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Introduction

There is no doubt that making money as an internet marketer, being a successful online business person, is one of the most exciting ways of earning a living imaginable. Especially in your early days, everything that you do lives or dies because of your own efforts.

Every triumph is yours, but so is every tumble!

It is also one of the most challenging ways of making money too. Every time you complete a task, when you manage to get a job finished to your 99% satisfaction (you're never 100% satisfied, right?) along comes another task that is every bit as demanding as the first.

It's a bit like that when you create your first product. No sooner do you sit back to bask in the satisfaction of a job well done than along comes another thought to ponder upon.

Now that you have created it, how the heck are you going to sell it? It is all very well and good knowing that what you have just created is the best thing since they invented the bread slicing machine, but now you have to tell other people that too, and that may be considerably harder than the job that you have just finished.

If you have built your own mailing list, of course, you are going to tell your list members about the terrific product that you have just created. Because they know that you always provide great value, no doubt a few of them will buy it, and without question those first few sales will be a real high point.

But, what do you do next?

You have read about lots of tremendous methods of bringing your product to the market and you accept that they probably work just as well as you have read. For instance, setting up a Joint Venture with a marketing 'guru' would definitely shift lots of product, but you don't actually know any gurus so that is a non-starter, at least for now.

But, here is another great thing about being an internet marketer.

In this business, there is almost always an answer (and, when there isn't, that is sometimes even better, because maybe you've just discovered an opportunity!).

When you have created your own product for the very first time, you are not the only 'first timer' to be faced with this problem of 'who the heck do I sell it to?'. In fact, over the years, everybody who has ever created a brand new product for the very first time, including the guys who are now the 'gurus', have been exactly where you are right at this moment.

The answer lies with a website that you have probably already worked with in the past, and made some money from as well, simply because so many internet marketing 'newbies' start out with affiliate marketing.

That website is Clickbank.com.

As suggested, a very high percentage of new internet marketers start off in the business by selling digital products as an affiliate through the Clickbank site.

However, being an affiliate who is associated with Clickbank, and selling your own products using the site is an entirely different matter.

As a first time product creator, however, Clickbank is without any doubt one of the best friends you could ever have in the internet marketing industry.

For that reason alone, you must understand how to work with Clickbank from the 'other side of the fence' to your maximum advantage.

This report is all about showing you exactly how to do this.

The basics...

What is Clickbank?

If you have previously promoted and sold products as a [Clickbank](#) affiliate, then you will already know what the site is, and what it does, at least from one side of the business.

If, however, you are unfamiliar with Clickbank, then their own self description as 'the Internet's leading retailer of digital products' should give you a pretty clear idea of what the site is all about.

At any given time, Clickbank lists over 10,000 digital products that have been brought to the market by infoproduct creators like you.

The reason that they do so is because of over 100,000 individual affiliates who are registered with the site. Clickbank therefore almost certainly represents the biggest independent online sales force in the industry.

Every week, hundreds of new products are listed on the site, whilst a similar number of older products that are no longer selling are removed. In this way, the product range listed on the site is always kept fresh and dynamic.

The way that Clickbank works is also remarkably simple.

A product creator like you lists their product on the site.

After that, any affiliate who is searching for a product like yours can find your details, decide that it is something that they want to promote and generate an appropriate 'hoplink' in order to do so.

This 'hoplink' is totally unique to that particular affiliate, relevant only to your product and is, therefore, the way that Clickbank identify by whom every sale has been generated

Thus, when the affiliate publicizes their link and generates sales as a result of doing so, those sales are automatically credited to and split between you and the affiliate who landed the sale.

When you first register your product on the Clickbank site, one of the first things that you need to do is decide how much of the initial sales revenue you want to pay to successful affiliates as a sales commission.

As a general guideline nowadays, no-one who pays less than 50% commission is likely to enjoy a successful sales campaign, and it is becoming increasingly common to see product creators giving away 70% or even 75% as a commission.

Perhaps at this stage, this would not seem to make a great deal of sense.

Over the course of this report, however, you will come to understand that it does indeed make a great deal of business sense to give away this percentage in order to keep your affiliates happy.

As suggested, once your product is initially listed with Clickbank, affiliates can find your product, and decide to actively promote it.

It is therefore possible to adopt an entirely passive stance towards the marketing of your product by standing by and letting affiliates come to you. However, as you will read later, it is far more effective to play a more proactive role in finding affiliates for your product through your own efforts.

Signing up for an account

The first thing that you need in order to start selling your new infoproduct through the Clickbank site is an account with them.

However, if you have already sold products from the site as an affiliate previously, then you will already have an account in place.

This could be to your significant advantage later on.

If not, then you need to sign up for one now. There are two appropriate links on the Clickbank homepage, either of which will take you to the signup form:



[Home](#) | [Sign Up](#) | [Marketplace](#) | [Blog](#) |

Sell Products

Promote Products

Buy Products



Welcome to ClickBank, the Internet's leading retailer

ClickBank is the Internet's largest digital marketplace, where thousands of the web's best products are sold every day. Whether you're looking to buy, sell, or promote digital products, ClickBank is the place to go.



Sell Your Digital Products Today!

Leverage over 100,000 ClickBank affiliates to find customers for your products and multiply your profits. Account setup is simple & fast. Find out why so many affiliates already trust ClickBank.

[More Details...](#)

You should know that there is only one sign up form, irrespective of whether you are signing up as a publisher or an affiliate.

This is why, if you are already established as a Clickbank affiliate, it is not absolutely necessary that you sign up for another account.

However, you may wish to do so, as you will see.

ClickBank Signup Form

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

*** Required**

Where shall we send your checks?

Country: *	<input type="text" value="UNITED STATES"/>
Payee Name: *	<input type="text"/>
Street / PO Box: *	<input type="text"/>
Suite or Apt #:	<input type="text"/>
City: *	<input type="text"/>
State / Province: *	<input type="text" value="ALABAMA"/>
Zip / Post Code: *	<input type="text"/>

How can we contact you?

Your first name: *	<input type="text"/>	
Your last name: *	<input type="text"/>	
Your email address (example: joe@aol.com): *	<input type="text"/>	
Your phone number (required!): *	<input type="text"/>	ext: <input type="text"/>
Address of your web site (if any):	<input type="text"/>	

Select a nickname for your new account

Account Nickname ‡ (5-10 letters & digits): *	<input type="text"/>
Check here to receive targeted, account specific promotions from ClickBank via email:	<input type="checkbox"/>

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

Agree to our terms and conditions

By clicking SUBMIT below you consent to the following terms:

Most of this is fairly straightforward and self-explanatory, with the answers that are obligatory marked with a red asterisk.

The right 'nickname' is vital

The only thing of note on the sign a form is that you have to select a nickname, which, because it is effectively your username, will always be visible to your customers. This nickname is included in any communications

with your customers through Clickbank. This fact therefore raises a point which you should think about.

Would you consider that the username which you selected when you were a completely 'green' affiliate will appear to be businesslike and professional to your potential customers?

When you first started promoting products from Clickbank as an affiliate, you probably never considered the possibility that, one day, the boot would be on the other foot and you would be the product creator selling your own products through the site.

For that reason, you probably did as most new affiliates do by giving very little thought to your username.

As a product creator, however, it is crucially important that you start off on the right foot with a professional, businesslike image.

The reason that this is so important can perhaps best be illustrated with a simple example. If this first product is the massive success that you hope it will be, then the internet marketing community as a whole will become aware of your existence.

Thus, you have taken the first steps towards becoming an internet marketing 'brand name'. This 'branding' will take place on two levels.

On the first level, you will become recognized as a brand under your own name. Think of all the 'premier league' internet marketing 'gurus' that you know of, and every one of them will be familiar to you by name (e.g. Mike Filsaime, John Reese, Joel Comm, etc)

However, on a secondary level, most internet marketing businesses are also recognizably branded by the company or organization name behind them. You do not buy from any of these gurus personally – you buy from the business or organization that they own, and it is the organization that is shown as their Clickbank 'seller name'.

That is how a professional business is run, and most buyers know that.

More importantly, it is natural that potential buyers will feel more comfortable giving their credit card details to a large business or

organization behind a site that is obviously professional, rather than to a site owner who is equally obviously relatively amateur.

Your username and the image that it portrays could, therefore, be a significant factor in deciding how many potential customers actually complete their purchase. If you do not feel comfortable that your current username represents the businesslike image you want to be associated with in the longer term, then open a new account for the purposes of being a publisher and seller only.

Keep the old one for any future affiliate sales campaigns that you might choose to run, promoting other peoples products (or even your own!?).

The account is free, but...

Whether you set up an account as an affiliate or a publisher, the initial account set up is free.

However, when you want to start publishing and promoting your own products with Clickbank , there is a one-time only activation fee of \$49.95 to be paid before you can list your first product in the 'Marketplace'.

After that, there is no monthly charge levied by Clickbank, but there is what they call a 'pay period processing fee' of \$2.50 for every check that they send to you.

There are also additional charges levied for credit card chargebacks, dormant accounts and returned sales. Full details of all of these additional charges can be found in the FAQ section of the Clickbank site [here](#).

A simple site is fine

In order for your first product to be accepted into the Clickbank marketplace, you must have the sales site built for that product.

This site must be comprised of a minimum of two pages, the first of which is the sales page from which your customers can make their purchase. The second is the 'thankyou' or download page from where they can get their product once their payment has been processed by Clickbank.

There are specific requirements appropriate to both of these pages. What is required from your sales page can be found [here](#), and the information pertaining to your thank you page is available [here](#).

Why, what and how much...

A new dynamism

If you were to ask anybody who has been around internet marketing for more than a couple years, you would probably hear that today's Clickbank is a very different organization to the one that they were forced to work with in the past.

Back then, as now, Clickbank held an overwhelmingly dominant position in their particular sector of the online business market. Unfortunately, for quite a lengthy period of time, it seemed obvious that the company was quite content with that situation and that they were quite prepared to adopt a somewhat high-handed approach to the majority of marketers as a result.

Over the past couple years, however, with the introduction of an entirely new board of directors, the company's attitude has become infinitely more accommodating. As a direct result of this, Clickbank as a company has become far more dynamic and adaptable, and this has been reflected in the innovations that have been introduced over the past year or so.

A perfect example of these innovations can be seen by the fact that there are now many different types of product that you can sell through Clickbank.

The type of products you can sell...

Of course, the primary business of Clickbank has always been to offer creators of infoproducts a channel through which they could bring those products to the market.

Until relatively recently, however, the only kind of infoproducts that you could promote through Clickbank were those that were available for immediate sale. A potential customer would come to the product sales page, make their decision to buy, and once the purchase was complete, that was the end of the matter.

The overwhelming majority of business that is transacted via Clickbank is still of this 'one-off sale' nature.

However, there are now a couple of additional options that have opened up the possibility of using Clickbank to a far greater range and number of internet marketers.

For example, it is now possible for Clickbank to accept recurring payments. This means that any marketer who has a membership site, for example, where they need to collect a monthly subscription, can now use the services of Clickbank to market that membership program via affiliates.

The introduction of this option on the world's biggest digital product network site gave a massive boost to the membership site market. This is definitely one of the reasons for the burgeoning growth of membership sites, especially within the internet marketing community, over the last year or so.

Another recently introduced option is Clickbank are now able to accept payments in installments. This would be extremely useful if you were promoting a premium priced product which many marketers, especially 'newbies', may not be able to afford as a one-off payment.

Being able to sell your product with a Clickbank approved and supported installment plan in place also raises a very interesting psychological buying consideration.

Many 'newbie' affiliate marketers are also customers. They will often have become an affiliate because they bought a product through Clickbank, and liked it so much that they decided they could make money by promoting it.

As suggested, as 'newbies', many of these folks will often have little free cash available.

Perhaps more importantly, however, even if they *do* have the money available, they will simply not feel comfortable buying a product with a higher price tag. In other words, the more expensive products fall outside their financial 'comfort zone'.

As an example, in my experience, many newbie marketers will spend up to \$50 on internet marketing products without too much concern. However, anything with a price tag above that would be outside that 'comfort zone', and therefore, they would feel distinctly uncomfortable about making the purchase. In other words, they would not make the purchase at all.

For a smart market who wishes to promote a slightly more expensive product, the ability to accept payment in installments is, therefore, an absolute godsend.

Such a marketer can now take their \$97 product and split the payment into two monthly installments, knowing that by doing so, they are bringing that product back into the price range with which our 'newbie' friend feels comfortable.

Thus, people who were previously outside the market have been drawn back into 'play' simply because Clickbank will now allow you to accept installment payments.

This has naturally made it far more attractive option product producers to create and sell premium priced products.

The maximum product price

According to the Clickbank FAQ page ([here](#)), the standard 'cap' on the price that you can charge your customers for a product that you sell through the site is \$50. However, they also point out that 'in some circumstances', they will approve an initial retail price of up to \$200.

From what I have seen, and judging by my own experiences, I would suggest that these figures are nowadays largely ignored, as products that are retailing for between \$50 and \$100 are extremely common.

This is not to suggest that you should necessarily ignore the Clickbank guidelines on pricing. However, I would be reasonably confident that, should you be planning to sell your product for \$77, or even \$97, you should not be especially concerned about this particular requirement.

Incidentally, even if you want to sell your product for over \$200, Clickbank have the discretion to approve or deny your request, depending upon your previous track record of successful sales, credit card chargebacks etc.

This is one very good reason (amongst many) why you should professionalize your operation in every way possible, as quickly as you can.

As an example, when a customer buys your product, what they are basically looking for is product that provides what they perceive to represent good value for money.

Let us therefore take a quick look at a few ways of providing this essential value.

Value for money is what counts

Nowadays, most internet marketers know that when they sell a product, it is not enough to deliver value.

It is now necessary to *over-deliver greater* value for money than ever before, because this is one very simple and effective way of reducing refund requests, which are (in truth) the bane of any online product seller.

Adding additional value in this way is, moreover, extremely easy to do.

For example, if the infoproduct that you are selling is an e-book, then it would be a relatively simple task to create an audio version of the book, and include that in the initial product package.

All that you would need to do would be to download and install the free [Audacity](#) audio recording software onto your computer, buy a \$20 microphone, and dictate your own work onto an MP3 recording.

Some of your potential customers are extremely busy people. They perhaps do not have the time to sit down and read a 50 page e-book, whereas they would definitely have time to listen to the contents of that e-book in the car on the way to work, whilst cleaning the house or making the dinner.

Thus, even a simple audio recording would add significant value to the overall product package. It may even increase your sales, because those people who have little free time can now see how they can utilize and benefit from your product.

If the infoproduct that you have created lends itself to the idea, you can record screenshot videos to demonstrate to your customer exactly how the product can be used, and how they can get the best results by doing so.

Once again, there is free software that will enable you to make such a video available from [CamStudio](#), so no additional outlay is necessary in order to create these video recordings.

In addition, even the video editing software that you might want to use in order to 'professionalize' your video is free too. Indeed, you might already have Windows Movie Maker installed on your machine (it is a prepackaged program in some versions of the Windows operating system), but if not, you can access free editing software either [here](#) or [here](#).

Of course, another option to increase the value of the product package is to include a number of bonus products. The disadvantage of doing this, however, is that this is what the vast majority of marketers do in an effort to over-deliver value.

This will therefore do nothing to make your efforts stand out from the crowd.

That is not to say that additional bonuses should not be added. Whatever 'extras' you can include will increase the overall package value.

However, if at all possible, I would always recommend that you should try to include additional unique materials that you have made, such as audios and/or videos as well as externally sourced bonuses.

The fact that you have spent the time and made the effort to create these materials yourself will indicate two very important things to your customer.

First, it will tell them that you care about the product that you have created and that you want to make sure that they both use and enjoy it.

Secondly, and far more critically, it tells the customer that you care about them. You have, after all, made a significant additional effort that was not necessarily required, and you did not take the easy route of simply adding other people's products as bonuses as a quick way of increasing the product package value.

Although your customers may only recognize this on a subconscious level, nevertheless, this extra effort will leave the majority of your customers 'feeling good' about doing business with you.

This means that:

- You are far less likely to have problems with the product that you have just sold (refund requests, chargeback's etc).
- This customer is far more likely to buy from you again in the future.
- Your customers are happy, and therefore, so are Clickbank.

Why give away the lions share?

As previously suggested, until relatively recently, it was pretty much standard Clickbank practice for product creators and affiliate salespeople to split the sales revenue from any products sold 50/50.

However, it is now becoming increasingly common to see the original product creator give away 75% of the sales revenue to the affiliate salesperson as their commission.

As this practice becomes increasingly common, it is something that you will have to consider if you want to retain a competitive position against other product creators who are operating in your market place.

Perhaps as a first-time product creator, the idea of giving away the majority of the cash that you may believe *you* should be earning from the sales of what is, after all, your 'baby' is a little upsetting.

Nevertheless, that is the reality of the current Clickbank market place, and it is something that you will have to accept.

Of course, the first thing that you should do before deciding how much commission you are going to pay to your affiliates is to look at what your direct competitors are currently paying.

In order to do this, you would open the Clickbank ['Marketplace'](#) page to look at the commission rates on offer from those who consider to be competition.

I would recommend that you do this at both a 'generic' market level, and also with reference to your specific, directly targeted competitors.

To explain, if you have created an infoproduct that is specifically related to "dog training", then you should look at the commission rates being paid when you run a marketplace search for both 'dogs' and 'dog training'.

The first of these will give you an indication of the general commission rate 'picture' in the dog related marketplace as a whole, whereas the second search will show you exactly what your direct competitors are doing.

Search the ClickBank Market

Category: Subca

Keywords: Sort b

Product Type: Languag

Show: results per page

- 1) [Kingdom Of Pets : SitStayFetch *Updated](#). SitStayFetch Is The No. 1 Dog Training And Behavior Pr For Over 3 Years. *Update* You Can Now Earn Up To \$68 Per Sale. See [Http://www.kingdomofpets.com](http://www.kingdomofpets.com) Marketing@kingdomofpets.com For More Info!
\$/sale: \$30.38 | Future \$: - | Total \$/sale: \$30.38 | **%/sale: 75.0%** | %refd: 85.0% | grav: 114.00
[view pitch page](#) | [create hoplink](#)
- 2) [Dog Food Secrets](#). Not Another Training Product So Easy To Promote. \$31.86 Payout On Most Popu High-powered Server For Faster Loading. Continually Split-tested. We Email Follow-up With Your Visito Sale. Use Our Videos!
\$/sale: \$27.05 | Future \$: - | Total \$/sale: \$27.05 | **%/sale: 75.0%** | %refd: 51.0% | grav: 66.77
[view pitch page](#) | [create hoplink](#)
- 3) [Dove Cresswells Dog Training Online](#). High Conversion Rate. Full Affiliate Support. Watch The Free 8 Great Bonuses.
\$/sale: \$26.22 | Future \$: - | Total \$/sale: \$26.22 | **%/sale: 75.0%** | %refd: 90.0% | grav: 26.19
[view pitch page](#) | [create hoplink](#)
- 4) [Secrets Of The Big Dogs](#). Ebook(R) Detailing Internet Promotion Techniques.
\$/sale: \$8.71 | Future \$: - | Total \$/sale: \$8.71 | **%/sale: 50.0%** | %refd: 92.0% | grav: 25.79
[view pitch page](#) | [create hoplink](#)
- 5) [Healthy Food For Dogs: Homemade Recipes](#). Know How To Feed Your Dog To Quickly Get Astonishir
\$/sale: \$13.34 | Future \$: - | Total \$/sale: \$13.34 | **%/sale: 50.0%** | %refd: 24.0% | grav: 15.76
[view pitch page](#) | [create hoplink](#)

The picture generated from the single word search for 'dogs' is very clear, as all of the top rated affiliate programs are paying 75% of the sales revenue as initial commission to their affiliates.

Running a similar search using the more specific term 'dog training' paints a very similar picture, with the commission rate being paid by all of the top programs set at 75% once again:

Search the ClickBank

Category: ▾

Keywords:

Product Type: ▾ La

Show: ▾ results per page

- 1) Kingdom Of Pets : SitStayFetch *Updated.** SitStayFetch Is The No. 1 Dog Training And Behavior For Over 3 Years. *Update* You Can Now Earn Up To \$68 Per Sale. See [Http://www.kingdomofmarketing@kingdomofpets.com](http://www.kingdomofmarketing@kingdomofpets.com) For More Info!
\$/sale: \$30.38 | Future \$: - | Total \$/sale: \$30.38 | %/sale: 75.0% | %refd: 85.0% | grav: 11
[view pitch page](#) | [create hoplink](#)
- 2) Dove Cresswells Dog Training Online.** High Conversion Rate. Full Affiliate Support. Watch The 8 Great Bonuses.
\$/sale: \$26.22 | Future \$: - | Total \$/sale: \$26.22 | %/sale: 75.0% | %refd: 90.0% | grav: 26
[view pitch page](#) | [create hoplink](#)
- 3) Dog Training Home Study Course.** Earn \$45 / Sale! Expert Dog Training Course Reveals How To Get Out The Extensive Affiliate Centre.
\$/sale: \$20.41 | Future \$: - | Total \$/sale: \$20.41 | %/sale: 75.0% | %refd: 7.0% | grav: 4.58
[view pitch page](#) | [create hoplink](#)

Taken together, the results of these two searches would be pretty conclusive proof that you need to pay your affiliates a 75% commission in order to encourage them to promote your products for you.

Giving away most of the sales revenue in this manner is not, however, the end of your world.

In fact, as someone who, by creating their first unique product has taken the initial step to long-term internet marketing success, you should be able to view this for what it really is.

Understand that this product, in the long-term picture, should never be viewed as a major money maker.

In fact, in comparative real-world business terms, you could almost view this product as a 'loss leader', in the same way that your local store dramatically slashes their prices in order to attract you inside their shop.

They know that, once you are in the store, you will spend money on both the goods that have been reduced in price and those that have not. More importantly, they know for certain that they will make a profit from you.

Your product does what is essentially the same job for your business.

Whenever an affiliate makes a sale on your behalf, they keep 75% of the sales revenue, but you still 25%.

Although that may seem a relatively poor return, in reality, it is money for effectively doing nothing.

Of course, you did all of the initial research, then you created the product, the sales page and the product download page (the 'thankyou' page in Clickbank terminology). However, once all that work was done, it was finished, and irrespective of how many successful sales are made thereafter, the work that you did to generate those additional sales is complete.

Hence, in simplistic terms, you do the work once, and get paid 25% of the sale price time after time after time, for doing no additional work.

Much more important than this, however, is the fact that with every sale, you add one more brand new customer to your business.

These new customers have just made the most significant and important commitment that they could possibly make to your business. They have put their hand into their pocket book, pulled out of their credit card and spent money using it.

In the process, they have given you a significant amount of information that is nothing less than pure gold dust. You now have their name and e-mail address, as well as their credit card details. You know that, if presented with the right kind of product, they are willing to spend money, and that they have enough disposable income to do so (up to your present product price at least).

In other words, you know the kind of products that they are interested in buying, so that you can now e-mail them an endless supply of product suggestions or recommendations focused on exactly those requirements.

Many experienced marketers suggest that every new customer that you can draw to your business (as opposed to a prospect who has spent no money

with you so far) is worth, on average, one dollar a month on an ongoing basis.

In effect, therefore, when you offer your affiliates a commission rate of 75% in order to encourage them to sell your products (as opposed to those of your competitors), what you're doing is trading a small amount of cash now for the prospect of receiving a great deal more over the coming months and years.

Viewed in those terms, giving away 75% no longer seems quite so terrible!

Finding your own affiliates

As you saw in the previous screenshots, once your product becomes listed in the Clickbank marketplace, it is then listed in what essentially amounts to a product 'league table'.

The default setting for this classification of the products listed in a particular category or subcategory is that they are shown in order of popularity:



The screenshot shows a search interface titled "Search the ClickBank Marketplace". It includes several dropdown menus and input fields: "Category" set to "All Categories", "Subcat" set to "All Sub-Categories", "Keywords" with the text "dog training", "Product Type" set to "All Products", and "Language" set to "All". The "Sort by" dropdown menu is highlighted with a red circle and shows "Popularity" selected. At the bottom, there is a "Show: 10 results per page" and two buttons labeled "Go" and "Reset".

The higher up the 'league table' your product appears, the easier it is going to be for potential affiliates to find. Quite logically, the more of these potential affiliates who have a chance to review your product, the more of them will decide to promote it.

However, at least in the early days when you have just listed your product with Clickbank, it is unlikely to feature very prominently in any 'Marketplace' search result. By definition, therefore, few potential affiliates are going to see your product or have the opportunity of promoting it

There are a couple of things that you can and should do to rectify this situation.

First, you should do everything that you can to attract new affiliates through your own efforts.

Secondly, you should do what you can to improve the popularity of your product on the Clickbank site by other means. But, as this is something that we will return to a little later, let's consider the first of these two notions first.

How can you find your own affiliates?

Some of the products that you see for sale on the Clickbank site have affiliate programs that are only open to purchasers of the product.

This is definitely not something that I would recommend, because by doing this, you have automatically excluded 99.9% of Clickbank affiliates from ever promoting your product.

Of course, everyone who purchases your product should automatically become your affiliate, and must be actively encouraged to promote your product. After all, it stands to reason that your existing customers, the people who know your product the best, are likely to be the most effective salespeople that you have.

You should not, however, stop there. You need to find as many affiliates as possible, and in order to do so, you must have a powerful message that will convince people that they can make money by selling your product.

In order to do this, you should tell them:

- You have created a great product.
- The sales price of that product is \$XX, and 75% of that is available as a commission.
- To become an affiliate salesperson for that product will cost them nothing
- All of the promotional materials they need to generate sales have been created for them.
- They can get started now, and, that in order to do so they need to visit the Clickbank site, URL address XYZ (or whatever it is).

Finding your affiliates is then nothing more than a matter of spreading this information as far and wide as you can.

For instance, if you have your own mailing list or lists, then you must send this information to every list member. When doing so, it may pay you to incentivize the offer that you make, because these people are already your valued list members, and therefore they deserve an extra reward.

You could, for example, offer them some free gift that has a reasonably high perceived value, not for signing up as an affiliate, but rather as a thank you for generating their first sale. Affiliates who make no effort whatsoever to promote your product have no value to your business, and it would therefore make little sense to incentivize people to sign up for free.

If, on the other hand, you offer them something for making the first sale, then that has some genuine value to you, and it is therefore justified.

Run a competition

Indeed, you could take this concept a stage further by running a competition based on how many sales each individual affiliate can generate. You then present prizes to the top ten individual affiliates, those who manage to generate the largest number of sales for you.

As many marketers have proved, if you make the prizes attractive enough, competitions of this nature can be stunningly successful for generating affiliate sales.

Give your mailing list members an advantage by telling them about the competition a couple of weeks ahead of making the announcement to other potential affiliates. By doing so, you have just given them the opportunity of gaining a significant head start over the competition, and encouraged them to become affiliates for your product by doing so.

Do you have a blog site or (even better) blog sites? If so, add appropriate postings to all of those sites announcing the launch of your product through Clickbank, and the details of the affiliate program.

If you have chosen to give your mailing list members a two-week 'window of opportunity' to get moving with your competition before anyone else, then you might offer a similar one week 'window' to your blog readers, RSS subscribers and so on.

If you run your own newsletter, and you know other people in your market niche who do the same, ask them to run an editorial in their newsletter about your product and affiliate arrangements. In return, offer to do the same for them in the future.

Write articles that are loosely based on the ideas behind your product, without specifically referring to it, or the fact that you are actively looking for affiliates. Submit these articles to the major directory sites like [Ezinearticles](#), [GoArticles](#) and [Search Warp](#), then point the links in the short author biography that is attached to these articles at your affiliate related blog posting.

If your articles are interesting enough to get people to follow the links to your site, it is common knowledge that everyone loves competitions. It is not therefore difficult to imagine that many of these people will become your affiliates, and (given the incentives on offer) make sales for you.

In effect, anything that you can think of that will encourage people to become affiliates for your product is going to increase your overall sales figures. Whilst we have already seen that this is not going to generate a huge amount of cash for you right now, it will nevertheless make a significant contribution to the long-term prosperity of your business.

It will have another effect too, one that is especially relevant to Clickbank.

The more active affiliates you can attract, the more sales you will make and, as a direct consequence of that fact, the more popular your product will become. Over time, this will push your site ever nearer to the top of the Clickbank 'popularity chart', and that elevated position will in itself pull in an ever increasing number of new affiliates.

This happens because a combination of more affiliates, the greater number of sales added to the higher level of revenues generated will naturally increase the 'gravity' rating of your product, which is Clickbank's own measure of popularity.

Increasing gravity should always be one of your primary objectives. In the next section, we will look at another way that you can do this.

Increasing gravity

Experienced Clickbank product sellers understand and appreciate the importance of increasing the gravity of their newly listed products as quickly as possible.

For this reason, many of these marketers have devised some pretty smart ways of increasing gravity, methods which can be used in tandem with those highlighted previously for increasing the number of affiliates that you can attract (which serves pretty much the same purpose).

Here, for example, is one relatively simple strategy that you can adopt which will drastically increase the gravity of your product, and push you up the popularity rankings by doing so. Of course, at the same time, you will generate a little cash, but that is small potatoes when compared to your main objectives of increasing gravity and adding people to your mailing list.

As suggested earlier, it is quite likely that you have used Clickbank in the past as an affiliate. I also suggested that you would probably want to open a new account to be used exclusively as a publisher or seller.

You can use the fact that you have these two separate accounts to your advantage.

This is an idea that you can use to rapidly increase the gravity of your product almost the day after it is launched.

When Clickbank give your product its initial approval, that does not guarantee, or even suggest, that you will suddenly be deluged by visitors.

Believe it or not, for what I am about the propose to work properly, that is exactly what you want!

As soon as your product is approved by Clickbank, then go back to your sales page and reduce the price of your product. Make sure that the price reduction is significant enough to be meaningful.

For example, if your initial product price was \$47, then you might want to consider dropping it to \$27. That price decrease should be significant enough to attract anybody.

Next, you need to create a special report that is focused on the same market as your primary product. This report should offer great perceived value to anyone who gets their hands on it, because you will be giving it away entirely free.

In this report, you will have a Clickbank 'hoplink', but (and here is the crucial part) this link will go through your own affiliate account. Remember, this is not the same as your publisher account.

Finally, go back to your blog or blogs and give this free report away to anyone who lands on your pages. Visit any forum sites that you are a member of, or any that you can find in your niche that feature on forum directories like Forum Showcase, and let as many people know about your free report as possible.

Once again, in a similar manner to attracting affiliates through your own efforts, giving away this free report in an effort to generate both sales and affiliate signups is nothing more than a numbers game.

And, because all of these enquiries are being filtered through your own affiliate link, no one is actually losing out in monetary terms except you (as an affiliate) and you again (as the initial product creator and seller)!

Of course, as soon as you start attracting reasonable numbers of affiliates, you may have to consider 'bumping' the product price back up in order to ensure that your 'real' affiliates are not losing out.

There is, however, a slightly alternative methodology that you could employ to ensure that *nobody* ever loses out, or even feels that they do.

One of the hardest things when you create an infoproduct is putting a genuinely fair price on it. For example, most experts would suggest that an e-book on its own is probably worth no more than \$27 or \$37 at the outside.

But, if you created a package of e-book, plus audio and video materials, bonus products, lifetime updates, free back-end support and so on, then you probably have a package that would justify a price of perhaps \$67.

At the same time, however, to add all of those additional bonuses and self-made products to the original e-book has not significantly increased your workload.

Why not therefore initially list the product package at \$67 with Clickbank, but do so with the specific intention of only actually charging \$47 *as soon as the product goes 'live'*?

In this scenario, you would quite honestly be able to tell all of the customers who signed up from your special report link that they were getting a reduction of \$20 from the original quoted price.

At the same time, however, once they started promoting the product and receiving 75% of \$47 as their initial sales commission, it should be relatively easy to convince them that that is the correct pricing point in the market.

After all, they are making good money at \$47, whereas the chances are that their sales would drop away considerably if the price was suddenly 'hiked' by another \$20 for no obvious or apparent reason.

Would they rather have 75% of \$47 (\$35.25) or 100% of nothing?

I would not imagine that this is going to be a particularly difficult question for anybody to answer!

In this case, you will be happy because the gravity of your product will be rapidly climbing, and you will therefore see it shooting up the Clickbank popularity charts pretty quickly.

Your existing customers and affiliates will be happy because they will be generating a regular flow of \$35 checks for themselves, plus, they should find it relatively easy to sell your product as every new customer is going to receive an immediate \$20 discount.

Your affiliates are all making money, whilst you are attaining the gravity that you want for your product, adding new prospects and customers to your mailing lists, and earning a little bit of cash into the bargain.

That would seem to me to be a pretty perfect scenario for everybody concerned!

Conclusion

What I have tried to do in this report is to give you a broad-based introduction to all of the most important things you need to know when you decide to sign up as a publisher with Clickbank.

By definition, many of the more complex and technical requirements of working with Clickbank not covered in this manual, because, firstly most of that information is freely available on Clickbank's own site, and secondly, were those details included, this book would be five or six times longer than it already is!

Nevertheless, I hope that after reading this, you feel that you understand the way Clickbank works, and the thinking behind their systems considerably better than you did before.

In particular, I believe that it is extremely important for you to understand where your product fits in to the 'bigger picture' of affiliate marketing that is represented by the Clickbank site.

More now than ever before, product creators and the people who build the sales pages that are published by Clickbank understand and appreciate that making money on their front-end sales is very much a secondary consideration.

Far more importantly, they are concerned with using these products to build and grow their long-term business, whilst generating enough cash from sales to at least cover a significant proportion of their initial setting up expenses.

In other words, in today's ultra-competitive affiliate marketing business, it is not realistic to expect your own products to generate significant profits in the shorter term. The days when that happened have, perhaps sadly, passed, and are extremely unlikely ever to return.

Clickbank, at the end of the day, is perhaps the most effective long-term business building resource on the internet.

If you can accept this viewpoint, and forget the idea that selling your own product is going to make you overnight millionaire, then you will truly

appreciate, and begin to benefit from the power and effectiveness of working with Clickbank.