

# Preface



## The Ultimate ClickBank Product

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# Chapter 1. Introduction

Hi,

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

Have you seen the figure that ClickBank has over 100,000 affiliates ?

Well those are just the active ones.

ClickBank say that over 90% of affiliates are inactive.

Which means a million plus failed affiliates - a stat we'll come back to later.

Maybe you are one of them ?

Well if you are and if you've been searching the ClickBank Marketplace for the ideal product to promote you've come to the right place.

In Chapter 2 I'll explain what to look for and in Chapter 3 show you the product that fits the bill.

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By the way if you are wondering what are my credentials for writing a guide about ClickBank

- I own the [ClickBank Success Forum](#) with over 14,000 members.
- I own [The Complete Guide to ClickBank](#) , the only site devoted completely to ClickBank.
- I am the author of [3 major books](#) about ClickBank and a number of guides
- I have participated as an Advisory Board member in ClickBank's [European Client meetings](#)

## Chapter 2. The ultimate product - what to look for

If you ask affiliates what they expect from a 'good' product the answers might be

- 1) The product needs to be
  - an in-demand item
  - on a site with good conversion
- 2) The affiliate program should provide
  - a good rate of commission
  - useful promotional tools

But we don't want a good product do we ? We want the **ultimate**.

So let's rewrite the requirements.

### 1) The product

Being in-demand is no use if it is suitable only for a limited audience or a seasonal period or to a passing fad -

- \* It needs to have a **huge and growing** audience.
- \* An audience which will **pay over and over again** to renew the product.

And we'll turn the conversion rate from good to outstanding by removing all risk to the customer -

- \* We provide a **free version** of the product.

### 2) The affiliate program

- \* How about commission that gets paid every time the product is **renewed**.
- \* And gets paid every time the customer **upgrades**.
- \* And where you can **never** lose out on your commission due to cookies being lost or overwritten.
- \* How about promotional tools which allow you to target **different attributes or site pages** of the product to the relevant audience.
- \* How about using the **number one** method of selling any item.

Where can we find such a product ? Read on.

## Chapter 3. The ultimate product - revealed

### 3.1 The product

So what MarketPlace category should we look in

- Health and Fitness ?
- Self-Help ?
- Business ?

No none of these.

Let's forget specific niches.

Let's make it a general product suitable for promoting **any** niche.

Let's focus on the audience.

How about a seven figure audience which is rapidly growing as more people come online.

Who are they ?

Well I just told you . . . in Chapter 1.

I'm referring to ClickBank affiliates themselves

We are going to look for a product (a tool, service or resource) which will help them promote any product in any niche in the ClickBank Marketplace.

Now if you think that I'm going to suggest my own product . . . well you are 50% right.

It's a joint package developed by myself and my partner Adrian Ling - co-owner of the ClickBank Success Forum.

We've moderated the forum since 2004 and seen it grow to over 12,000 members (as at May 2010), so we have a good idea of why many affiliates fail and why some succeed.

It's all explained in my book [ClickBank Affiliate Winner](#) but the key points are these:

**3.1.1.** People think that affiliate marketing simply involves sticking their affiliate link in an ad or traffic site or signature.

The truth is you **MUST** have a presell page.

This means having a hosted site or at it's simplest a blog. Don't worry - to produce a presell page you just write a post on the blog, press a button and publish.

And so one component of the package is that we provide hosting and a ready-made blog geared to ClickBank affiliate promotion



**3.1.2** You also need to persuade customers to buy through your link and not from rival affiliates.

The recommended way ?

You provide a bonus for the customer after the sale is made.

We automate all this for you with our unique tool easyClickBank Bonus Manager,



**3.1.3** Where to get help ? We give you exclusive access to our private forum - run by a team of experts - for ClickBank affiliates and vendors



To read more about these features and all the other components of the system which is called the Catalog Membership Package check it out [here](#)



So does that fit the bill as regards the ultimate product ?

Yes - on all points.

It's for a 'huge and growing' audience who will 'pay over and over again' to renew hosting - and there's a 'free version' of the package.

Now let's turn to the affiliate program

### 3.2 The affiliate program

Let's recall what we demanded for the ultimate affiliate program.

\* Do you get commission every time the product is renewed or upgraded ? Yes - we provide monthly recurring commission - with rates reaching 75%

\* Can you lose out on your commission ? No, your sign-ups will be registered on our database with **you** as the referring affiliate. So, unlike the ClickBank system where affiliate cookies can be lost or overridden, no-one but **you** will be credited with the sale when the customer orders or upgrades.

\* Do the promotional tools allow you to target **different attributes or site pages** of the product to the relevant audience ? Yes, we have a huge resource of tips, advice and ideas for promoting the package with separate affiliate links for all the key components.

In summary your job is simply to get people to the Catalog site and sign up for the free membership. Here at the backend we follow up persuading them about the benefits of upgrading. Members will upgrade for a variety of reasons - to get hosting or to join the private forum or just to move to the higher commission rate. When they do you earn monthly recurring commission.

So there you are. We've specified the requirements for an ultimate product - and produced one.

But wait.

There's something we've missed out . . .

## Chapter 4. Multiply your sales

Didn't we say that we must provide the **number one** method of selling any item ?

What can that be ?

For me it's the method to which I've devoted a whole book - [How to Multiply Sales of ANY Product](#) - but to summarize:

- A customer arrives at a site because he has a problem, question or need related to the product offered at that site.

- Instead of charging in for the sale why not 'presell' him first with a free book which provides authoritative and valuable information to answer his need, building up his enthusiasm and narrowing down his options so that by the time he reaches the end of the book he is already persuaded to click through to your site and place the order.

And that's what we provide with our promotional tools.

Free books which culminate in an incitement to visit the Catalog and sign up for a free membership.

All it needs are for the books to be rebranded with your affiliate link.

Now if you thought that rebranding involved downloading a rebranding package, running the rebrander, entering your personalised information, uploading the resultant file to your site (if you have one) and creating a download page then you are going to be pleasantly shocked.

You don't need any of that.

You simply hand out a link. Nothing else. When the customer clicks on it he visits the download page and retrieves the latest copy of the book rebranded on-the-fly with your affiliate information.

You'll find examples of these books in the affiliate center.

You can see them 10 seconds after signing up for your free membership.

Can't wait 10 seconds ?

Want to see an example of such a book right now ?

Well . . . you are reading it.

THIS is a rebrandable book.

You can give it away just by giving out a link and have your readers signing up to the membership system under your affiliate id.

Your link is **waiting for you** in your affiliate account.

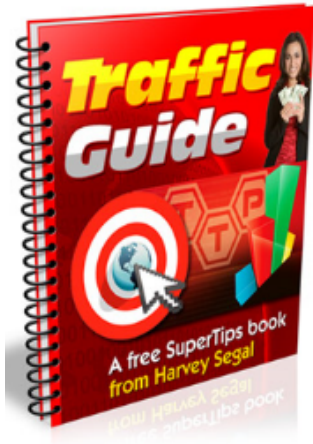
So collect it now

The cost ?

It's free

**PS:** A bonus - the links to all my sites listed in this guide will also contain your ClickBank id so you'll get 70% commissions on the purchase of my 3 main ClickBank books (and other products in the SuperTips account)

**PPS:**



## BONUS BOOK - when you sign up

How to get Traffic - with a difference.

A book with a money-making viral twist.

Sign up [NOW](#)

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Want to learn more about the affiliate program ?



Click [here](#)

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Thanks for reading

Your questions, comments, suggestions are welcomed.

[Harvey](#)