

# The Essential Clickbank Guide



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# **Acknowledgements**

I'd like to give praise to my Lord and Savior, Jesus Christ, who is my rock. I'd like to give special thanks to my team member Annie and my lovely wife Alicia who helped me to compile and edit this e-book. My team is incredible and I thank them all, including my wife Alicia; Lorette who is my brilliant sister-in-law; Annie, my faithful editor and do-it-all girl; Lindsey; Frank; Laura; India; Clara; Lisa; Antoinette; Heather; Campbell; Ilona, who is my mother-in-law and who is cooking lunch for me as I write this (I guess she wanted to ensure I'd mention her name here), and Girvan, my helpful and handy father-in-law.

Thank you to my parents Alice and Lander and my brother Thomas and my sisters Gloria and April, I love you all. Thank you to my mentors Mike Murdock, Joel Osteen, Dave Martin, Anthony Robbins, and John Assaraf to name a few.

To my friends and clients online and offline, thank you for your support and encouragement. I love nothing more than to see a friend and client succeed and build a profitable online business as you soon will with the help of this e-book.

To you, the reader who has picked up this e-book, thank you for your support. May the information in the concise e-book leap off and become the catalyst in transforming your online business and your life. It is my hope that the online resource page we've made for you will be helpful and build your confidence that with the tools we've supplied you can make this happen.

Online success is sweet; sharing it is even sweeter... so it's within these pages that I share with you ... the Essential Guide to Clickbank!

# **Introduction**

[Clickbank](#) is an excellent asset and addition to any Internet entrepreneur that is interested in selling digitally delivered products over the web.

With [Clickbank](#), you can accept credit cards over the Internet with no monthly fee.

[Clickbank](#) also allows sellers to automatically pay sales commissions to their affiliates. [Clickbank](#) bills the customer, pays the seller and pays the affiliate...it's truly a "no-fuss, no-muss" service.

In this report, we are going to examine the various aspects of [Clickbank](#) and show you how you can use it most effectively for your own web business.

# Getting Started

The first step is setting up your free account, by going to Clickbank- you can click [HERE!](#)

You will not need to pay anything at this time. Later, however, you will be charged a fee of \$49.95, to sell your own products, as well as 7.5% + \$1.00 of the purchase price of each sale.

ClickBank  
Affiliate powered e-Commerce, worldwide

CLICKBANK SIGNUP FORM  
[LOGIN](#) | [LEGAL](#) | [CONTACT](#) | [HOME](#)

### ClickBank Signup Form

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

**1. Where shall we send your checks?**

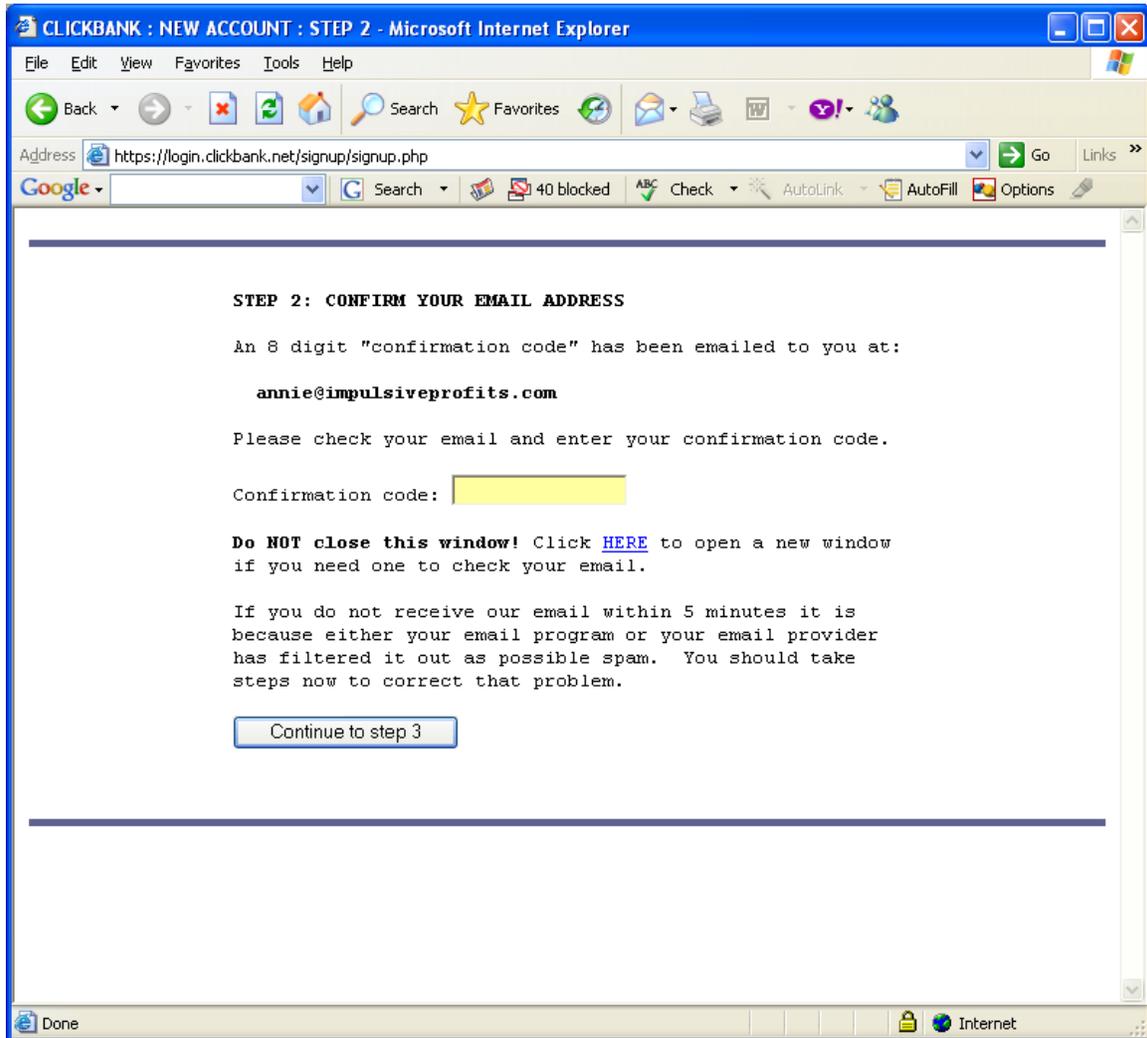
Annie Turner	Make checks payable to...
123	Street
	Box / Suite / Apt #
Ann Arbor	City
Michigan	State / Province
48104	Zip / Post Code
UNITED STATES	Country

We accept clients from over 100 countries. If your country is not listed we cannot offer you an account at this time.

**2. How can we contact you?**

Annie Turner	Your name.
annie@impulsiveprofits.com	Your email address. (example: joe@aol.com)
(734)6784920	Your phone number. (required!)
www.innovationmarketers.com	Address of your web site. (if any)

When you've completed the sign-up process, you will see a confirmation screen, shown below. The confirmation screen will show you the username you chose with a blank field for you to fill in.

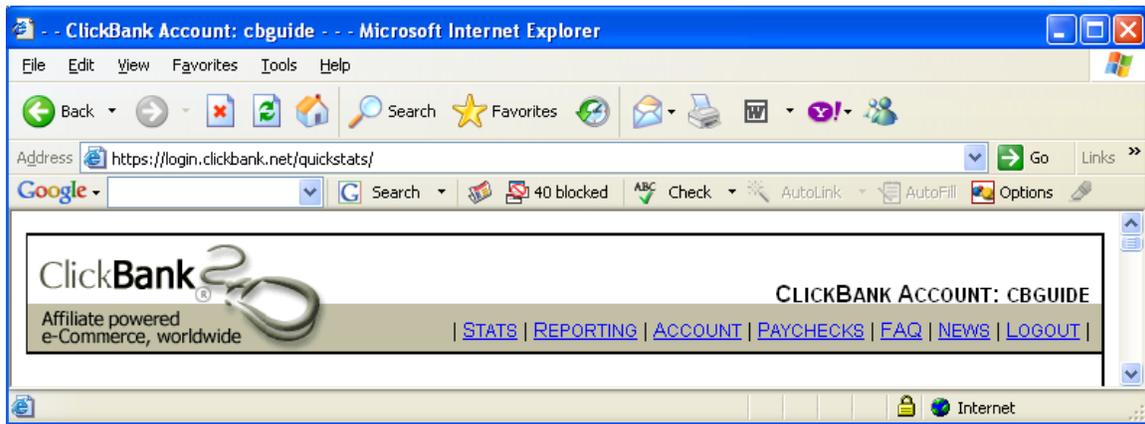


You must go to your email and retrieve the confirmation code that Clickbank has sent you. Plug that into the field and click 'continue to step 3.'

You will see another confirmation screen. Write down the username and password you see there. Keep it somewhere safe.

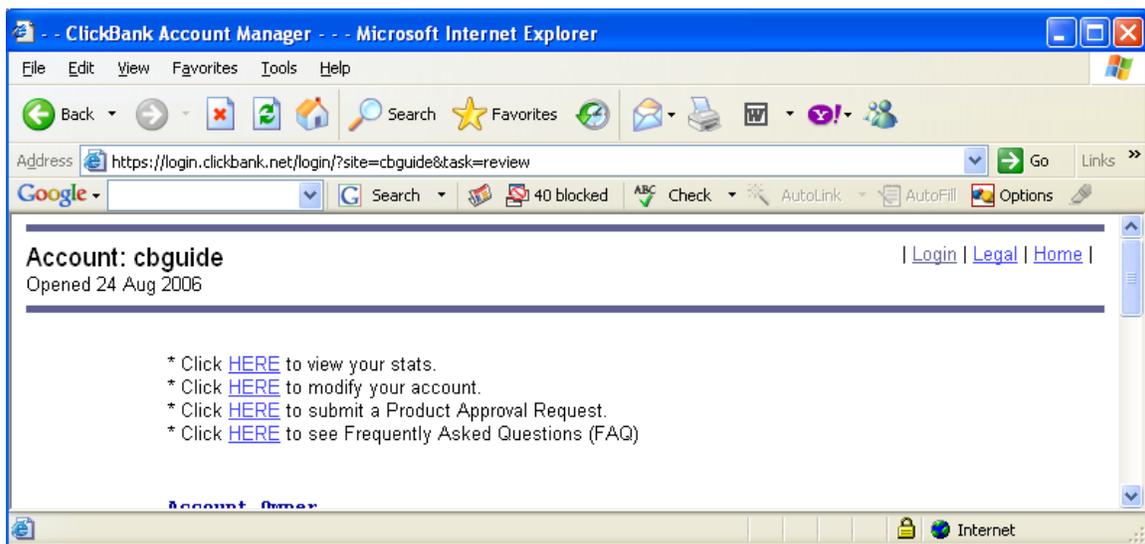
You may now log into your [Clickbank](#) account, either through the 'HERE' link on the confirmation screen, or by using your username and password on the main page.

Once logged into your account, you will see some options on the top banner.



Choose the 'account' option.

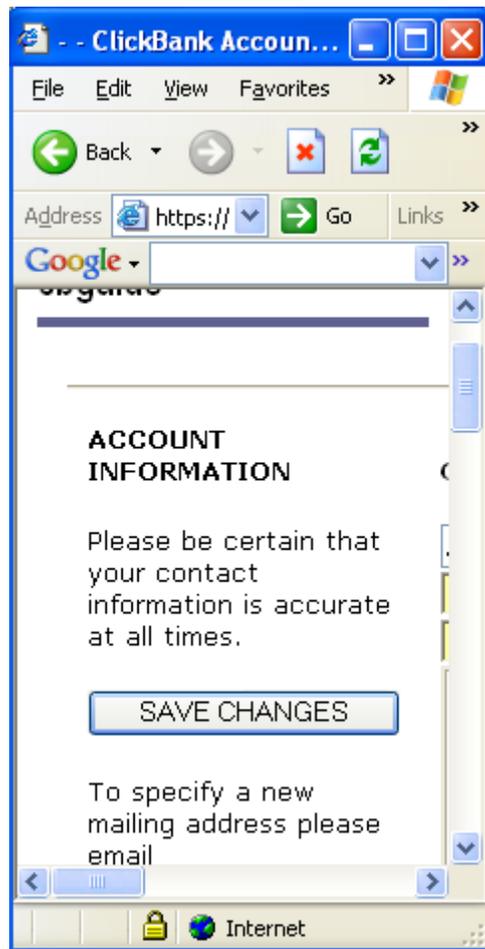
This leads you to your account manager.



Select 'modify your account.' From here, you will need to change your password to something easy for you to remember, but hard for other people to guess. A combination of letters and numbers usually works best. Don't use anything obvious, like your telephone number.

[Clickbank](#) passwords must contain 8 or more letters and numerals.

Put your new password in the password input field and be sure to check the "change password (confirm)" box below the field.



Click 'save changes' and you're on your way.

## Get Some Sales

The best way to use [Clickbank](#) to your advantage to make sales is to create a sales page on your website. The sales page is where you will convince your customers to buy your product.

Customers will make purchases through your sales page via your sales link, which will be linked back to your [Clickbank](#) account.

Your sales page **MUST** contain the following information for it to be effective:

- 1.) What you are selling
- 2.) How the product will be delivered
- 3.) How long it will take for the product to be delivered via the specified method
- 4.) **YOUR SALES LINK!**

Now, let's look at each thing a little more carefully:

- 1.) What you are selling – lay this out in clear, concise language. Do not try to get tricky by using big or fancy words. Potential customers want to know what you have and why they should want to have it almost instantly.

- 2.) How the product will be delivered – Will they be directed to another webpage with the link for downloading? Will the link come to them in an email? Let your customers know.
- 3.) How long it will take for the product to be delivered via the specified method – Will it take 2 minutes? 2 hours? 2 days?
- 4.) **YOUR SALES LINK!** – This is the most important part, obviously, since your customers need to have some means of purchasing your product after the text of your sales page has wowed them into buying. The sales link can be a plain text link, like “CLICK HERE TO ORDER NOW!” or it can be a small image.

The main thing to remember is that whatever the link looks like, it needs to link back to your Clickbank account. The hyperlink should look like this:

<http://www.clickbank.net/sell.cgi?YOURUSERNAMEHERE/PRODUCTNUMBERHERE/PRODUCTNAMEHERE>

Now, three things are necessary for this link to make you some money.

First, you need to insert your [Clickbank](#) username where it says YOURUSERNAMEHERE. Then, you insert your product’s number where it says “PRODUCTNUMBERHERE.” Finally, the product’s name goes, you guessed it, where it says “PRODUCTNAMEHERE.”

**NOTE: Clickbank allows you to sell up to 50 products at a time.**

**Choose your product name carefully. That is what the customer will see when they get to Clickbank's credit card submission page after they've clicked on your link.**

**Clickbank is a trusted intermediary. They keep complete control over security and quality in each and every transaction conducted through their system.**

**For examples of ebooks sold Clickbank that we recommend, please visit <http://www.piercebusinessbriefcase.com/affiliatenetwork>. These ebooks are designed with great sales letters, graphics, affiliate tools, and much more. Sign up for their affiliate programs, join their newsletters, and buy the product to learn the process and see good examples of how to sell a product using Clickbank.**

## Set Up Your 'Thank You' Page

[Clickbank](#) will direct your customers to your 'thank you' page after they have completed their purchase. The customer will only make it to this page if their credit card information was valid.

On the 'thank you' page, you must, obviously, thank your customer. You must also remind them that their credit card statement will show a charge from CLICKBANK/KEYNETICS. Give your email address and tell the customer that they may contact you if they have any issues or questions.

This is also the place to collect any additional information you may need to complete the sale.

Add an exit link for your customers to click on. It can be back to the main sales page or to another site or whatever else you want, but make sure customers always have somewhere to go and aren't stuck at a dead end.

Your 'thank you' page shouldn't have an easy address for users to type in, for example [www.yourdomain.com/thankyou.html](http://www.yourdomain.com/thankyou.html). If the link is easy to think up, then someone can easily just go directly to that page and download your product.

Bury the link in something with an odd name or in a subdirectory, like a random number. For example,  
[www.yourdomain.com/439/thankyou.html](http://www.yourdomain.com/439/thankyou.html)

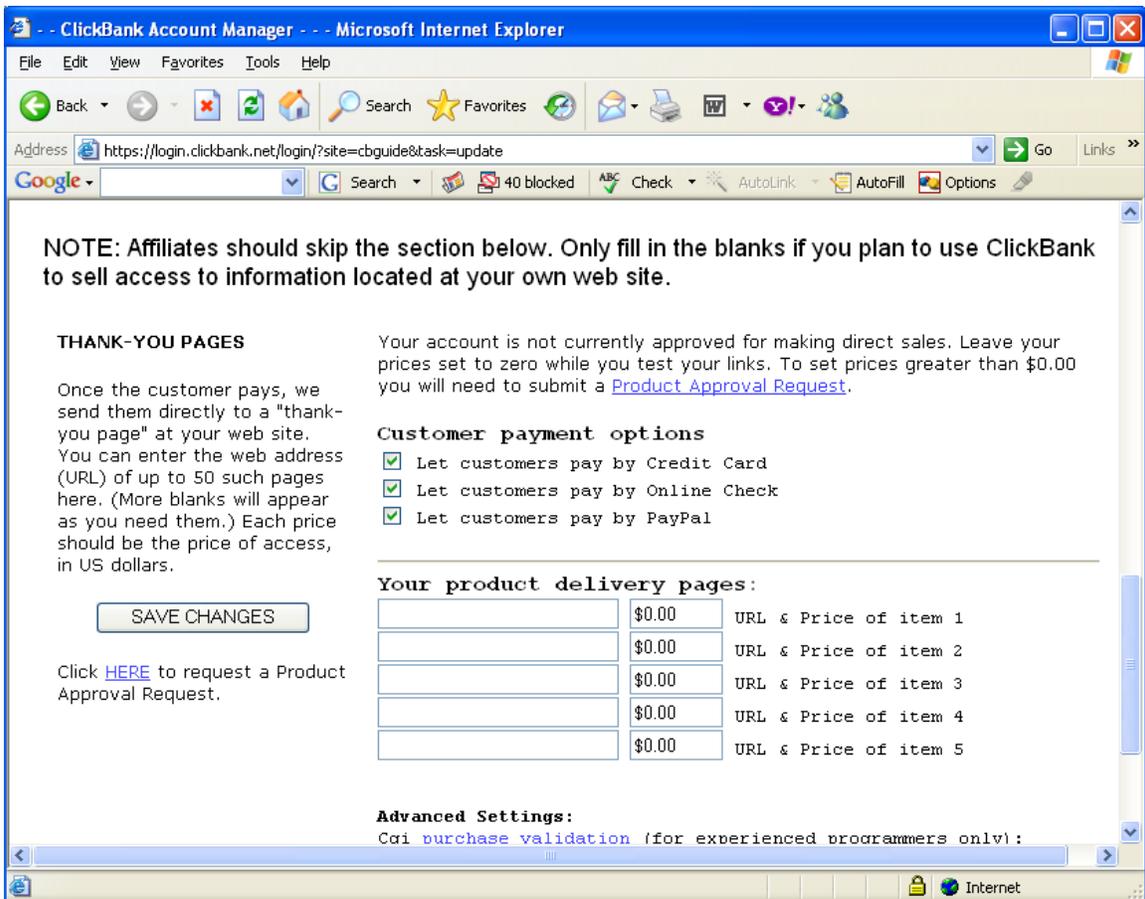
**If your product is an eBook or something similar, you will need to include the download information on the 'thank you' page. It can be a link to another hidden page or the customer can download the product from a hyperlink already on the 'thank you' page. That is up to you.**

**After the customer completes the transaction, you should receive an email from [Clickbank](#) notifying you that you have made a sale.**

# Set Up Your Clickbank Links

Log into your [Clickbank](#) account to set up your links. You will need to go to the 'modify your account' section, just as you did when you changed your password.

Towards the bottom of this section, you will see an area for 'Thank You Pages.'



In the fields here, enter the URL for the product's 'thank you' page, as well as the price of the product.

**Underneath that, you will see a box where you can nominate a percentage of the purchase price to pay out to your affiliates when you get them.**

**When you have finished this, click on 'save changes.'**

**You will be directed back to your Account Settings page. Look towards the bottom of this page, and you will see a place to test your URL. Click on that link to perform the test. If it is set correctly, your 'thank you' page will appear.**

## Test Your Links

Go back to your website and go to your order page. Click on your order link. If everything is set up correctly, you will see an order form that Clickbank generates for you.

In the left bottom corner of this form, you should see your Clickbank username. Clickbank sets the link price to zero during this time, for your testing purposes.

Next, click on 'continue' and use your own credit card for testing. When your card is approved, you will see a 'receipt' screen.

Click on the 'Click Here to Complete Your Purchase' link. It should direct you to your 'thank you' page. From there, you should test your download links.

You will receive another email from Clickbank, telling you that you've made another sale, as well.

## **Request Your Price Limit Increase**

Before proceeding with this step, double-check to make sure you followed all of the previous steps and that all of your links are working. Make sure that all of your pages comply with Clickbank's guidelines. If you need to make any changes, do so now.

To request your price limit increase, you will have to give Clickbank ten things:

- 1.) Your Clickbank username
- 2.) What you want to sell
- 3.) How much you want to sell it for
- 4.) Whether or not you are legally entitled to sell it
- 5.) Whether or not all of your pages match Clickbank's guidelines
- 6.) Whether or not you did a test purchase
- 7.) How will the product be delivered?
- 8.) How long will it take to deliver a product after it is purchased?
- 9.) What is the URL of your sales page?
- 10.) What is the URL of your 'thank you' page?

After you have answered all these questions, email them to [limits@clickbank.com](mailto:limits@clickbank.com).

In (usually) two or three days' time, you will get a letter from Clickbank, telling you that your request has been approved. When you get this letter, log into your Clickbank account and follow the instructions the letter gives you. This will tell you how to make the payment that activates your seller's account.

Wait for a few moments, and then return to your Account Settings page. Modify the dollar amounts there. Check to make sure everything is as it should be.

Now you're ready to go! Your Clickbank account is set up and ready for you to begin using it to sell your digitally delivered products.

## Setting Up Your Affiliate Program

You can use [Clickbank](#) to set up an affiliate program, to help you sell your product. Affiliates can link to any seller through Clickbank and get paid automatically for any sales they generate. Clickbank will handle all of the billing and paying out to affiliates, so you don't have to worry about it! It's simple and easy.

Clickbank uses sophisticated fraud control security systems so you never have to worry about fraud or being misrepresented by an affiliate.

Using Clickbank's affiliate program, your advertising is 100% effective. Commission is only paid to affiliates when a customer makes a purchase, so you're not paying for advertising that isn't working.

To allow affiliates to market your product and make sales, you must have what is called a hoplink for them to use to direct people to your product.

The affiliate hoplink will look like this:

<http://hop.clickbank.net/?AFFILIATEUSERNAME/YOURUSERNAME>

The affiliate will plug in his Clickbank username where it says "AFFILIATEUSERNAME" and your Clickbank username goes on the end of the link, where it says "YOURUSERNAME."

**This link allows Clickbank to track the referrals and sales the affiliate brings in. The link will direct customers to your sales page, so they can purchase your products.**

**To help your affiliates better sell your product for you, it's a good idea to make a toolkit available to them, with headlines, banners, graphics and emails they can use to market your wares. The more you can provide your affiliates, the more your affiliates can sell for you. Make sure your affiliates have a way to get in touch with you, in case they have questions.**

**Again, visit <http://www.piercebusinessbriefcase.com/affiliatenetwork> and visit the tools of any of those products for great examples to model after.**

## Conclusion

Now you've seen all of the awesome ways that [Clickbank](#) can help you boost sales and productivity – easily, simply and efficiently. We hope that you will take advantage of all that Clickbank has to offer. The \$49.95 for your account will soon prove to be money well-spent in every sense of the word.

To sign up for your own Clickbank account and get started making your sales, <https://ssl.clickbank.net/signup/?r=bbriefcase=http://clickbank.com> [">click](#) here![</a>](#)

To your success!

Stephen Pierce

<http://www.stephenlive.com>

<http://www.optimizationseries.com>

2232 S. Main St. #421

Ann Arbor, MI 48103

**BONUS SECTION:**  
**Selling Clickbank Products as an Affiliate**

Selling [Clickbank](#) products as an affiliate will be a very profitable part of your online business. There are many ways to go about doing this, but in this guide we will keep it simple and provide you with an online resource center where you can watch videos and get resources that will assist you. Bookmark this page now:

[www.essentialclickbankguide.com/resource](http://www.essentialclickbankguide.com/resource)

We will refer to it often in this and the following sections.

So let's get started...

**Step 1:** We can find products to sell as an affiliate on Clickbank.com, but we've separated out the best books with very good affiliate tools on a page located at

<http://www.piercebusinessbriefcase.com/affiliatenetwork/>

**Step 2:** Find a book in that affiliate network and sign up for its affiliate program so that you have access to all the affiliate tools and you have your affiliate ID.

**Step 3:** Now that you've picked your book you need to decide how to promote it. We're going to work with some ideas, take what you like to start with and modify as you wish.

So... let's build a website with a domain name to promote the product.

**Step 4:** Register a domain name that's similar to and has a keyword in it – for the product you are going to be promoting as an affiliate.

Let's say you went to

<http://www.piercebusinessbriefcase.com/affiliatenetwork/> and clicked on Hobbies and choose to promote the book on Quilting. So, now let's pick a domain name that has quilting in it... something like:

www.quiltingforme.com

www.learnquiltingtoday.com

www.ilovequilting.com

To learn how to register a domain name visit your online resource page: [Click HERE](#) and click on 'registering a domain name.'

Step 5: Host your domain name. Learn how to host visit your online resource page: [Click HERE](#) and click on 'hosting your site.'

Step 6: Create your webpage. To find software that will help you do this, visit your online resource page at [Click HERE](#) and click on 'Creating a Website.'

Step 7: Drive traffic to your site. There are so many ways to drive traffic to your site that we can't possibly be go in-depth here. There are some resources and guides available for you online at [Resource Center, Click HERE](#). Click on 'Traffic.'

Step 8: REPEAT!

**BONUS SECTION:**  
**Using Clickbank to Sell Your *Own***  
**Information Products**

Creating your own products to sell on Clickbank is a great idea! There are many ways to go about doing this, but in this chapter we will keep it simple and provide you with an online resource center where you can watch videos and other resources that will assist you. Remember to bookmark this page now: [Click HERE](#). We will refer to it often.

So let's get started...

We're assuming you've read the first section of this book, so we won't go into any of the details on getting registered with Clickbank. The steps that follow assume you already know how to do that. Refer back to Section 1 should you need to read that information again.

We will need to create our own products to sell on Clickbank. What are we going to sell? How are we going to put it together? How much time will it take and how much will it cost? These are all common questions when creating your own informational products and we'll touch on them in the steps to come.

So... let's pick a product that we want to make, make it, get a domain name, get a hosting account, get a website up with copy, get an autoresponder to grow your list, and promote it! Repeat!

**Step 1: Let's create your own product!** You can make an e-book, report, CD, MP3 (or digital audio), DVD product... and more...

Here is a list of a few of the products that I sell on Clickbank – you can use it as a guide and look at them as examples.

<http://www.the-whole-truth.com/> Internet Marketing e-book  
(\$47.00)

<http://www.amazingtradingplans.com/> Amazing Trading Plans  
(\$147.00)

<http://www.stock---trading.com/> Index Adjustment System (\$49.97)

<http://www.profinacci.com/> Profinacci Trading System (\$147.00)

<http://www.rapidfireswingtrading.com/> Rapid Fire Swing Trading  
(\$49.95)

<http://www.tabmarkettimer.com/> TAB Market Timer (\$97.00)

<http://www.tacticaltrendtrading.com/> Tactical Trend Trading (\$97.00)

<http://www.rushhourwebtraffic.com/> Rush Hour Web Traffic (\$97.00)

– these are digital streaming videos

The list above includes e-books, digital streaming videos, courses that include audio, workbooks and screen capture videos, and I hope they give you some ideas to work with.

So, what do you want to make? I recommend that you start with an e-book. And let's not make this harder than it has to be.

1) Write the book or hire a ghostwriter to write the book for you. The best course on the market for working with ghostwriters can be found at <http://www.ghostwritinggoldmine.com>.

2) When you're ready to release it, make sure it's in .pdf format. Never use .exe format, and when putting it in .pdf, always lock it to prevent others from editing it (but make sure you allow them to print it.)

Step 2: We need to register a domain name for this ebook. View the video on registering a domain name at: [Click HERE](#)

Step 3: We need a hosting account so that we can host this domain name and put our webpage online! Visit Resource Page, [Click HERE!](#) and watch the video on hosting your site.

Step 4: We need to build a webpage and create a sales letter for our e-book. Check out the free tools and software in your online resource center to make this happen: [Click HERE!](#)

Step 5: Clickbank does not collect the names and email addresses of your clients and put them into an autoresponder for you (database), so you'll need to do this yourself. We recommend that, on the 'thank you' page for your e-book, you put an opt-in box for your clients to enter their name and email in order for them to receive updates, the download links to the product in email, their special bonus, etc.

All of the Clickbank products we've posted on this site:

<http://www.piercebusinessbriefcase.com/affiliatenetwork/> do that well, so buy one of them (sign up as an affiliate and buy it with your affiliate link) and use it as a model. We use an autoresponder system called 1ShoppingCart and you can receive a free trial for the service on

your online resource page. Visit Resource Page, [Click HERE!](#) and click on 'autoresponders' to find out more!

**Step 6:** Put all of the pieces of your webpage together. If you don't want to do this yourself, you can outsource it by hiring someone on elance.com or the many sites like it. We've found the best course on outsourcing at <http://outsourcing-made-easy.com/>.

**Step 7:** Drive traffic to your site. There are so many ways to drive traffic to your site we can't possibly be go in-depth here. There are some resources and guides available for you online at Resource Page, [Click HERE!](#) Click on 'Traffic.'

**Step 8:** REPEAT!

# **The Internet Marketing Lifestyle**

**Over time, you'll build a nice portfolio of products to sell using Clickbank. Your affiliates will be paid by Clickbank, you'll receive payment from Clickbank, your products are delivered automatically and are all downloadable... this is the Internet Marketing lifestyle and we LOVE it!**

**You have the rights to resell "The Essential Guide to Clickbank" e-book and we hope that it will help your clients as much as it has helped our clients and YOU!**

**Please note that the more time you spend on your online business, the more you'll get out of it. Just because you create e-books... does not mean they'll sell themselves. You need to be an active MARKETER. Promote your book or product... get creative... use the traffic steps we outlined... and get busy!**

**You can view my *FREE* marketing videos at <http://www.stephenlive.com> and get great marketing tips on audio by listening to my FREE podcast (no iPod required). Visit <http://www.opradio.com> to sign up. Again, both resources are absolutely FREE.**

**To your success,**

**Stephen Pierce**  
[www.stephenlive.com](http://www.stephenlive.com)