchase price of the product that is paid to you as a commission. Nowadays, almost all top rated products are paying somewhere between 50% and 75% as commission, so a commission payment of 60% per sale is pretty average amongst top performing products.

The '%/refd' figure is the percentage of sales that are being generated by affiliates as opposed to sales that are coming through other channels.

As an affiliate sales person, you want this figure to be as high as possible, because sales through other channels represent external competition. A low percentage figure might for example suggest that the product creator themselves is in direct competition with you and this would not necessarily be a healthy thing for your business. The figure shown of 79% is not particularly high, so this might suggest that there is room for concern about promoting this particular product.

On the far right of this live information is a figure for 'grav' which is Clickbank shorthand for 'gravity'. Whilst the exact calculation of this figure and its precise meaning is something of a secret to Clickbank insiders, it has long been assumed and suggested that the gravity figure is the primary criteria by which Clickbank assess product popularity.





Shorten long URL's with ezurl.EU

This service is for anyone who wants to send an easy-to-type URL

It's Free, eezee and useful

Using ezURL is very eezee! And remember, **shorter is smarter!**

Paste in the URL you want to shorten

<http://96fbfd2b0dp4jvaebjugz8xfy.hop.clickbank.net/?tid=TRACk>

Choose an identifier name, with which you can also change or disable the URL in future. (Name is Case senSiTiVe)

E.g. **myphotos**

fapturbo

Your shortened URL will look like:

ezurl.eu/myphotos

Choose a password - so you can edit or delete the URL in future

.....

OPTIONAL

Do you want to mask the original URL? (Not recommended with interactive sites)

No

If you choose to mask, type a title for the URL. e.g. My Holiday Photos (only required if you selected "yes" for masking)

Submit!

Click the 'Submit' button to create the link and you have a URL of ezurl.eu/fapturbo which looks considerably tidier than the URL that Clickbank produced earlier:

Done! Click on the link to see it work.

Your URL is: **ezurl.eu/fapturbo**

<http://ezurl.eu/fapturbo>

Or even shorter (most browsers don't need the http://): ezurl.eu/fapturbo



Secondly, with your business properly established, you need to promote that business in the most effective manner. You can have the most sophisticated product in the world sold from the attractive website ever seen and you'll never make a single brass penny if people do not know where you are or what you have to offer.

Let's deal with these two additional steps one after the other.

Preview from Notesale.co.uk
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The wrong way and the right way...

The bad and ugly...

As you have seen, when you want to promote a particular Clickbank product, you do so by using an encrypted hoplink that you create on the site.

As I suggested earlier, the encrypted links that Clickbank generate are pretty ugly. However, I would suggest that the way most affiliates use these hoplinks is even uglier still!

The basic concept of Clickbank product marketing is that armed with your unique affiliate link, you use that link to send targeted visitors to the original product sales letter hosted by Clickbank. If that sales letter does its job efficiently, it generates some sales and therefore you can expect commission checks to start arriving in the post.

This is all well and good because getting these checks in the post is the reason that you are promoting Clickbank products, right? Hence, if you send visitors to the sales letter and generate sales, that would appear to be your job done.

This is exactly the principle that most affiliate marketers follow and the way they run their business. They have a unique affiliate link (shortened or 'naked') which they use in promotional materials to send traffic to the product sales letter page. When this action generates a sale, they get paid a commission.

However, the critical point that they miss by doing this is that at this point, the story as far as that particular customer is concerned is finished from their





Incidentally, if you are promoting more than one product from this page, you should also resist the temptation to recommend the most expensive of the 2 or 3 products that you feature on the page. This looks like a clear sales pitch, so the best option in this scenario is to feature three products and to recommend the one with the middle price.

Now comes the business building bit, or at least the first step of it.

As part of your reviews, suggest that there is additional information available that anyone who is seriously considering investing their money in this product has to have that for some reason or another that you cannot include on this particular review page.

You might for example suggest that there are some hidden secrets about the product without which anyone who buys it is going to find their effectiveness and ability to use it severely limited. Alternatively, you might suggest that there is additional information which you only want your own site visitors to get their hands on, it is that important.

A third option would be to suggest that you have created a video series showing people the undisputed best way of using this product and that you will send them the first one or two videos in the series absolutely free if they tell you where to send this information.

However you do it, you have to 'reel in' your visitor with a promise of additional information that they can only get by private, personal e-mail sent directly to their mailbox from you.





Be as creative as you like with this because the objective is to give your visitor little choice other than to subscribe to your mailing list to get the information that you (and only you) are able to offer.

Come up with a 'hidden benefits' message that is powerful enough to convince a significant percentage of your site visitors to subscribe to your mailing list to get the free gift on offer.

It will not, however, convince everyone.

No matter, you are not finished yet.

Hopefully by the time your prospect has read to the end of your reviews, they have made the decision that buying the product (or one of the products) that you are recommending makes sense for them. Hence, they are just about to get their credit card out of their pocket book.

The chances are that they will buy the product you are recommending from your page (as they are already on it), especially if they are relatively inexperienced as far as buying affiliate products concerned.

However, more market savvy buyers will be aware that many affiliates offer bonuses to people who buy a product or service through their link. Thus, there is a chance that a potential customer of this nature may start trawling the net to see what bonuses or free offers are available from other affiliates pushing this product, meaning that you could lose the sale if they find something they like.

In order to prevent this, you have to present a bonus package of your own. This has to be of sufficient perceived value to convince the visitor that you





As Google is (so far) the only search engine that features video materials, creating keyword targeted video materials is a very effective and extremely quick way of grabbing a top 10 slot. Furthermore, this is a tactic which almost couldn't fail when there are less than 700 competing results indexed by Google, none of which currently appears to be a video.

However, one note of caution about using video to promote your business is that despite the fact that Google feature videos on the results pages, they do not do so because of the content of your video.

At the moment, Google have not (quite) perfected the technology for 'seeing' what is happening in the action contained inside a video, relying instead on the written title, description and keywords tags that are uploaded with that video to discover what it is about so that they know where to index this video.

In other words, you can make a video to promote your 'rich garbage man' review pages about almost anything as long as you ensure that when you upload that video to sites like YouTube, you include this product name keyword phrase in your title and description.

Make sure that the video is above all else entertaining (with 'rich garbage man' as your subject matter, this should not be too difficult), and you will drive traffic to your review page from both the Google search results and from YouTube.

Incidentally, you can upload your video to more than 20 of the top video networking sites (including YouTube but not including Google Video) as an effective way of maximizing the chances of landing the top 10 Google slot by





moderate profits (or more commonly, no profits whatsoever) from your efforts.

This is both tragic and silly, because if you build your business correctly or if you decide to follow the normal affiliate marketing route of sending visitors directly to a product sales page, the amount of time and effort you have to put into your business is pretty much the same.

Why would you therefore spend time and effort building something that is never going to generate a decent income when all that is needed is a shift in perception and focus?

Working with Clickbank can be one of the quickest and easiest ways of generating significant levels of online income – a monthly five figure sum is not at all unrealistic – but it is nevertheless absolutely essential to do things correctly if this is what you genuinely hope to achieve.

With the information in this guide, you have everything you need to step out on the road to Clickbank marketing success, starting today. Now you know what you need to do, it is time to start doing it.

