



ClickBank Affiliate Quick Start Guide (Version 1.0)

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This guide has been specially prepared for affiliates of www.the11ForgottenLaws.com. This guide will show you how to get started as a ClickBank affiliate fast! You will be on your way to earning commissions from our affiliate program as well as a choice of over 10,000 quality products on ClickBank.

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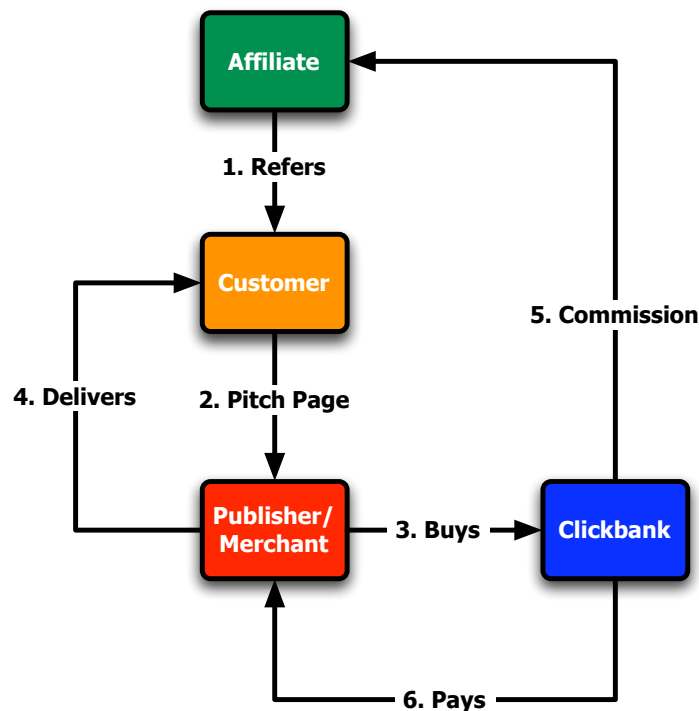
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1. Overview

What is Clickbank

ClickBank provides an ecommerce solution for affiliates and digital content publishers. They act as an intermediary that processes the payment, tracks affiliate sales and pays affiliates their commissions.

The diagram below illustrates ClickBank's role very clearly:



Affiliates refer potential customers to the publisher's or merchant's "pitch page" using ClickBank affiliate links called "hoplinks".

If a sale is made, the customers will pay via ClickBank's 1-step checkout system. ClickBank accepts all major credit cards as well as PayPal® payments. After successful payment, the customer will be automatically sent to the download link for the publisher's product.

ClickBank will retain a small commission and pay affiliates their commissions and remits the balance to the Publisher or Merchant.

ClickBank only accepts publishers and merchants who sell digital products like eBooks, software, video and audio recordings. They do not accept merchants who sell physical products.

Why Affiliates Use ClickBank

Reliable Tracking and Checkout. ClickBank handles over \$1 billion in affiliate sales each year. Their patented link tracking system is very easy to use and very effective for tracking affiliate sales.

Wide Product Selection. Affiliates can choose from over 10,000 products in the ClickBank Marketplace. There are products in almost every niche market out there from health to dog training.

Promote Multiple Products and Get a Lump Sum Check. If you promote 10 products and generated just 1 sale each paying \$10 in commissions, you will get a check for \$100 from Clickbank. This is preferable to receiving 10 checks from 10 publishers for \$10. Most affiliate programs have minimum payouts so with ClickBank you can aggregate your sales to make sure you get paid.

A Trusted Third-Party. Because ClickBank handles the checkout, tracking and commission payment, you are protected against unscrupulous merchants who do not pay affiliates.

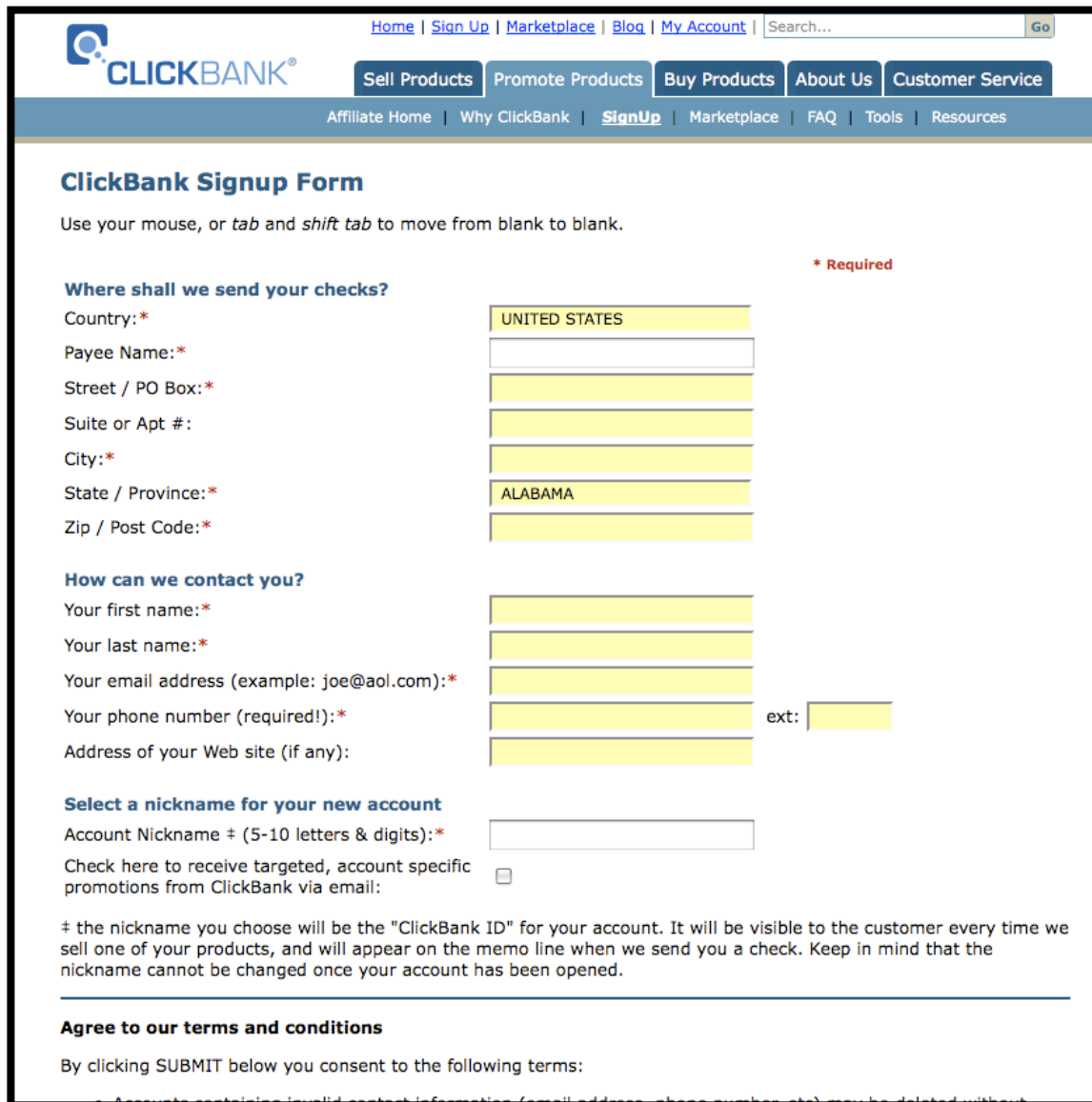
Flexible Payment Method. ClickBank pays affiliates every 2 weeks. The payment method can be by check or direct transfers to your US bank account.

2. Affiliate Account Setup

Creating Your Free Affiliate Account

Creating your free ClickBank affiliate account is a simple 3-step process. The first step is just a matter of filing in a form. Click on this link to sign up:

<https://www.clickbank.com/accountSignup.htm>



The image shows a screenshot of the ClickBank website's 'ClickBank Signup Form'. The page has a blue header with the ClickBank logo and navigation links: Home, Sign Up, Marketplace, Blog, My Account, and a search bar. Below the header are buttons for Sell Products, Promote Products, Buy Products, About Us, and Customer Service. A secondary navigation bar includes Affiliate Home, Why ClickBank, Sign Up, Marketplace, FAQ, Tools, and Resources. The main content area is titled 'ClickBank Signup Form' and includes instructions: 'Use your mouse, or tab and shift tab to move from blank to blank.' The form is divided into three sections: 1. 'Where shall we send your checks?' with fields for Country (UNITED STATES), Payee Name, Street / PO Box, Suite or Apt #, City, State / Province (ALABAMA), and Zip / Post Code. 2. 'How can we contact you?' with fields for Your first name, Your last name, Your email address (example: joe@aol.com), Your phone number (required!) with an ext: field, and Address of your Web site (if any). 3. 'Select a nickname for your new account' with an Account Nickname field (5-10 letters & digits) and a checkbox for 'Check here to receive targeted, account specific promotions from ClickBank via email:'. A note explains that the nickname is the 'ClickBank ID' and cannot be changed. At the bottom, there is a section 'Agree to our terms and conditions' with a note: 'By clicking SUBMIT below you consent to the following terms:'. A small disclaimer at the very bottom states: 'Accounts containing invalid contact information (e-mail addresses, phone numbers) are deleted without notice.'

After submitting the form, a confirmation code will be emailed to you. Just follow the instruction on the email or enter the confirmation code in Step 2 and your account will be created.

Home | Sign Up | Marketplace | Blog | My Account | Search... Go

CLICKBANK®

Sell Products Promote Products Buy Products About Us Customer Service

Publisher Home | Why ClickBank | Get Started | Sign Up | FAQ | Tools | Resources

ClickBank Signup Form

An 8 digit "confirmation code" has been emailed to you.

Please check your email and enter your confirmation code.

Do NOT close this window! Click [HERE](#) to open a new window if you need one to check your email.

NOTE: If you do not receive our email within five minutes, it is because either your email program or your email provider has filtered it out as possible spam. You should take steps now to correct that problem.

Confirmation Code from your email:*

Please enter the text from the image below:*

Finish

TGGEX8

This image is unreadable

In the final step, your account password will be automatically generated for you. You can now use your Clickbank ID and password to sign in to your account.

Note About Choosing a ClickBank ID

Your ClickBank ID is VERY important. It must be required for you to log into your account, to change your password as well as in your "hoplink" for tracking your affiliate sales.

Here are some tips about choosing a good ClickBank ID:

Keep it short. As the id will be part of the hoplink URL, you would want to keep it as short as possible.

Anonymous or not. You need to decide if you want your ID to remain anonymous by choosing something like "xz14" or making it identifiable like "youname". Why is this important? Just be aware that your ClickBank ID will appear on the ClickBank checkout page when your referred customer pays for the product.

I have promotion strategies that involve me openly recommending ClickBank products and I also have strategies where I do not want people to know that I am promoting the product as an affiliate. So depending on which type of promotional strategy you choose, that is how you will decide on your ClickBank ID.

Payment Method

After your account is created, you can log into your "Account Settings" tab to modify your payment methods. Under "My Account" there is a section called "Payment Information". You can proceed to edit this section. By default, ClickBank will post checks to you every 2 weeks.

Under this section, you can specify the minimum payment threshold. For example, you can ask ClickBank to only send you checks when the commissions due to you are above \$100. If the commission due is less than \$100, they will accumulate your commissions until the next payment period until it reaches the specified balance.

You can also elect to have your payment sent to you by wire transfer. In this case, you need to select that you wish to have your commissions wired to you and proceed to fill in your bank details. (Note: Wire transfers are only available for selected countries).

Changing Your Password

ClickBank passwords are automatically generated for you. It is very important that you keep this password secured.

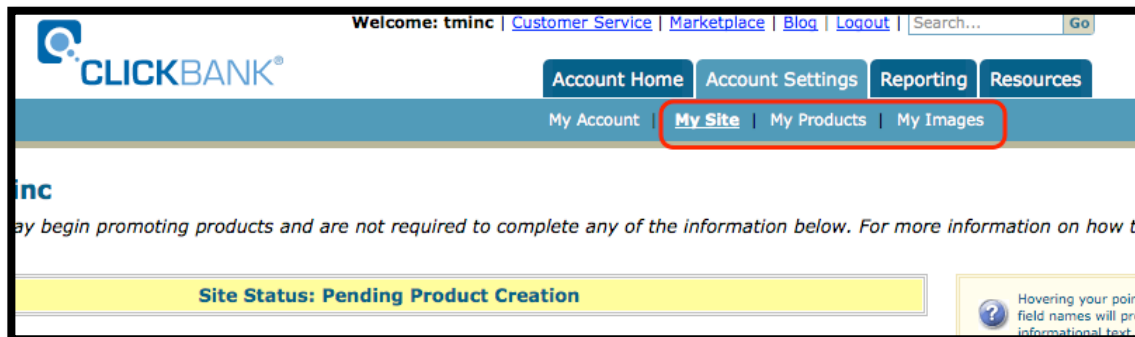
If you wish to change your password, you need to click on the "Forgot your password? Click here" link on the login page.



Remember, you must have your ClickBank ID and email in order to change your password. If you misplace these, you will need to create a new account. This is a required ClickBank security measure.

Publisher Information

In your "Account Settings" options, there are options for completing information about "My Site", "My Products" and "My Images". You only need to complete this section if you intend to be a publisher or merchant.



There is a fee of \$49.95 to register your account as a "publisher" to sell things on ClickBank. You can ignore this section for now as this report is intended to help you get started as an affiliate only.

3. Using ClickBank

Finding Products to Promote

The first step is to find a product to promote. You can either start from the ClickBank Marketplace or from the "affiliates" section of the merchant or publisher.

We will discuss the ClickBank Marketplace in detail in the next section and how to identify a merchant that is worth promoting.

Once you've found a product to promote, the most important step is to create your "hoplink".

HopLinks

A "hoplink" is an affiliate link created by ClickBank. ClickBank has a very ingenious way of tracking affiliate sales by using ClickBank IDs to link affiliates and publishers together.

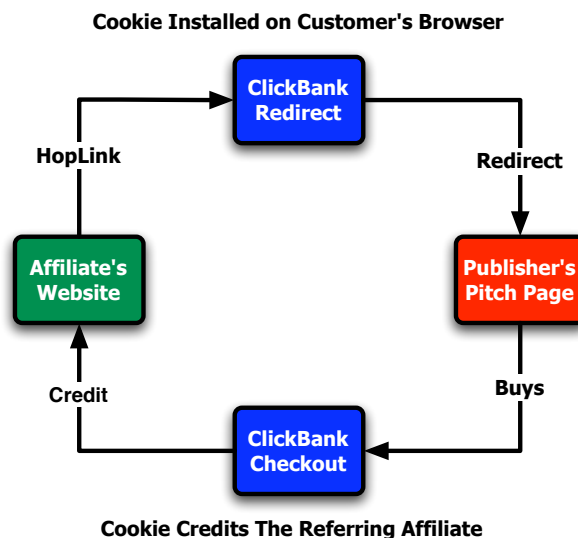
Here's the typical format of a "hoplink":

<http://AffiliateClickBankID.PublisherClickBankID.hop.clickbank.net>

As you can see, as long as you know the publisher's ClickBank ID and your own ClickBank ID, you can create your hoplink and get credited for affiliate sales.

How HopLinks Work:

Hoplinks are essentially "redirects". This diagram below illustrates the process:



As an affiliate, you can place your hoplink on your website, advertisement, blog, social network, forum or even on emails and PDF documents. Basically you can place your affiliate hoplink anywhere you can post a link.

When a prospective customer clicks on your hoplink, they will be directed to ClickBank's website but only momentarily. In fact, your referral will not even know this is happening. During this redirect process, a ClickBank affiliate cookie will be installed in the prospective customer's web browser. This cookie identifies that you are the person who referred this customer to the merchant's website.

Once the cookie is installed, the customer is directed to the publisher's sales page or as ClickBank calls it, the "pitch page".

If the customer decides to buy the product, the credit will be given to you as the referring affiliate.

It is important to note that these cookies do not expire. So if your customer decides to wait a week and navigates directly to the merchant's sales page, you will STILL be given credit for the sale.

Tracking IDs

Adding tracking IDs to your hoplink is optional. As I mentioned earlier, there's virtually no limit to the number of places where you can place your hoplink. However, you may wish to know which source of traffic is generating the most sales for your promotional efforts.

ClickBank allows you to add tracking IDs to your hoplink so that you can keep track of your affiliate sales. All you need to do is to append the identifier "?tid=" followed by an 8-character tracking id to the end of your hoplink.

For example, if I add a hoplink to my blog post, I could append the identifier "blog" to my hoplink like so:

<http://AffiliateClickBankID.PublisherClickBankID.hop.clickbank.net/?tid=blog>

When someone clicks on your hoplink from your blog and subsequently buys the product, you will be able to see the identifier "blog" in your sales report. If you see this happening, you may wish to drive more traffic to your blog post. That's the benefit of using tracking IDs.

Link Cloaking

ClickBank is a very popular affiliate network. With over 10,000 product to promote and over 100,000 active ClickBank affiliates, many people know how hoplinks work.

This can result in commission theft or it can attract affiliate competition. Therefore, it's always a good practice to hide your hoplinks using link cloaking.

You can use any free link forwarding services like these to cloak your affiliate links:

www.tinyurl.com

www.snipurl.com

However the method above is largely regarded as unprofessional since a lot of spammers tend to use these free link forwarding services too to hide their domains.

If you own your own domain name, you can create a cloaked link using a simple redirect page. A step-by-step guide on how to do this is provided in the appendix of this report.

You could also use paid software to create your redirect links. Here's a cloaking software that I use:

<http://www.powerlinkgenerator.com>

The more experienced and better ClickBank merchants will actually provide a free service to cloak ClickBank hoplinks. By registering as an affiliate from these merchant's affiliate membership page, you will be given an affiliate link with the Merchant's own domain. This looks more professional and makes it easier for you to promote the program right away.

4. ClickBank Marketplace

Marketplace Metrics Defined

In this section, I am going to show you how to find good products to promote from the ClickBank Marketplace. There are over 10,000 active products listed in the ClickBank Marketplace. You can browse this database by category. Within each category, you can filter the results by keywords or specific performance metrics.

Here are the key ClickBank performance metrics defined.

\$Earned/ Sale

This figure is the average net amount earned per affiliate per referred sale. This is the average net dollar amount paid to affiliates for each sale. Note that this figure takes into account refunds, chargebacks and sales taxes.

Looking at this figure, you can tell what is the net dollar amount you can expect to receive if you successfully refer a sale.

%Earned/ Sale

Average percentage commission earned per affiliate per referred sale. This is a fixed percentage offered by the merchant to affiliates. It will only change if the merchant changes the payout percentage over time.

% Referred

This is the percentage of the publisher's total sales that are attributed to affiliates. If the gravity of the product is reasonably high, and if the % referred is high, it shows that affiliates are successful at promoting this product. If the gravity is high and the % Referred is low, it shows that merchant is doing a good job promoting the product directly.

Gravity

Gravity is a unique ClickBank performance metric. It measures the number of distinct affiliates who earned a commission by referring a paying customer to the publisher's product. Its important to note that this is a weighted sum and not an actual number. For each affiliate paid in the last 8 weeks, ClickBank will add an amount between 0.1 to 1.0 to the total. The more recent the last referral, the higher the value added.

Generally speaking, the higher the gravity, the more affiliates are making money by promoting this product.

What to Look For

Here are some general tips on how to find a good product to promote.

Firstly, make sure that the product has a decent gravity. A gravity above 25 is considered decent. To give you an idea, the top performing products have gravity above 300. However, its possible for a product to have a low gravity if its still very new. You can use services like www.cbengine.com to see how long a product has been listed on the ClickBank Marketplace.

Secondly, you want to make sure that the amount of money you will earn is worth your while to promote. So look at the \$Earned/Sale figure to make sure that the product pays well.

Thirdly, look at the % Referred figure. You know that if the gravity is high and the % Referred figure is high (above 85%), then you know affiliates are doing well promoting this product.

Fourth, avoid products with high refund rates. This shows you that the product does not deliver on its promise. The refund rate for each product is not listed but can be inferred from the other data provided. You can use this formula to estimate the refund rate.

(Product Price – 7.5%) - \$1 = Price After ClickBank’s Commission

Price After ClickBank’s Commission x Payout Percentage = Affiliate Commission

Affiliate Commission - \$Earned/ Sale = Difference Due to Refunds

Difference Due to Refunds / Affiliate Commission = Refund Percentage

Here’s an Example:

Product Price = \$47

\$Earned/ Sale = \$18.90

Payout Percentage = 50%

Clickbank takes 7.5% + \$1 of the Product Price as their commission

$(\$47 - 7.5\%) - \$1 = \$42.47$ (*Price After ClickBank’s Commission*)

$\$42.47 \times 50\% = \21.24 (*Affiliate Commission*)

$\$21.24 - \$18.90 = \$2.34$ (*Difference Due to Refunds*)

$(\$2.34 \div \$21.24) \times 100 = 11.01\%$ (*Refund Percentage*)

Finally, you want to study the publishers "pitch page" to ensure that the right elements are there.

The Pitch Page

The publishers "pitch page" is ultimately where your affiliate hoplinks will lead to. As such, you want to make sure that it's a good solid sales page.

What to Look For in a Pitch Page:

Headline & Sub-Headline

Most site visitors will decide within the first 5 seconds of arriving on a webpage, whether they will stay or not. Therefore, you want to make sure that the page has a very prominent and emotive headline and sub-headline to retain the visitor.

Bullets Showing Benefits

A lot of site visitor tend to scan the page from top to bottom (or bottom to top) without reading the sales copy in detail. As such, a good sales page will contain prominent bullet points illustrating the benefits of the product to the prospective customer.

Testimonials

Trust is a very important element in order to close a sale. A good product will contain very credible testimonials. A credible testimonial should ideally be a video recording by a satisfied customer. The next best form of testimonial is an audio testimonial. To increase the credibility of the testimonial, there should be a name or even a link to the person giving the testimonial.

Guarantee

When a customer is contemplating purchasing a product, the risk is on them. They are paying the money but they have no idea if the product will live up to their expectations. The best way increase the likelihood of a sale is to remove this risk to the customer. This is commonly known as "risk reversal".

For a risk reversal to be effective, the publisher should display a prominent no-questions-asked refund guarantee on the sales page. Typically, a graphic of a guarantee certificate is used and its very effective.

Bonuses

Because ClickBank specializes in distributing digital products only, it's fairly common for ClickBank publishers to offer attractive bonuses for purchasing

their product. Often times, the value of the bonuses are even higher than the main product itself.

Overall Look

Finally, you want the pitch page to have a professional feel overall. Some of the elements that show that a publisher is serious about their product are for example, if they have professionally designed graphics, consistent design and styling or theme.

5. Conclusions

This quick start guide has provided you with an overview of what ClickBank is, how to setup your affiliate account, how to find profitable products and how to use your affiliate links.

There are thousands of affiliates who make a lucrative full-time income as a ClickBank affiliate. And there are thousands more who make a great supplementary income by being a part-time affiliate.

With over \$1 billion in affiliate sales each year from ClickBank alone, I sincerely hope that this guide will help you get a slice of that pie.

Yours sincerely,



Brian Wong

www.brianwong.com

Appendices

How to Create a Cloaked Affiliate Link

Step 1: Create a redirect page

Open Up A Text Editor and paste the following code into the editor:

```
<html>
<head>
<meta http-equiv="refresh" content="0; url=YOUR-AFFILIATE-LINK-HERE">
</head>
<body>
</body>
</html>
```

As you can see, the page has no content and all it does is to redirect the traffic to the link specified. To customize, simply replace the "YOUR-AFFILIATE-LINK-HERE" with your actual ClickBank affiliate link.

Step 2: Save the files as a webpage.

Once you have customized the link with your affiliate link, select "save as" and save this files as "index.html"

Step 3: Create a redirect folder on your domain.

Use your FTP software to create a new folder on your domain. Name it something descriptive. For example if you are promoting a dog training ebook, call the folder "dog-training-guide".

Step 4: Upload the redirect page to the folder

Use your FTP program to upload the "index.html" file to your new folder. In this example, you will upload to "dog-training-guide" folder.

Step 5: Congratulations, start using your cloaked affiliate link.

Your cloaked affiliate link is:

<http://www.yourdomain.com/dog-training-guide>. You can use this link anyway you can add a web link. Anyone who clicks on this link will be redirected to the publishers sales page with your affiliate cookie installed.