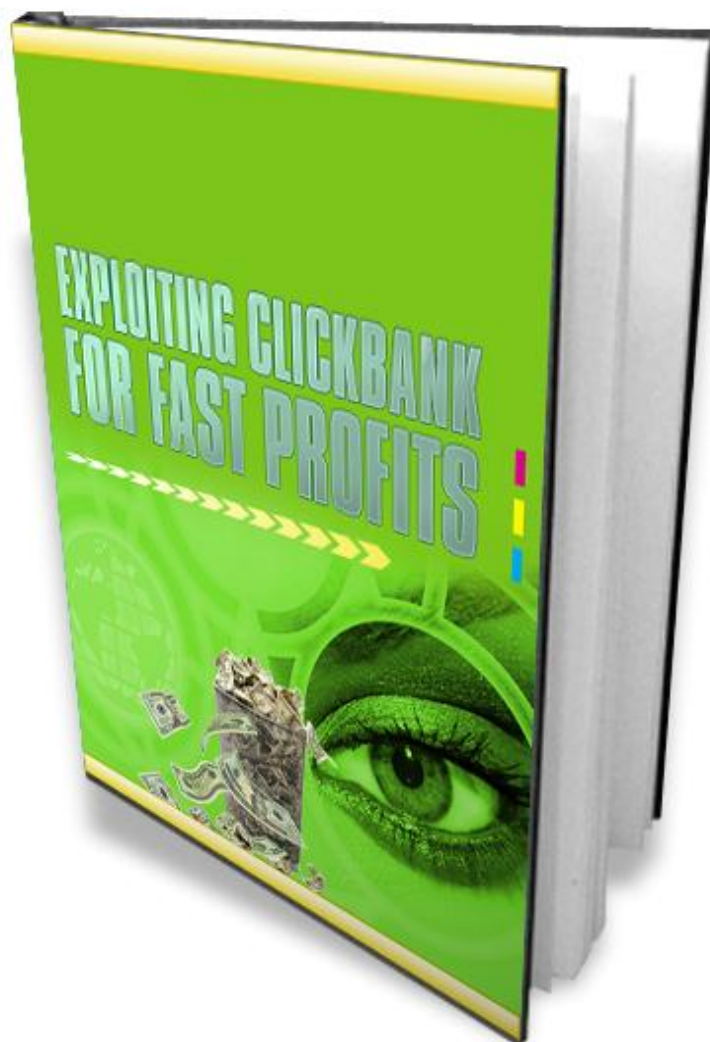




# Making Huge Clickbank Profits





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## Introduction

Almost anyone who has spent more than five or ten minutes around the internet marketing scene or even idly surfing the net for online marketing related information is probably aware of the existence of [Clickbank.com](http://Clickbank.com).

This is no surprise, given that the site is by far and away the biggest information product network site on the net, offering over 10,000 products at any given time which are marketed to the world at large by over 100,000 active affiliate sales people (there are actually in excess of one million affiliates registered with the site!).

In short, Clickbank is a site that has enabled thousands of people to launch online marketing careers, many of whom had no previous online marketing experience. Indeed, many people who have started successful internet marketing businesses had no previous marketing experience whatsoever, online or in the real bricks and mortar business world.

Whilst there is no way that you should fall into the trap of allowing yourself to believe that generating a significant online income will be easy simply because of the existence of Clickbank.com, there is equally little doubt that without this particular site, thousands of successful affiliates all over the world would find generating an online income considerably more difficult than they do.

In this report, I am going to consider how you can generate significant income levels by working with Clickbank from every possible angle. This is because I would suggest that it is not possible to generate the kind of income





that you probably want to generate if you simply look at Clickbank as a repository of information products in isolation.

For instance, as you will read here, there are many different ways you can select products from Clickbank which should be good sellers and should therefore generate reasonable commission income in turn.

However, it is all very well working with a particular Clickbank product or service but if you do not know how to promote your product or service or how to attract targeted traffic from your promotional activities, you are never going to land the big sales numbers that you are after.

In effect therefore, Clickbank as a site where you can find thousands of products is only a relatively small part of the overall story or plan that you need to understand if you are going to achieve success. That being said however, I am going to start in the traditional place, which is at the very beginning of the Clickbank story.







## **Why Clickbank is the #1 information product affiliate marketing site**

### **The basics...**

Clickbank.com was first launched back in 1999, and from that day to this, it has developed into the largest repository of digital information products on the net, with over 10,000 products registered at any one time.

The basic business model that Clickbank uses is that each and every product that is registered with the site is available for every individual affiliate sales person who is registered with the site to promote.

Each of these affiliate sales people is in turn an independent sales representative who chooses to spend their own time (and perhaps their own money) promoting particular Clickbank products. Every time they do so and manage to generate a product or service sale as a result of their efforts, they are paid a percentage of the purchase price as a sales commission.

Anyone can sign up as a Clickbank affiliate completely free and it is not even necessary to have a website of your own in order to do so. Once you have signed up as an affiliate, you can choose any products you want from the Clickbank inventory to promote because there are no such things as minimum requirements for being allowed to promote particular products.

One other important consideration is that whilst many affiliate programs insist on you living in a particular part of the world (most commonly, these are the USA, Canada, the UK, Australia etc), anyone, anywhere can sign up as a Clickbank affiliate.





Nor is there a problem getting paid your commission either, even if you live in the most remote geographical location imaginable.

In fact, you will get paid twice a month by check sent directly to your front door and with commission rates on the top products that Clickbank offers generally in the 50% to 75% range, the payouts that you can anticipate are often extremely attractive too.

Unlike many other business opportunities, you do not need to buy special software or to have any advanced web authoring skills to use and make money from Clickbank.com either.

You do not need a fancy site to promote any affiliate product or service. In fact, you do not need a site at all, although having some kind of web presence certainly helps to increase your income. Nevertheless, as long as you can create a simple site of your own, you have all the skills you need to become a successful Clickbank affiliate.

There is more than enough information on the Clickbank site itself to enable you to get started, plus there are also many independent forums where you can find a great deal more information such as the [Clickbank Success Forum](#). This is a site that is run by two of the best-known marketers in the affiliate marketing industry, so the quality of the information this particular forum carries and provides is first class.

By all means, you should learn whatever you can from the Clickbank site and forums such as this one. On the other hand however, do not under any circumstances be tempted to spend money on products that promise to make you an overnight Clickbank success story (it's not going to happen!) or (even





worse) an instant millionaire (almost always without any work whatsoever being involved).

Almost without exception, products of this nature are complete garbage. In addition, all of the information that you really need is available for free on many websites such as forums and others of which you will read of as we go through this report.

Don't be tempted to waste your money because there is absolutely no need or necessity to do so to generate a very healthy commission income from Clickbank.

### **Factors to be aware of...**

The basic concept of making money from Clickbank is remarkably straightforward. You choose a product or service to promote, you put information about that product in front of a potential prospect (ideally a targeted prospect) and assuming they buy the product, you get paid a commission.

Given how simple it would appear to be from this description to make an income from Clickbank, you may be surprised or shocked to know that industry figures indicate that more than 95% of would-be affiliate marketers fail within the first two years of setting themselves up in business.

Perhaps more importantly than being shocked however, you should want to know why so few people make it or why so many fail.

Whilst there is no one single factor at which the finger of accusation can be pointed, there are several potential pitfalls to marketing Clickbank products







of which you should be aware from the beginning. By knowing why others make mistakes, you should be in a position to avoid making the same errors which should in turn allow you to make the huge Clickbank profits that you are seeking.

The first thing to understand is that there are costs involved in running any online marketing business, and whilst many of the costs that would be associated with other types of online businesses are not relevant to affiliate marketing, there are nevertheless costs involved.

These costs can be measured in terms of both time and money, with the balance between the two usually being dictated by whether you have more of one or the other available to dedicate to your business.

For example, one of the most common and popular ways of promoting Clickbank products is to submit 400 word articles to major article directory sites.

Researching and then writing articles of this nature yourself is probably going to take a half an hour of your time per piece so creating a couple of articles costs one hour of your time. Alternatively, you could pay someone else between \$10 and \$15 to create these articles on your behalf, thereby saving time by spending money.

Whilst it therefore costs no money to become a Clickbank member, you do need to be aware that there is a cost involved in running the business after you have signed up and start promoting.





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.





For the time being, these factors are something that you need to bear in mind but you do not need to worry about taking any action just yet, because these are things to which we will return later in this report.

However, before moving on to that more advanced stage, we need to investigate the basics of how you work with Clickbank in a little more detail in order to ensure that your business is built on solid foundations from the beginning.





## Setting up your account...

Assuming that you don't already have a Clickbank account, the first thing that you need to do is sign up for one. As an affiliate, it is not going to cost you anything and the whole process takes no more than five minutes, with the application form being found by clicking on the 'Sign Up' link at the top-center of the [Clickbank homepage](#).

Incidentally, as Clickbank's new look was only launched the day previous to writing this e-book, this homepage may look considerably different to what you see in most other Clickbank focused publications:

A screenshot of the Clickbank homepage. At the top, the Clickbank logo is on the left. In the center, the word "HERE" is followed by a red arrow pointing to a "Sign Up" link, which is highlighted with a red box. To the right of "Sign Up" are links for "Marketplace", "Blog", and "Log In". A search bar is on the far right. Below the navigation bar is a yellow banner with the text "We've paid our clients on time, every time, for 10 years." and "Client Earnings Paid Out: \$1,248,660,633". The main content area features a cartoon illustration of a man in a white shirt and black pants, standing with his arms raised in a celebratory gesture. To the right of the illustration is the heading "Live Outside the Box." followed by the text "Our clients have earned over 1 billion dollars. It's your turn." Below this are two columns: "Affiliates" and "Vendors". Each column has a description and a "Sign up" link. At the bottom of each column is a "Learn More" button.

Creating your account is no more complex than completing this straightforward application form and then confirming your e-mail address:





\* Required

Where shall we send your checks?

Country:\*

Payee Name:\*

Street / PO Box:\*

Suite or Apt #:

City:\*

State / Province:

Zip / Post Code:\*

How can we contact you?

Your first name:\*

Your last name:\*

Your email address (example: joe@aol.com):\*

Your phone number (required!):\*  ext:

Address of your Web site (if any):

Select a nickname for your new account

Account Nickname ‡ (5-10 letters & digits):\*

Check here to receive targeted, account specific promotions from ClickBank via email: ☐

‡ the nickname you choose will be the "ClickBank ID" for your account. It will be visible to the customer every time we sell one of your products, and will appear on the memo line when we send you a check. Keep in mind that the nickname cannot be changed once your account has been opened.

Perhaps the most important point on this page is the fact that you have to select an 'Account Nickname' which cannot subsequently be changed.

One major improvement that Clickbank have implemented recently is a change in their system that ensures that it generates random encrypted affiliate links, rather than links containing what was obviously your account nickname.

Consequently, as your nickname no longer appears in your affiliate links, the name that you choose is slightly less important than it was previously until you decide to publish your own products at a later date, at which point it will







become visible to every customer to whom Clickbank sell one of your products.

But, once you complete the form and confirm your e-mail information, this is the account set up completed, meaning that you are ready to start promoting your first Clickbank product.

Let us therefore turn our attention to how you do so before looking at the business-critical question of how you select products that will enable you to generate a Clickbank income.





## Finding products and generating hoplinks...

Once your account is set up and you are ready to start promoting, the page that you need to look for on the Clickbank site where you can start to research the available products is the 'Marketplace' page.

The link to this page is directly adjacent to the right of the 'Sign up' link that you clicked earlier at the top of the homepage in order to create your account. Alternatively, [click here](#) to be taken directly to the 'Marketplace' page where you can begin to find products or services to promote:

A screenshot of the ClickBank Marketplace search panel. The panel has a title bar that says "Search the ClickBank Marketplace". Below the title bar, there are several search filters: "Category:" with a dropdown menu set to "All Categories", "Subcat:" with a dropdown menu set to "All Sub-Categories", "Keywords:" with a text input field, "Sort by:" with a dropdown menu set to "Popularity", "Product Type:" with a dropdown menu set to "All Products", and "Language:" with a dropdown menu set to "All". At the bottom left, there is a "Show:" label followed by a dropdown menu set to "10" and the text "results per page". At the bottom right, there are two buttons: "Go" and "Reset".

At the top of the 'Marketplace' page is a search panel which enables you to find products and services in any market by inputting a specific keyword or keyword phrase. Doing so will generate a list of products that are related to that particular word or term.

Whilst searching for products at this level, most marketers leave all of the other settings in this search panel in default mode because by doing so, they ensure that Clickbank shows the products called up by this search ranked by popularity.





As most marketers are generally interested in promoting the most popular products that are related to the keyword phrase they have used, this makes searching the site with this particular search strategy extremely easy and quick.

So for example, if you were seeking the most popular products that provide information about 'weight loss', this is how you would do so:

A screenshot of the ClickBank Marketplace search interface. The title bar reads "Search the ClickBank Marketplace". Below the title bar, there are several search filters: "Category:" with a dropdown menu set to "All Categories", "Subcat:" with a dropdown menu set to "All Sub-Categories", "Keywords:" with a text input field containing "weight loss", "Sort by:" with a dropdown menu set to "Popularity", "Product Type:" with a dropdown menu set to "All Products", and "Language:" with a dropdown menu set to "All". Below these filters, there is a "Show:" label followed by a dropdown menu set to "10" and the text "results per page". At the bottom right of the search panel, there are two buttons: "Go" and "Reset".

An alternative way of searching for popular products if you have no particular keyword or term in mind is to click on the drop-down 'Category' menu at the top of the search panel before sifting through a favored category whilst leaving all other settings in default mode. This search returns or products in a particular category ranked by popularity.

However you choose to search the site, after doing so, you will have a page that looks something like this with all of the most popular products called up by your search shown at the top of the page:





Search the ClickBank Marketplace

Category: **Money & Employment** Subcat: All Sub-Categories

Keywords: Sort by: Popularity

Product Type: All Products Language: All

Show: 10 results per page

Go Reset

- 1) **Real Money Doubling Forex Robot Fap Turbo - Sells Like Candy!** Fapturbo Is The Only Automated Forex Income Solution That Doubles Real Monetary Deposits In Under 30 Days. No Backtest Tricks. The Best Converting And Best Performing Forex Product On The Planet, Period. No Wonder Sells Like Candy.  
\$/sale: \$74.65 | Future \$: - | Total \$/sale: \$74.65 | %/sale: 60.0% | %refd: 79.0% | grav: 620.90  
[view pitch page](#) | [create HopLink](#)
- 2) **Forex MegaDroid Robot.** Automatic, 100% Hands-Free Forex Robot Uses Rcpta Technology And Breaks All Records. Amazing Conversion Rate Due To Great Reviews And Marketing/Product Originality. Last Robot We Launched Achieved 31% Conversion Rate! Very Low Refunds, Very High Payout!  
\$/sale: \$52.64 | Future \$: - | Total \$/sale: \$52.64 | %/sale: 60.0% | %refd: 89.0% | grav: 450.72  
[view pitch page](#) | [create HopLink](#)
- 3) **Maverick Money Makers - Get Paid For Life!** Maverick Money Makers Are Actually Making Money! Affiliates Earn \$90+ Per Sale! Highest Payout Of Ar Top 10 CB Product! Top Converting Offer Online. Affiliates Making \$234,272 In One Month! New Promo Tools: [www.MaverickMoneyMakers.com/tools](http://www.MaverickMoneyMakers.com/tools).  
\$/sale: \$38.87 | Future \$: \$73.31 | Total \$/sale: \$106.79 | %/sale: 50.0% | %refd: 83.0% | grav: 622.78  
[view pitch page](#) | [create HopLink](#)
- 4) **Exit Splash - Web Page Exit Software That Makes You Money!** Brand New Web Site Software Guaranteed To Capture Fresh Leads And Dramaticall Increase Sales As Well As Optimize Your Online Web Pages In Days Or Your Money Back!  
\$/sale: \$31.21 | Future \$: - | Total \$/sale: \$31.21 | %/sale: 65.0% | %refd: 91.0% | grav: 415.42  
[view pitch page](#) | [create HopLink](#)

This screenshot for example shows the top five products called up by a popularity-ranked search for all products in the 'Money & Employment' category. As you can see from each of the products featured on this page, there is additional information about each of them detailed underneath the text description of the products that the original creator of each has added to the site.

This information is relevant to choosing one product or another to promote, so let us consider what it means in a little more detail by looking at the most popular product in this category:

- 1) **Real Money Doubling Forex Robot Fap Turbo - Sells Like Candy!** Fapturbo Is The Only Automated Monetary Deposits In Under 30 Days. No Backtest Tricks. The Best Converting And Best Performing F Sells Like Candy.  
\$/sale: \$74.65 | Future \$: - | Total \$/sale: \$74.65 | %/sale: 60.0% | %refd: 79.0% | grav: 620.90  
[view pitch page](#) | [create HopLink](#)





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.





However, I suspect that since the recent changes, the value of gravity might have been slightly downgraded because all of my recent popularity searches have shown many products with a lower gravity featuring higher in the popularity charts than those with considerably more gravity attached.

In truth, only Clickbank really know how they calculate or assess product popularity. Nevertheless, it is definitely true that product with a very high gravity rating is one that is already being actively and successfully promoted by many other affiliate marketers.

This essentially means that there is already a great deal of competition from other affiliate marketers who are aggressively pushing, and probably achieving a degree of success with a particular product.

This would certainly dissuade some affiliate marketers, particularly those with less experience from promoting a product with a very high gravity rating (and a score of 620.90 is very high indeed) from promoting it. Quite clearly, if there is too much competition in this market from affiliate who are already successfully promoting this product, the chances of achieving success are far lower.

However, ignoring this for one moment, *if* you decided that this was a product that you were going to promote (and you would not make this decision quite so early, as there are other resources that we will look at where there is plenty more relevant information available), there is one final thing to consider before starting your marketing push.

Click below the line of information that you have just been analyzing on the 'view pitch page' link. This will open up the original product sales page, the





assessment and analysis of which is a very important element in deciding whether it is a product you are going to promote.

After all, this is the page that will ultimately decide whether you generate a commission from promoting this product or not.

You therefore need to have some confidence that this page is capable of doing a good sales job, otherwise all of your promotional efforts could be completely wasted.

On the other hand, there is no scientific way of assessing the quality or effectiveness of a sales letter page. Whilst you will undoubtedly get better at assessing pages of this nature for effectiveness (and therefore profitability) over time, it is very much a 'gut reaction' or 'initial impression' upon which you will base your assessment.

Effectively, if the sales page does a good job on you, it is reasonable to assume that it will do a good job on the visitors that you send to it as well, which in turn suggests a sales letter that will probably sell.

Look for lots of empirical proof on the page that the product being promoted is effective and if appropriate, profitable. Also, look for plenty of customer testimonials, especially video testimonials which are evidently from real people (video testimonials are much harder to fake than the written version).

Does the product appear to represent good value, irrespective of what it is supposed to do? Does the general message and tenor of the sales message ring true?





At the end of the day, would you buy the product or service being offered at the price that it is being offered for? If you are convinced by the message on the page, then you have probably found a product with which you can run (but we are still not 100% certain of this fact as yet).

Nevertheless, were you going to promote this product, the final thing to do is to create your own unique affiliate promotion code which you can use to market it. This code is automatically generated by Clickbank when you click on the 'create hoplink' link that is located to the right of the 'view pitch page' link before adding your information to the pop-up link creation menu that this action produces.

To create your 'hoplink', you are asked for two pieces of information:

You can earn 60% for each paying customer you refer to this product. For details please enter your ClickBank nickname and **tracking ID** (if you have one):

ClickBank NickName:	<input type="text" value="joesoap"/>
Tracking ID (Optional):	<input type="text" value="track1"/>
<input type="button" value="Create"/>	

First, you need to input the account nickname that you decided to use when you created your account earlier, and secondly, you have the option of including a unique tracking code for this particular link.

The purpose of including a unique tracking code is that you can then use different product affiliate links in different promotional activities to track which of your promotional activities are generating the most sales. Including the unique tracking code is therefore an excellent way of comparing how successful various different promotional and marketing strategies are. It is







therefore something that I would always use, and I would recommend you do the same.

The result of clicking the green 'Create' button will be a code that looks like this:

ClickBank pays you 60% when you sell this vendors product. To refer a customer send them to this domain name:

<http://96fbfd2b0dp4jvaebjugz8xzfy.hop.clickbank.net/?tid=TRACK1>

This URL is completely unique to your account and to the product that you are promoting. It is also encrypted for greater security, which is in good thing. However, there is sadly little doubt that it is also a spectacularly ugly URL too!

For this reason, I would recommend that you use a URL shortening service and whilst there are many of these around, I like to use [Ezurl](#), primarily because it allows me to choose the text I use in the shortened link that it creates.

If for example the product that I am promoting from this link has a relatively short name, I can use the product name in the URL I create, thereby suggesting a higher degree of relevance for this link to the product I am promoting:







## 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](http://ezurl.eu/fapturbo)





Now you know what the information on the Clickbank 'Marketplace' page means and how to select a product by popularity rankings from Clickbank itself.

However, whilst you should always check this information on the Clickbank site, there are a couple of excellent external resources that you can use to research the product that you are considering promoting still further.

This is another thing that you should always do because the information that is made available from Clickbank does not necessarily tell the full story.





## External resources for analyzing Clickbank products still further...

### **CBTrends.com**

[CBTrends.com](http://CBTrends.com) is not a site that is officially affiliated to Clickbank. However, because all of the information on the site is dedicated to analyzing product information from Clickbank more comprehensively than Clickbank themselves do, it is an excellent free resource that you can use to discover a good deal more about any product that you are thinking of promoting.

Of particular interest for research purposes are the three resource links listed on the homepage directly beneath the site title:



On the left, the link will take you to a list of all of the latest products that have been added to the Clickbank site most recently.

By clicking on this link, you are taken to a page where you are shown a list of all of the new products that have been added to Clickbank in the last seven days by default:





Time Frame: From 2009/04/29 To 2009/04/22.			
Vendor ID	Title	Commission	Date Added
<b>STEPFORWAR</b>	An Extensive Article On Plantar Faciitis Causes, Symptoms & Treatments.	55.0%	28-04-2009
<b>NATURALM</b>	Cure Impotence Naturally And Save Money On The Cost Of Viagra.	67.0%	28-04-2009
<b>POTTYPLEAS</b>	Potty Please! - Practical Solutions For Worry-Free Potty Training.	51.0%	28-04-2009
<b>KOIBREED</b>	The Ultimate Guide To Koi Breeding.	70.0%	28-04-2009
<b>EZ411NOW</b>	Ez Loan Modification - Do It Yourself Success Kit.	60.0%	28-04-2009
<b>DATEABROAD</b>	Foreign Dating Secrets.	50.0%	28-04-2009
<b>MAUIGUIDE</b>	Hawaii Active Smart Travel Guides.	50.0%	28-04-2009
<b>RAM2009</b>	Fast Business Forms.	25.0%	28-04-2009
<b>FMINVEST</b>	Foreclosure Millions Now.	25.0%	28-04-2009
<b>TURBOGEN</b>	Generate Cash At Will Using Twitter.	70.0%	28-04-2009
<b>PHOENIX87</b>	TrueWarcraftGamer.	50.0%	28-04-2009
<b>GODIN5150</b>	Turnkey Websites And Money Making Php Scripts For Sale.	50.0%	28-04-2009
<b>MASTERGOAL</b>	Master My Goals.	50.0%	28-04-2009
<b>DSCOOMBES</b>	LeChat Nails - Nail Art, Nail Products.	65.0%	28-04-2009
<b>WHOISRANDY</b>	Ambush Food Plot Solutions.	60.0%	28-04-2009
<b>LEANREV</b>	Lean Tools And Training For A Lean Business And A Lean Life.	50.0%	28-04-2009
<b>STREETJAM</b>	Flip Websites For Bucks - Earn Money As Website Entrepreneur.	50.0%	28-04-2009
<b>ACEMARKBIZ</b>	Cat Care Secrets Revealed Ebook.	60.0%	28-04-2009
<b>HTWAISPD</b>	How To Write An Internet Sales Page.	60.0%	28-04-2009

No matter when you look, there will be several hundred new products added over the previous week, and you could click on any of the 'Vendor ID' names shown to see if there's any more information available.

However, because the information about new products is often fairly scant and because there is another site that will look at in a minute where there is far more relevant information about new products, we will move on.

Back on the home page, the next link of the triumvirate is the 'Most requested' link. Follow this to see this link appear on the net page. Click on it:

**View the Top, Frequently Viewed Products**

To see information about all of the products which have been most frequently requested by Clickbank searchers over the previous two weeks:





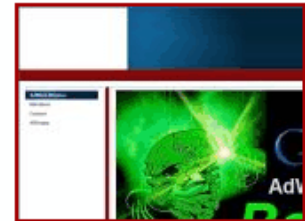
**# 1**

**Requested:** 280 times.

**Title:** Google AdWords Booster.

**Description:** Discover The Secrets To Make 100k Per Month As A Affiliate Marketer. 70% Comission. Easy To Promote! How To Generate Sales Without Any Website Or Blog!

Visit «cbclone» Website      Performance Trends



[Learn More](#)

**# 2**

**Requested:** 184 times.

**Title:** New Sales Pitch Boosts Sales 30%! :: New Sources Of Traffic Revealed!

**Description:** New Sources Of Traffic Revealed For First Time! :: Sales Boosted By 30%!  
:: Upsell Rate 50%! :: Read About It Here: [Http://FatLoss4Idiots.com/aff](http://FatLoss4Idiots.com/aff) :: Read About The \$21 Million Dollar CB Account :: Htt

Visit «4idiots» Website      Performance Trends



[Learn More](#)

Information about the most popularly searched product has been displayed almost 100 times more than information about the second product in this table, indicating that it is a product which many people want to know more about.

If you have a particular interest in any of the products on this page, click the red 'Performance Trends' link to the bottom right of the product details. This is the information that we are really interested, but generally speaking, I would not search for information of this nature from here.

Instead, I would go back to the home page click on the third link on the far right for 'Performance Tracking'.

This information gives you a far clearer picture of exactly how the products that you are thinking of promoting have been performing over the last few

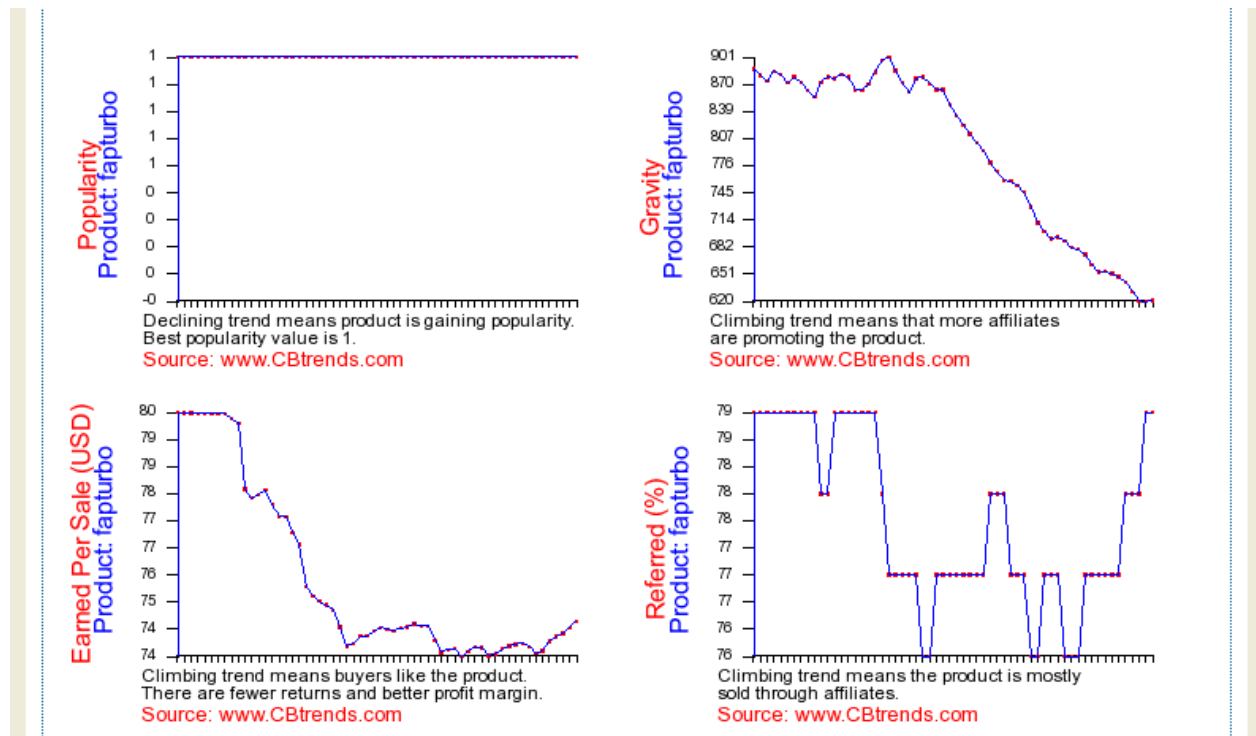






weeks. Armed with this information, you have a far clearer picture of what is really happening with any product you are thinking of promoting, which often helps with your decision on whether a particular product is a good one to promote or not.

For example, this is the detailed information made available on the 'Performance Trends' page for the FAPTurbo product that we were considering promoting earlier when looking at the Clickbank site:



This information might cause you to change your mind about promoting this particular product.





For example, the 'Popularity' chart at the top left indicates that the product is not gaining in popularity, whilst the 'Gravity' chart at top right indicates that less and less affiliates are promoting it.

The chart at the bottom left-hand corner clearly indicates that the product has been in decline in terms of popularity with customers as indicated by 'Earnings per sale' (although there has been a recent small bounce) whilst the number of sales generated by affiliates has recently increased. This is good, but the general picture of percentage sales through affiliates looks far less encouraging.

Taking all this information together, you might have second thoughts about promoting this product because whilst it is obviously still popular, it also appears as if its popularity might be waning.

Any time you are considering promoting a well-established product, you should always consult the relevant 'Performance Trends' charts on the CBTrends site. They give you a much better picture of the real performance of a product that has been around the market a while which is exactly what you need if you are considering promoting something that is already established.

However, if you are looking for some 'under the radar' help with finding *new* products that you should consider promoting, you need to be looking elsewhere.

## **CBEngine**

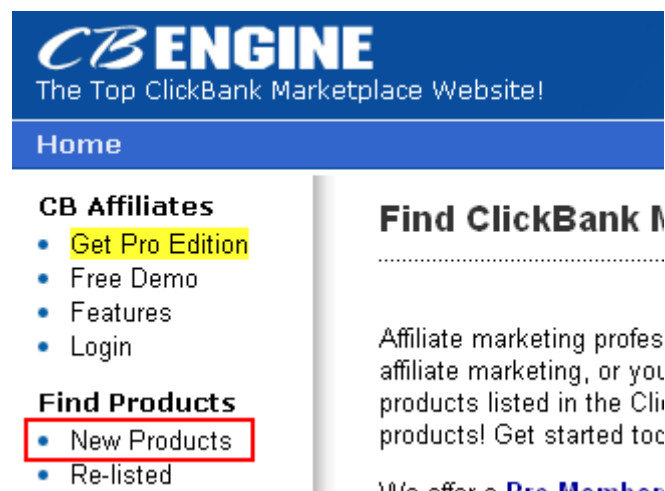
[CBEngine](#) is another site that provides independent analysis of the products being offered through Clickbank.





However, whereas CBTrends is tremendous for analyzing the real performance story of well-established products, CBEngine is a far more useful tool if you are looking for new product and market movers and shakers than it is for products that have been around a while.

As far as the 'New Products' section of the site is concerned, this is a site area that you can access completely free without registration:



According to the latest information (see the next screenshot), there are 208 new products listed on Clickbank. On this chart, what you should be looking for are new rights that are already starting to acquire some gravity.

Products that are quickly acquiring gravity are often the ones that take off in a big way, particularly if they are in a popular market. Hence, look for products that are already starting to grab some gravity points (anything in double figures is worth looking at).

Previous research has already highlighted the fact that the [Forex](#) market is extremely popular, a fact that is backed up by FAPTurbo (an automated





Forex trading system) is still one of the highest gravity products on the Clickbank site.

Consequently, the product shown near the bottom of this screenshot which is in the same market would certainly be one worth considering promoting:

#### New ClickBank Products

208 new products in the ClickBank marketplace. See the [re-listed page](#) for more products. [Sort by Product Name](#)  
[show descriptions](#)

Rank	Product	Earn%	Earn\$	Grav	Price\$
Product Averages View					
907	New IM Video Training Course <small>NEW!</small>	50%	PRO		PRO
759	Franchising Magic System <small>NEW!</small>	75%	PRO		PRO
950	Wellness With Rose <small>NEW!</small>	55%	PRO		PRO
1318	Buy Online Backup <small>NEW!</small>	50%	PRO		PRO
900	Healthcare Secrets Revealed-Finally <small>NEW!</small>	60%	PRO		PRO
561	Start Your Very Own Article Directory Website <small>NEW!</small>	50%	PRO		PRO
294	75% Commission And Over \$60 Per Sale - How To Fix Slow Computers <small>NEW!</small>	75%	PRO		PRO
1309	Operate Your Own City Directory Website Home Business Opportunity <small>NEW!</small>	50%	PRO		PRO
638	Roulette Assault - Assault The Casino. Take Money Hostage <small>NEW!</small>	75%	PRO		PRO
957	The Diy Mortgage Modification Kit <small>NEW!</small>	41%	PRO		PRO
762	Ibl Toolkit - #1 Converting IT Process Optimizer <small>NEW!</small>	55%	PRO		PRO
16	Forex Conqueror <small>NEW!</small>	55%	PRO	28.7	PRO
674	5 Weeks To A Slimmer You! <small>NEW!</small>	50%	PRO		PRO

This would also be worth considering as people are always looking for new ways of making money from home:

9/8	6 Steps To Solving Any Problem, And Getting Whatever You Want <small>NEW!</small>	60%	PRO		PRO
46	Elite Money Makers - The Ultimate Work From Home Club <small>NEW!</small>	60%	PRO	21.94	PRO
995	Keyboard Shorthand <small>NEW!</small>	60%	PRO		PRO

And the 'World of Warcraft' is also incredibly popular as well:

31	Dugi's World Of Warcraft Dailies And Events Quest Guide <small>NEW!</small>	60%	PRO	17.68	PRO
----	---	-----	-----	-------	-----

Next, I would review the products shown in the ['CB Insider'](#) section of the site.







According to the headline information about this section, there are six killer new products added to the site in the past week, together with 20 that are 'Underexposed & Climbing' together with 10 more that are 'Underexposed & Gaining':

- ▶ **New Killer Products** - 6 products this week
- ▶ **Underexposed & Climbing** - 20 products this week
- ▶ **Underexposed & Gaining** - 10 products this week

**To activate this page:**

- [Register for a free demo](#)
- [Get the Professional Edition](#)
- [Member Login](#)

You cannot access this section of the site as a completely free nonregistered member. However, as you can register for a free, fully featured 15 day trial simply by supplying an e-mail address and username, gaining access to this information is not particularly difficult.

After you get the trial sorted out – full Pro-membership of the site is only \$39.95 for 365 days, so it's great value even at that level – you can see all of the products that are on the move.

Look at the momentum stats for these products for example. For CBEngine, momentum is a predictive analysis tool that is based on current sales performance, so whilst these products may not have a great deal of gravity yet, they certainly seem set to become very popular over the coming weeks:







	Rank	Product	Earn%	Earn\$	Chng	Mntm	Grav	Refund
Top 6: new killer products								
	4	The Rich Garbage Man	75%	\$31.86	529	16,385	1.66	0.02%
	6	Joyful Tomato <span>R</span>	53%		286	13,400	1.82	-
	2	Recession Better - A Sports Betting System Making £1,446.00 Per Hour!!	50%	\$25.65	83	4,175	28.3	8.22%
	3	The Effective Ball-Handling Program (Massive Recurring Upsells) <span>R</span>	50%	\$21.24	64	2,133	7.76	-
	6	Blackjack Banker 75% Commission Earn Money Fast	75%	\$37.86	117	1,950	7.96	7.47%
	8	Game Copy Niche - Converts 1/14 - Tried And Tested	75%		11	138	11.88	-

This is extremely valuable information because getting in on a popular product at the beginning of its climb allows you to be one of the first to start pushing it. This ensures that you to have an edge on 95% of your potential competitors as by getting in early, you can start your marketing campaign early too.

Also, note that not all of these products are in obviously popular or especially competitive markets either.

For example, whilst the first product shown is in a 'how to make money on the net' market (which *is* incredibly competitive), the second product is all about growing organic tomatoes whilst the fourth featured product focuses on how to improve your basketball handling skills.

Using this particular section of the CBEEngine site can give you quite a few ideas that you might otherwise completely miss out on.

This is tremendously valuable information because markets that you might otherwise miss out on are also markets that other affiliate marketers are probably not aware of. Thus, the competition is likely to be fairly light, which could present you with an opportunity where there is money to be made but not too many other affiliates chasing after it.





If you are able to get into any new market sector early, this allows you to 'seed' the market with your marketing materials before anyone else does as well. This means that by the time everyone else jumps on the bandwagon, you have already captured a slice of the market, making it far harder for anyone else to displace you.

You will see this concept 'in action' in more detail later. However, for now, let's quickly review where we have got to so far.

You now have a pretty clear idea of exactly what Clickbank is and what it does. You know how to get an account opened and how to search the site for products. When you find those products, you know what the information Clickbank gives you means and how to analyze these products to see whether they are likely to be good sellers using both Clickbank and a couple of excellent external resources.

At this point therefore, I would suggest that you are probably about half way to setting up a business that can realistically expect to generate massive profits from your involvement with Clickbank.

What you need to do now is throw two other additional elements into the melting pot because without these additional elements, your Clickbank-based business is never really going to get past square one.

Firstly, you have to build your business in the correct manner.

If you don't do so, you set yourself up for long-term affiliate marketing failure from the beginning.





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.





## 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





point of view. The customer has bought and they have received sales commission but now they have to find yet another prospect for that particular product, because that customer has just removed themselves from the affiliates personal business by making a purchase.

In other words, the inherent weakness in this way of running an affiliate marketing business that kills 95% of those businesses is the fact that it is a constant treadmill. Every time you successfully convert a prospect into a customer, that customer is gone forever and you have to replace them with a brand new prospect.

As a general observation, finding new prospects is probably the most expensive aspect of running an online business. Every new prospect that you attract has cost you something in terms of time or money, from which it follows that if your business is based on the concept of finding a continual stream of new prospects, you are always operating at maximum expense levels.

As it is obviously a basic rule of business that profit equates to income minus expenses, this does not seem particularly sensible way of going about things.

There is also no continuity in this business model nor is there any possibility of increasing your affiliate marketing income unless you develop many, many affiliate product marketing campaigns.

Over time, this is undoubtedly something you should do. As soon as you have built a successful affiliate product marketing campaign and have developed it to the point where it is generating an attractive income, you should move on to find another product to do the same again.







However, even by increasing your income by doing this, you're missing a crucial point which is always going to make it considerably more difficult to achieve long-term success.

### **The good...**

When you promote Clickbank products as suggested in the previous section, you are not building your business for long term. What you are in fact doing is building the business of the original product creator, because you have spent time and effort introducing a prospect to them who eventually became a customer. However, that individual became *their* customer, not yours, meaning that it is them who has the ability to sell additional products and services to that customer in the future.

Considered in these stark terms, the solution should be obvious.

You need to build a business system that turns every prospect you generate into your prospect, rather than a prospect for the original Clickbank product creator. Your system must then focus on turning that prospect when they become a customer into a valuable asset to your business before they become (or instead of them becoming) an asset to someone else's operation.

What you therefore need is a webpage or site of your own to which you can send visitors before you send them to the original product sales page. On this page or site, your primary objective has to be to collect contact information from the visitor, giving you the ability to go back to them in the future as often as you like with additional product suggestions and recommendations, reminders of the benefits or attractions of the original affiliate product that you are promoting (if they chose not to buy it in the first place), and so on.





This page on your site effectively acts as a 'front door' or 'gateway' to the product that you are promoting in your marketing and promotional activities. The objective of this doorway page is twofold.

First and foremost, your primary objective should be to collect contact information from every visitor that you send to this page.

Although it may sound a little heretical to say this, collecting contact information in this way is even more important than generating affiliate product sales, although pushing for the sale is the second objective of this gateway page.

The reason is extremely simple.

If you send a visitor directly to the product creator sales letter and you generate a sale, you get a commission check and that is it, end of story.

Add them to your mailing list however and you can mail them product suggestions and recommendations two or three times a week. As long as these recommendations are sufficiently well targeted, you will generate sales with almost every outgoing e-mail message you send.

Many experienced marketers suggest that every customer on a mailing list is on average worth one dollar per month to your business.

Hence, once you have a thousand customers on your list, you can reasonably anticipate receiving a sum of approximately \$1000 every month simply by sending a constant stream of e-mail messages to these customers recommending products or services in which you know they will be interested because of their previous buying activity.





If on the other hand you are promoting an affiliate product to these same thousand individuals whilst they were still prospects, you can probably expect to earn a couple of hundred dollars just once.

In short, if you want to generate huge Clickbank profits, you have to build a business that can survive for the long-term whilst generating an ever increasing income stream. This can never happen if you send all the prospects that you create directly to the original product sales letter, so never, ever be tempted to do so.

### **Opening the front door...**

Adding a suitable page to your site to collect information from visitors is relatively simple.

When you create targeted marketing materials, you do so on the basis that you focus those materials on the benefits that the product you are promoting offers, the kind of things that individuals in your target market need.

For example, if you are promoting a product that teaches people how to train their puppy dog, you would create marketing materials that focus on puppy dog training and the benefits of making sure that a puppy is trained properly. These marketing materials might be paid advertising, articles or videos – it does not really matter what kind of marketing materials you are talking about, the principle still holds. Your marketing materials must send visitors to your site who have already seen the benefits of what you have to offer and want to know more.





Whilst collecting visitor information is critical, you are nevertheless still promoting a Clickbank product. Hence, you need to create a page on your site that tells them more about the benefits of that product.

To do this, all you need is a relatively simple review page which provides the visitor with a seemingly objective overview of the product that you are promoting.

Some marketers use review pages of this nature to provide a review of one single product on which they are especially focused whilst others provide comparative reviews wherein they choose two or three different products in exactly the same market and compare one against the other.

I have seen both of these different options work extremely well in different markets, so I suspect that the particular review model that is likely to be most successful in your individual market might depend upon the market that you're working in.

What I would therefore recommend from the beginning is that everything you do to build your business using reviews as your gateway should be rigorously tested at every step of the way.

For example, when you create your review page, install [Google Analytics](#) on it to enable you to keep an eye on how many visitors you are generating, what they do on your site and the like.

Tie this information in with the number of people who are subscribing to your mailing list plus the number of sales you are generating from this page, and you should have a very clear idea of how efficient and successful your system actually is.







Armed with this information, you can make changes as necessary (use another excellent free Google tool, [website optimizer](#) to help you do this) so that you are in a position to constantly improve your efficiency and profitability.

Testing of this nature is absolutely essential, although it can be a little time consuming and perhaps even tedious at times.

Nevertheless, if you don't test, you will never know what is working and what is not, so you will never know where you are making and losing money. This in turn means that your business is never going to be as successful and profitable as it would be if you were only willing to spend a little time and effort testing.

Irrespective of whether you choose to review one product or three, the format of this review page is essentially the same.

In the interests of creating a review that appears to be reasonably objective and unbiased, you should first of all find two or three minor problems or quibbles that you have about the product. Balance these 'downsides' against the positive aspects of the product (or products) in your reviews before recommending the product as your final conclusion.

It is also quite effective to create a scoring system where you analyze such aspects as ease of understanding, usability, flexibility and effectiveness. Resist the temptation to give the product a straight 10/10 for every factor, aiming for a final overall average score (across all categories) of around 8.5-9.0.







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





are making the best offer even if they are market savvy enough to start making comparisons.

On the other hand, if they are not, your bonus offer is still likely to be good enough to convince the less experienced visitor that now is the right time to make the purchase.

A perfect bonus in this situation would be the 'how to use the product for maximum profits' video series highlighted earlier. You only gave out the first one or two 'episodes' as a free gift to subscribers, so there is plenty more information to be offered to convince someone to buy.

Alternatively, you might offer a software program or script that helps them to use the product more effectively or an e-book series that 'fills in' the knowledge gaps that the product itself does not fill (a fact which could have been highlighted as one of the weak points featured in your product review).

Again, try to think outside the box to come up with some ideas that other affiliate marketers who are also offering bonuses to anyone who buys from their link (and there will be quite a few of these) are not doing. Incidentally, to see what your competitors are offering, try running a search for 'product name + bonus' or bonuses as well as 'product name + reviews' as illustrated here:





Web Results 1 - 10 of about 206,000 for **fap turbo review**.

[TM FapTurbo = Huge Scam?](#)  
[www.FapTurboAdvice.com](#) Don't Buy FapTurbo Forex Robot Now! **Review** + 10% Discount + \$47 Bonus.

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[FapTurbo Offer](#)  
Order FapTurbo For Special Price. Time Limited Offer.  
[www.fapturbo.com](#)

When you offer this 'mega-bonus' to land the sale, make it absolutely, unequivocally clear that it is only available to people who buy using your affiliate link, which should of course be featured at the bottom of the review page.

Stress that in order to get this bonus, the customer has to send you a copy of their digital receipt by e-mail so that you can personally ensure that the ultra-valuable bonus is sent to them and arrives safely.

In this way, you have just set up a second opportunity of grabbing their e-mail information!

But, it should not stop here. Using a review page in this way, you have two opportunities to build your business through building a mailing list, but you will in fact be building two different mailing lists.

The first list will be of prospect names, people who have subscribed for a free gift but have not put any money in your bank account by spending.

For these people, you should therefore continue to promote the original affiliate product which attracted them to business in the first place by e-mail.







On the other hand, when you are dealing with people who have bought the affiliate product through your link, you already know that this individual has already spent money. The fact that they have proved their ability and willingness to spend money means that they have greater value to your business than do the names on your prospect list.

Hence, the two lists should be completely separate.

And in order to successfully and professionally manage these (hopefully ever expanding) lists, you must have an autoresponder system in place.

In simple terms, an autoresponder is a computer program that automatically handles your e-mail for you.

However, because autoresponder systems have become infinitely more powerful and functional over the past few years, most online marketers accept that having an autoresponder system at the heart of their business is absolutely essential.

There are dozens of different autoresponder systems on the market but until you are in a position where your business has grown so big and profitable that you need your own web servers to run your online business, there are only two choices that you should really consider.

Both [Aweber](#) and [GetResponse](#) are monthly subscription services where your autoresponder is hosted outside of your own web server. Whilst both of them will therefore cost you money every month, that money will be returned to you several times over because of the increase in efficiency that using either of these services gifts to your business.







Consequently, whichever one of these two autoresponder systems you choose, I would strongly recommend that you do not move beyond them (you should certainly not be tempted to use a free autoresponder, because that will inevitably cause problems).

Consider it to be a solid, sensible investment in your affiliate marketing business, rather than a cost or an expense.

With your review page in place collecting information from both prospects and affiliate product customers, backed up with a professional level autoresponder system that deals with all mailing requirements, you now have almost everything you need in place to start generating the huge Clickbank profits that you want.

One other thing that you must consider is what else to populate your site with apart from your product review page. The answer is, you must populate your site with content in the form of keyword targeted articles, video materials, news items about your business and the like.

Moreover, you should ensure that you add fresh content to your site on a regular basis, because it is fresh content, particularly unique content that cannot be found elsewhere that will keep visitors coming back to your site time and again. The more often you can attract someone to your site, the more likely it becomes that they will eventually do business with you if they have not already done so.

Hence, once your review page is ready to go, you should spend some time building up the rest of your site with content to support this review page. If all you have on your site on the other hand is this review, then almost every





visitor who ever comes to your site will only do so once. People who visit your site only one time may decide to do business with you, but it is far less likely than it would be if you could draw them back two or three times every week.

The final but possibly most critical step of the process to start generating Clickbank profits is simple and relatively straightforward. Nevertheless, it does need some work and effort.

You know that the way that your business is set up means that you have a great deal to offer to prospects and potential customers in your marketplace. Unfortunately, you are the only person who knows this, whereas the people from whom you can start generating income know absolutely nothing whatsoever about your business or activities.

It is therefore time to start telling them about what you are doing and what you had to offer. In short, it is time to start promoting your business.





## Getting in early...

In the screenshot that was highlighted towards the end of the previous chapter, you might have noted that a search for 'fap turbo review' produced 206,000 Google results:

Results **1 - 10** of about 206,000 for **fap turbo review**.

These are individual web pages on thousands of sites which contain a reference to 'fap turbo review'. This indicates that there are thousands of affiliate marketers who have already dived into this market and created individual pages on their site to promote this particular product.

As most experienced marketers would recommend that you should steer clear of markets where there are already more than 100,000 web pages indexed by Google for a particular search term, this market is probably way too competitive for your review pages to make a big splash already.

And did you also notice how many advertisers were shown on the results page and the way they are advertising?

Web Results 1 - 10 of about 206,000 for **fap turbo review**

**FapTurbo™ = Huge Scam?**  
[www.FapTurboAdvice.com](http://www.FapTurboAdvice.com) Don't Buy FapTurbo Forex Robot Now! **Review** + 10% Discount + \$47 Bonus.

**- FAP Turbo Reviewed -**  
[rtcreviews.com/Fap-Turbo](http://rtcreviews.com/Fap-Turbo) We Rank & **Review** The Top 3 Forex Robots Including **FAP Turbo**.

**Fap Turbo Scam? Read This**  
[www.ForexRobotAdvice.com](http://www.ForexRobotAdvice.com) Top Forex Trading Robots **Review**. Discover The Truth Behind The Hype!

**FAP Turbo Review - Fap Turbo**   
FAP Turbo Review - Is FAP Turbo worth it? Find out what you need to know about Fap Turbo.  
[www.fapturboreview.net/](http://www.fapturboreview.net/) - 14k - [Cached](#) - [Similar pages](#) -

**FAP Turbo Review - Is FAP Turbo a Scam?**   
22 Nov 2008 ... Barnes, William "FAP Turbo Review - Is FAP Turbo a Scam?." FAP Turbo Review - Is FAP Turbo a Scam?. 22 Nov. 2008. EzineArticles.com. ...  
[ezinearticles.com/?FAP-Turbo-Review---Is-FAP-Turbo-a-Scam?&id=1718678](http://ezinearticles.com/?FAP-Turbo-Review---Is-FAP-Turbo-a-Scam?&id=1718678) - 49k - [Cached](#) - [Similar pages](#) -

**Fap Turbo - Fap Turbo Review**

Sponsored Links

**8 more** Sponsored Links

**Don't Buy FAP Turbo**  
Without Reading This.  
Will It Actually Double Your Money?  
[NewForex-Software.com/FAPTurbo](http://NewForex-Software.com/FAPTurbo)

**FAP Turbo® Official Site**  
Learn How I Make Easy Cash Every Day With **FAP Turbo**® New Version  
[FapTurbo.biz](http://FapTurbo.biz)

**Fap Turbo Review & Bonus**  
Read This Full **Fap Turbo Review** And Get an Exclusive Signup Bonus Here.  
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**FapTurbo Offer**  
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At the top left hand corner of the Google results page, there is the maximum three adverts shown, whilst there are eight on the right hand side of the page which is also a maximum. And many of these adverts are using the exact product name as the primary keyword around which they have been built, thereby ensuring that anyone who searches for the product by name will be presented with these adverts.

This is very smart affiliate product marketing.

Anyone who is searching for a Clickbank product by name is 99.9% of the way to buying the product, because otherwise, why would they search by specific product name?

All they are doing is trawling round to see who is offering the best bonus package or the product review which best matches their own ready formed the opinion about the product (a review which agrees with them is most likely to convince them to buy).


Now, let's go back to CBEEngine to see how the search results page looks for the product that was listed at the top of the '6 killer products' list. Search for 'rich garbage man' and this is what you see:


Web


Results 1 - 10 of about 698 for "rich garbage man".


[Rich + Garbage + Man](#)  
[www.RichGarbageMan.com](http://www.RichGarbageMan.com)

Overworked, Unperpaid Garbage Man Finds Lost Manuscript in Trash!

[Scott Laewy Launches 'The Rich Garbage Man' Membership](#) 

10 Feb 2009 ... The **Rich Garbage Man** is a membership training program that teaches to make money from Internet. This is available at a special \$47 ...  
[www.imnewswatch.com/archives/2009/02/scott\\_laewy\\_lau.html?visitFrom=2](http://www.imnewswatch.com/archives/2009/02/scott_laewy_lau.html?visitFrom=2) - 27k -  
[Cached](#) - [Similar pages](#) - 

[Business to Business: Rich Garbage Man](#) 

3 Apr 2009 ... **Rich Garbage Man** is a recent release from RichGarbageMan.com that is both a Business to Business-related product, and also fits into the ...  
[businessreleases.blogspot.com/2009/04/rich-garbage-man.html](http://businessreleases.blogspot.com/2009/04/rich-garbage-man.html) - 59k -  
[Cached](#) - [Similar pages](#) - 







Only 698 pages indexed by Google for this particular keyword phrase, and only one advert which is the homepage of the product itself.

Hence, by getting into this market early, you can now see where the opportunities lie.

For example, you could create a [Google AdWords](#) advert that uses 'Rich garbage man' in the title and body text of the advert. By doing so, you ensure that this particular phrase appears in bold when your advert is shown which in turn makes it clear that it is extremely relevant to anyone searching the information about this specific product.

If you get into this market early (i.e. now), using AdWords is going to be pretty cheap as well. Whilst there might not be a great number of people searching for information about this product as yet, anyone who does so is likely to take a look at your advert and therefore your review page.

Using AdWords in this way is a great way of testing the market for a particular product, a method of quickly and easily clarifying whether there is a genuine market for this particular product.

For example, say that you create an advert for this product today. If no one ever clicks on your advert because there is no-one searching for information about it, all that this experiment has cost is the time it took to create the advert. You only pay money when someone clicks on your advert, so if no one does, you spend nothing.

However, if people do start clicking on your advert, this automatically sends them to your review page. You already have a way of checking how many visitors come to your site. You can also analyze how many people subscribed





to your mailing list (by reference to your autoresponder) and how many sales you have generated (by checking your Clickbank stats).

Launch a quick AdWords advertising campaign of this nature and limit your total advertising spend to no more than \$50. Indeed, you may even get enough data by spending only \$25 or \$30 (if costs per click are low enough) to get a clear idea of whether this particular Clickbank product is going to be as profitable as you hope it will be.

If not, you can drop it and move on to testing another product in exactly the same way.

It is extremely important that you put yourself in a position to test the market in this way, and that you take the action necessary as a result of your testing. Do not be tempted to 'cling' to a product just because 'you know that one day it will come good'. If it doesn't sell, drop it and move on.

Understand that no matter how much research and market analysis you do, it is still nevertheless a fact that even the top super affiliates do not expect more than two or perhaps three of every 10 Clickbank products that they choose to promote to be successful.

Thus, it pays you to filter the products that you are thinking of promoting as quickly as possible so that you waste as little time as necessary. By doing this, you can move on from products that are never going to make you any money to find those that will, which are obviously the products you make a major effort with.

If on the other hand the early results are encouraging, you can then begin to start creating additional marketing materials in an effort to grab a top 10





search 'slot' in the natural, organic search results on the left-hand side of the page.

By doing so when competition levels are extremely low, you give yourself a very good chance of achieving top 10 rankings.

Hence, as soon as it appears that you have found a winner, you should go all out to create a portfolio of marketing materials covering as many sources of potential targeted visitors as possible.

Some of the marketing materials that you might use in an effort to gain natural search results are likely to be relatively 'slow burners' whereas others are likely to achieve results considerably more quickly.

Nevertheless, you should aim to create a marketing program that is as comprehensive as possible once you know that you have got a product that is likely to generate significant levels of income for you.

As an example, writing keyword rich articles that you submit a publication to major directory sites like [EzineArticles](#), [GoArticles](#) and [Search Warp](#) falls into the relatively 'slow burner' category.

Whilst these materials are unlikely to achieve a top 10 ranking in a competitive market especially quickly (although in market where there are less than 700 competing pages, even articles might grab a top-10 spot pretty swiftly), they are likely to be featured by the article directories in question for many months or perhaps even a year or two.

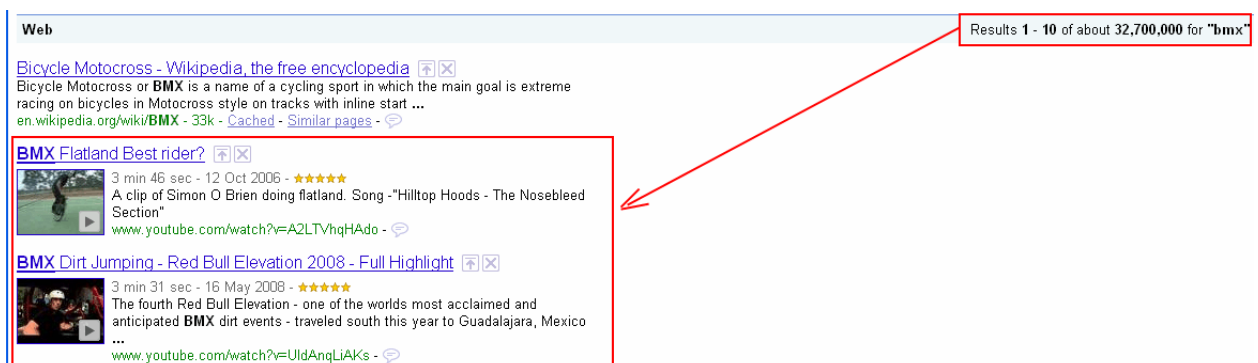




Consequently, they are likely to drive a steady flow of visitors to your review pages rather than produce a sudden torrent of traffic that ebbs away almost as quickly as it began.

If on the other hand you are looking for a quick way of getting some of your promotional materials featured near to the top of the Google search results page, there is no more effective way of doing so than creating videos that you publish on sites like YouTube and Google Video. Almost any search you run using Google will feature video materials very close to the top of the page, many of them from YouTube or Google Video for the not entirely unrelated reason that both of these sites are Google owned!

For example, if you were looking for information about BMX bike riding, this is what you would see:



At the top right of the page you have an indication that there are 32.7 million pages indexed by Google for 'BMX' whilst the results in positions two and three in the top 10 are both YouTube videos!

Almost any search you run using Google will produce something similar.







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





using the free mass video uploader at [TubeMogul.com](http://TubeMogul.com) ([HeySpread](http://HeySpread) works well too, but it might cost a few dollars, whereas TubeMogul is free).

Amplify the effectiveness of these videos by submitting information about them to all of the major social bookmarking sites like Digg, StumbleUpon and Propellor.

Again however, you are aiming for maximum effectiveness in return for a minimum amount of work here, so instead of submitting details on an individual, site by site basis, use the free mass social bookmarking submission service at [OnlyWire](http://OnlyWire).

With nothing more than a quick product name focused advertising campaign, a few videos and corresponding social bookmarking submissions, you should very quickly have a clear idea of whether a product that you believe is likely to a winner has the capability of satisfying your income requirements.

By creating your initial marketing campaign in this way, you can dominate the Google search page for the product name with both advertising materials and natural search results.

If with this kind of dominance, you cannot generate a decent number of sales, then either the product is not as attractive as you believe it to be, or you need to finesse and improve your sales system (for example, remember the idea of trying different review page versions, as it might be this page that is losing sales).





## Conclusion

The first and perhaps most important thing to say about the idea of making huge Clickbank profit is that it is eminently possible to do so as long as you have a system or process set up to maximize the profitability of your business from the beginning.

As I hope you understand after reading this report, there is nothing particularly difficult or complex about setting up your business for long-term success as a Clickbank affiliate.

Nevertheless, you must also understand from the beginning that taking a longer term view of affiliate marketing success will sometimes mean that a few sales and commission checks might be lost in the short term.

For instance, if you send visitors to your 'front door' review pages, you will build your business but at the same time, some of your visitors who might otherwise have been interested in buying the product you're promoting will leave your site when they are not immediately presented with product details.

This is something you have to accept as the price you pay for building a business that is aiming to be a long-term success story. After all, this report is not about making a reasonable amount of Clickbank profit in the short term and being out of business in a couple of years.

Building huge Clickbank profits is something that takes time and focus and without building your business properly from the beginning, it is never realistically likely that you are ever going to see very much more than





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.

