

*Scott Stamper's*  
**ClickBank Stampede**



*"Underground Secrets to  
Recruiting ClickBank Affiliates"*

[www.ClickbankStampede.com](http://www.ClickbankStampede.com)

Version 1.04

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## Introduction

### What is ClickBank?

ClickBank is one of the largest affiliate networks on the internet. Started in 1998, ClickBank has established themselves as a place where publishers of digital download products (eBooks, software, MP3 audio files, online video, etc.) can quickly, easily and cheaply set up a storefront.



The screenshot shows the ClickBank website homepage. At the top left is the ClickBank logo. To the right are navigation links: Home, Sign Up, Marketplace, My Account, and a search bar with a Go button. Below these are five buttons: Sell Products, Promote Products, Buy Products, About Us, and Customer Service. The main banner features a group of five diverse people and the text "AFFILIATE POWERED E-COMMERCE, WORLDWIDE!". Below the banner is a welcome message: "Welcome to ClickBank, the Internet's leading retailer of digital products." followed by a paragraph describing ClickBank as the largest digital marketplace. At the bottom left is a "Become a" button, and to its right is a section titled "Sell Your Digital Products Today!" with a paragraph of text.

As a producer of digital content, for only \$50 you can set up a seller's ClickBank account. You simply maintain your sales website and orders for your products will be directed to a ClickBank order form. ClickBank processes the orders, bills the customer's credit card, then sends the customer back to your website to a special landing page where they can instantly download your product.

ClickBank works like a 3<sup>rd</sup> party credit card processor for people selling products in the marketplace. This means that you, as a seller, do not have to become approved for a Visa or MasterCard Merchant account to be able to accept credit cards. ClickBank runs your charges through their own Merchant Account and then sends the money (minus a transaction fee) to you.

Today, the ClickBank Marketplace collects payments for over 10,000 products. They issue payments to the product owners for their sales profits twice a month. Many of the web's best selling and most popular digital download products are sold through ClickBank.

ClickBank also has a huge sales base with over 100,000 affiliates. These affiliates promote products listed in the ClickBank Marketplace and are the key to you making serious money as a ClickBank seller.

The ability to tap into this group of active affiliates has turned many ClickBank sellers into millionaires. The only problem is that ClickBank does not give new product sellers easy or direct access to their affiliates. This is a problem you can overcome with the information in this book.

Before you ignore the power of the ClickBank Marketplace - you need to realize that there are many people making over \$100,000 each month selling their products on ClickBank. That's over *One Million Dollars* per year.

## **How the ClickBank Affiliate Program Works**

Anyone, On the ClickBank website, can sign up as an affiliate. There is no charge to sign up for a ClickBank affiliate account like there is for a seller's account.

An affiliate chooses a username which will be incorporated into their affiliate link (known as a ClickBank HopLink) to sell products in the ClickBank Marketplace.

When an affiliate makes a sale (using his HopLink), the percentage of that sale is automatically deducted from the sales price and placed into their affiliate account. The percentage is selected by the product seller and can be as high as 75%. Affiliates are paid twice a month, by check, on the same schedule as the sellers.

## The Pros and Cons of ClickBank

If you plan to sell or are already selling digital products (ebooks, MP3s audios, online videos, etc.), ClickBank can be an excellent way to get started quickly and inexpensively.

However, there are some things about ClickBank that as a marketer, you need to be aware of and fully understand.

### **CON: ClickBank is Not a True Affiliate Program**

ClickBank isn't an affiliate program in the strictest sense. It's an affiliate *network*. This means that the affiliates belong to ClickBank and *not* to you.

This is important to understand because it means that you can't contact sellers directly with ideas and promotions the same way you could if someone joined your affiliate program directly.

However, there are a few ways around this which I'll explain later.

The important thing to remember about ClickBank is that with over 100,000 affiliates in its network, it's a tremendous lead generation tool.

### **CON: Higher Commissions and Fees**

Sellers that use ClickBank generally pay more in fees than sellers that have their own merchant account or use PayPal. However many sellers feel that the advantages ClickBank offers far outweigh the additional costs.

ClickBank charges the seller one dollar for every transaction plus 7.5% of the retail price of the product. So if you are selling a \$27 item, you will pay \$3.07 in fees or 11.3% of the total sale.

**CON: You Can't Sell High Ticket Items**

ClickBank will not allow products over \$200 to be sold in their marketplace and any item over \$40 requires special approval.

**CON: You Can't Sell Physical Items**

Sellers can only sell digital download items or services that can be delivered online.

However, many sellers have found a loophole. They are selling DVDs and audio CDs, but give instant access to the same material online in the form of MP3 files and streaming video.

These are some of the current issues facing sellers who want to use ClickBank.

Now let's get into the positive things about ClickBank...

**PRO: No Limit on Sales**

This is one aspect most people don't even think about when it comes to ClickBank. If your product really takes off and you start making massive sales, your account won't get frozen the way it would if you had your own standard merchant account.

The banks that issue merchant accounts get very nervous when internet marketers start doing a large volume of business. Many times when a marketer gets a new merchant account from a bank, they are limited to \$10,000 - \$30,000 per month in transactions. These amounts can easily be reached if a super affiliate starts to flood your website with traffic.

Many marketers, myself included, have had their merchant accounts frozen when they reach their upper sales limit.

ClickBank understands the digital download market and will not freeze an account due to an excessive volume of sales. They may call you or contact a few of your customers to make sure everything is on the up and up, but I've never heard of a ClickBank account being frozen due to high volume sales.

**PRO: ClickBank Has a Massive Affiliate Base**

It's worth repeating that ClickBank has over 100,000 active affiliates in its system, and almost every "Super Affiliate" on the internet has a ClickBank affiliate account.

**PRO: Built in Affiliate System**

There's no need for you to track sales and write checks to affiliates - ClickBank does it all for you. Plus, affiliates trust 3<sup>rd</sup> party type systems much more than a self-run affiliate program.



**PRO: Easy to Use**

All you have to do is simply fill out a few online forms and you will have a set-it and forget-it website.

By keeping your product online on a theft-proof download page, you can earn recurring income for years to come, while only having to deal with the occasional customer support issue.

Most common customer issues such as billing and refunds are handled by ClickBank.

**PRO: No Merchant Account or Credit Check Required**

One of the biggest barriers to success in the online world is the ability to accept credit cards. If you have bad credit, you can forget about getting your own merchant account to accept credit cards.

But with ClickBank, you don't even need a bank account the way you do with PayPal, since ClickBank pays by check.

**PRO: Cheap to Set Up**

For a one-time fee of \$49.95, you will have a store front and an affiliate system. You can complete everything in minutes, and then you will be up and running after allowing just a couple of days for ClickBank to review and approve your account.

## **How to Turn ClickBank into a Real Affiliate Program**

One of the major problems with ClickBank is that you can't build a list of affiliates the way you can if you were running your own affiliate program using affiliate software that creates a database.

However, by seamlessly integrating an autoresponder like Aweber with ClickBank, you can create a sign up page for your ClickBank affiliate program that will build a database of ClickBank affiliates and give them a ready-to-go affiliate code so all they have to do is cut and paste.

The advantage of building your own list of ClickBank affiliates is that you can contact them and let them know about new products and provide them with ready-made promotion materials. This will increase your ClickBank affiliate sales dramatically.

Imagine being able to send an email blast out to hundreds or thousands of ClickBank affiliates -- or the ability to load your autoresponder with a sequence of emails to go out periodically to your affiliates with promotions.

The ability to reach your affiliates by email can't be stressed enough. I'll show you how to create emails that contain the affiliate's links already pre-made so they don't have to be modified by the affiliate.

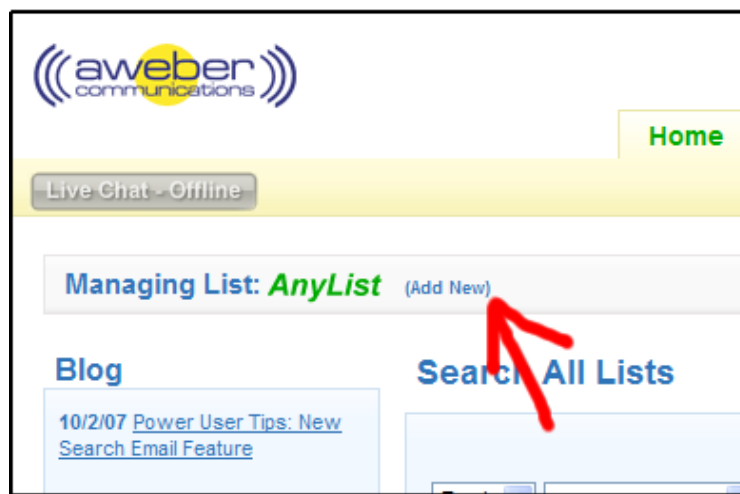
## Setting Up Your Autoresponder

The following pages will show you step-by-step how to set up an Aweber autoresponder to merge seamlessly with ClickBank. Other other autoresponders can be used with just a few modifications.

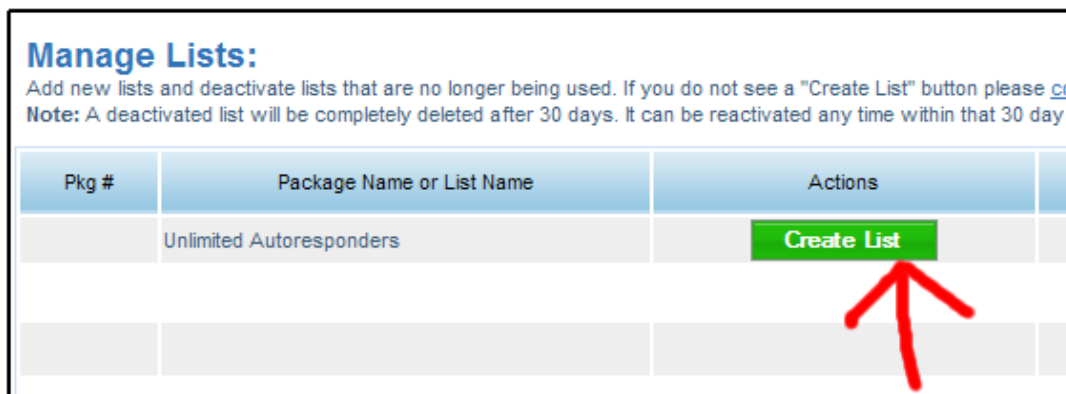
To begin, sign up for an autoresponder account with Aweber.

[CLICK HERE to visit Aweber.com](#)

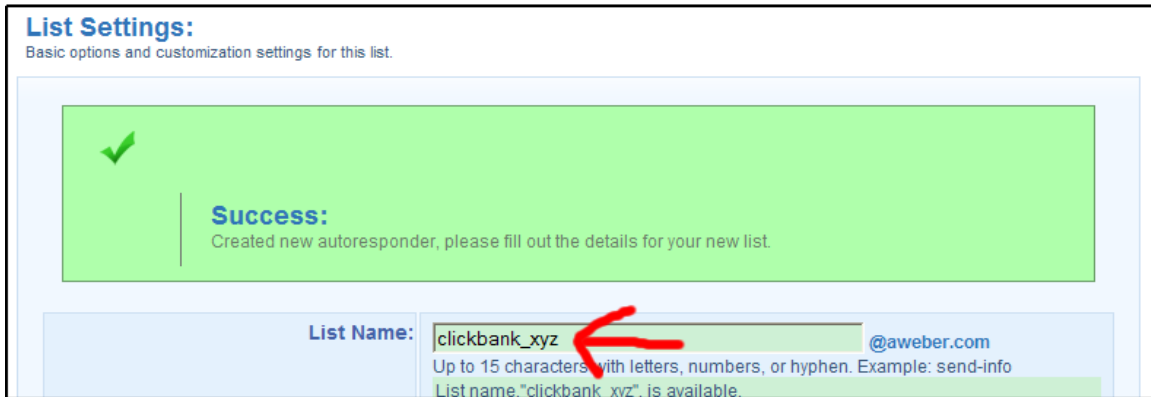
After joining Aweber, go to the control panel and click on the "Add New" link.



You will be taken to the list management page. Click on the green "Create List" button.

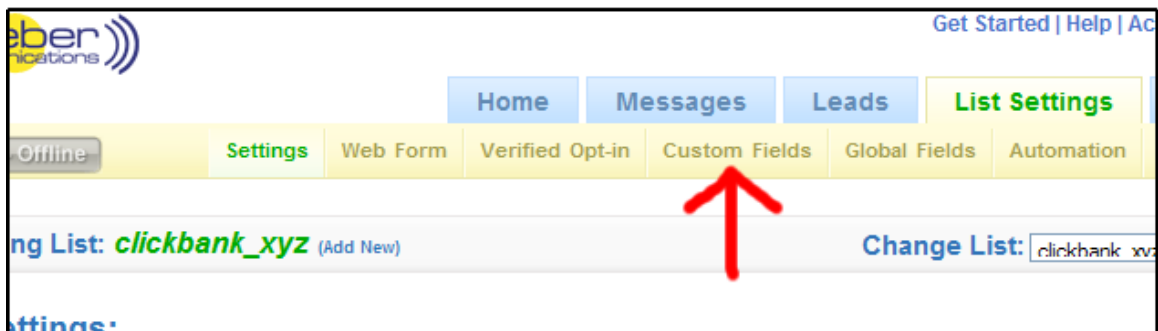


Aweber will ask you to select a unique list name. For this example, we'll use *clickbank\_xyz*. You will need to choose a list name that isn't already taken since all list names must be unique throughout the entire Aweber system. Additionally, all characters must be lowercase.



Fill in the rest of the page and save your settings.

At the top of the page, click on the "Custom Fields" tab.



On the Custom Field page, create a field called "affiliatecode", then check the "Subscriber Update" box and Click "Save".

You are currently using 0 custom fields and have 25 available fields remaining.

Custom Field Name	Subscriber Update	Add / Delete Field
<input type="text" value="affiliatecode"/> <small>Examples: Address, Phone Number</small>	<input checked="" type="checkbox"/>	<input type="button" value="Add"/>

You are now ready to create your own affiliate sign up form in AWeber which you can plug into your affiliate sign up page on your website.

### Creating Your Own Sign Up Form

Click on the "Web Form" tab at the top of the page.

**aweber** communications

Home Messages Leads

Live Chat - Offline Settings **Web Form** Verified Opt-in Custom Fields Global F

Managing List: **clickbank\_xyz** (Add New) Chan

Click the "Create Web Form" button.



When designing the form, give the form any name you want. We are using "ClickBank Affiliates" for this example.

Enter the URL of your landing page. If you are using the template supplied with this package, it would be a page called "thankyou.php" in the root directory of your domain.

**IMPORTANT:** Check the "Forward Variables" box. If you don't check it, then your affiliates' ClickBank ID will not get carried over to their welcome page to create their affiliate link.

Finally, click the green "Next" button.

 A screenshot of a web form configuration page titled "2: Design Form". The form has several sections:
 

- Form Name:** A text input field containing "ClickBank Affiliates" with a small "Appears only to you." label to its right. A red arrow points to the input field.
- Type:** A list of radio button options:
  - In-line - Appears within the current web page body.
  - Pop-up - Pops up in a new window.
  - Pop-under - Opens a new window underneath the current window.
  - Exit Pop-up - Like pop-up, but the new window appears when the visitor leaves the current page.
  - Pop-over/Hover - Appears to hover within the web page. Usually unblockable.
- Thank You Page:** A text input field containing "http://www.yourdomain.com/thankyou.php" with a checkbox labeled "Open in new window?" to its right. A red arrow points to the input field.
- Forward Variables:** A checkbox labeled "Post CGI variables to the thank you page? (If you don't know what this means, leave it unchecked.)" which is checked. A red arrow points to the checkbox.
- Subscribed Page:** A text input field that is currently empty.

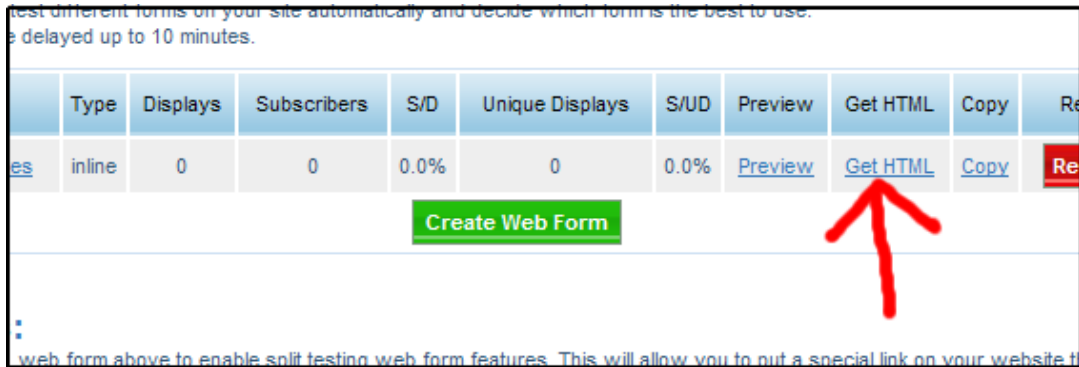
Once on the Web Form Edit page, you need to click both of the green "Plus Signs" to the right of the "Name" field and the "Affiliate Code" field. This will add those fields to your sign up form.

Edit your sign up form so it looks like the one below. You need to change the text in the AffiliateCode box to say "Your ClickBank ID" and make it a required field.

If you don't know how to edit the HTML in the form, don't worry! If you use the template supplied with this package, the HTML piece is done for you. This will be explained later.

Click the green "Save" button and you have created your sign up form.

Click the "Get HTML" link and you will get the HTML code to plug into your affiliate sign up page.



In the bonus materials that came with this package, there is a folder titled "ClickBank\_Templates". Inside that folder is a sample sign up page called "signup.html". Find it and take the following steps:

1. Open that page using Notepad.
2. From the HTML generated by Aweber, copy only the lines of code that contain the hidden variables as shown below.
3. Paste your new lines of code - the ones generated by Aweber - into the file "signup.html" replacing the old lines of code.
4. Save and close Notepad.

```
<center><form method="post" action="http://www.aweber.com/scripts/addlead.pl" >
<input type="hidden" name="meta_web_form_id" value="63696370">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="unit" value="clickbank_xyz">
<input type="hidden" name="redirect" value="http://www.yourdomain.com/thankyou.php">
<input type="hidden" name="meta_redirect_onlist" value="">
<input type="hidden" name="meta_adtracking" value="">
<input type="hidden" name="meta_message" value="1">
<input type="hidden" name="meta_required" value="from,custom AffiliateCode">
<input type="hidden" name="meta_forward_vars" value="1">
<table>
<tr><td colspan=2><center><div align="center"><font face="verdana"><strong><font size="5">
</font></font></strong>Simply Enter Your ClickBank ID Below</font></div>
```

Copy and paste these lines from Aweber into the template signup.html.

You now have a sign up page for affiliates that will capture their name, email address and CC-Bill ID into a database.



Your sign up page will let affiliates sign up the same way they would for a "real" affiliate program. If your potential affiliate is not already a ClickBank member, it also provides them with a join link.

Even if you already have an affiliate program, you can do this in conjunction with your existing one to recruit affiliates that prefer ClickBank.

## Setting Up Your Affiliate Welcome Page

In the folder "ClickBank\_Templates" that came with this package is a webpage called "thankyou.php".



This is the welcome page Aweber sends your affiliates to after they complete the sign up page. The code is already in place to automatically display your affiliate's link code.

You should modify the HTML in the page with your favorite editor or have your webmaster modify the page with your own copy, graphics and style that fits your site.

The sample page has only the basic information. You can modify this page to display numerous advertising tools and campaigns (banner ads, emails, reviews, etc).

**NOTE:** Be careful not to use an HTML editor that does not support PHP tags.

## Configuring Your Autoresponder Emails

You can now set up your autoresponder to send out email blasts with the affiliate's link pre-populated with their hoplink.

Here's an example of how the hoplink should be setup when creating an email for the Aweber autoresponder:

```
<a href = "http://{!custom affiliatecode}.PUBLISHER.hop.clickbank.net"
target = "_blank">CLICK HERE</a>
```

The above code will automatically insert the affiliate's ClickBank ID into their affiliate link when an email is sent. Replace the word PUBLISHER with your ClickBank ID.

Don't forget to replace "PUBLISHER" with your ClickBank seller ID and the autoresponder will automatically fill in the affiliate's ClickBank ID.

You should create a follow-up email that will become the "Welcome Email" your affiliate receives. You can use the following sample and modify as needed:

```
Dear {!firstname_fix},

Welcome! Thank you for joining our affiliate program.

Here is your affiliate link:
<a href = "http://{!custom affiliatecode}.PUBLISHER.hop.clickbank.net"
target = "_blank">CLICK HERE</a>

We look forward to a long and profitable relationship. From time to
time we will send you promotional materials that you can use to earn
even more money.

Sincerely,
John Smith
```

The above example is very basic and you should modify it with your own sales copy. By making it your #1 email in your follow-up email list , it will go out immediately when an affiliate signs up.

I would recommend that you next create a series of follow-up emails in your autoresponder to give your affiliates pre-made campaigns. These can be banners with their affiliate code built in, pre-written email, articles, etc. As always, have the autoresponder create their affiliate link for them.

Here's an example of a sample follow-up email that creates a pre-made ready-to-go email campaign for your affiliate:

```
Dear {!firstname_fix},

Here is our latest promotion for the eBook "Fix your own wheelchair".
I've taken the liberty of creating some ad copy for you, so you can
simply put it into your ezine or your next mailing. Your ClickBank
affiliate code is already embedded.
-----
Hello Subscriber,

STOP PAYING OTHERS! If you are tired of getting ripped off by your
wheel chair mechanic... FIRE HIM!

You can do the work yourself and SAVE THOUSANDS!!!

I've read this book and I'm recommending it to my subscribers as a MUST
READ!

Just Click This Link Now For More Information:
http://{!custom affiliatecode}.PUBLISHER.hop.clickbank.net
```

By taking all of the above steps, you will have set up an affiliate program that is very similar to what an expensive affiliate software package will do for you, but at a fraction of the cost.

Now let's move on to getting a massive amount of affiliates!

## How to Turbo Boost Your ClickBank Popularity Ranking

The best place to recruit ClickBank affiliates is from ClickBank itself when they search out your product in the ClickBank Marketplace.

However, with over 10,000 products available, only the products that are highly ranked are considered by most affiliates.

To rank high in the ClickBank Marketplace, it's important to understand how the different ranking systems work. This is important because when affiliates go to the marketplace to find products to promote, they will sort their searches by rankings such as Popularity, Gravity, Percentage of Affiliate Sales, etc.

1) **Fix Your Own Wheelchair with Cheap Used Parts.** The only guide with over 500 resources for quality used wheelchair parts. Save Hundreds of Dollars by doing it yourself. Visit [www.UsedWheelchairParts/affiliate](http://www.UsedWheelchairParts/affiliate) for Free Affiliate Tools!  
**\$/sale: \$31.26 | Future \$: - | Total \$/sale: \$31.26 | %/sale: 75.0% | %refd: 91.0% | grav: 32.19**  
[view pitch page](#) | [create hoplink](#)

Popularity is the most common way products are sorted. Popularity is calculated by using four factors. Increasing these four factors can be done easily and will dramatically increase your ClickBank Marketplace Popularity Rankings. Think of it as "Search Engine Optimization" for ClickBank.

### Here are the four factors used to calculate popularity:

1. **Amount Earned Per Sale (\$/sale):** This how much, on average, an affiliate will earn per sale. This amount can be reduced by refunds, charge backs and sales tax. Returned checks do not affect this number.
2. **Percentage Earned Per Sale (%/sale):** This number is equal to the percentage you set as the affiliate commission. So if you have a 75% commission, then the product's Percentage Earned per Sale will be 75%. The only thing that will affect this number is any changes you make to the commission rate.

3. **Percentage of Referred Sales (%refd):** This is the percentage of your total sales that are originated by affiliates. So if you have 100 sales and 80 of them were by affiliates, then your Percentage of Referred Sales would be 80%.
4. **Gravity (grav):** This is calculated by the number of affiliates that have sold your product over the past 8 weeks. ClickBank will add to this number based on the age of the sales. For instance, if you have made 100 sales using affiliates in the past 8 weeks but 90 of these sales were made in just the past week, then you would have a much higher gravity number than if 90 of the sales were made 7 weeks ago.

As you can see 3 of the 4 popularity factors are impacted by affiliates. So if you want to rank high in ClickBank, you must have affiliates selling your product. ClickBank encourages and rewards you through the rankings when you make affiliate sales. This may seem challenging, but there are some tricks that I will show you to boost your rankings.

### **Increasing Your Earned per Sale Factor**

There are two ways to increase your Amount Earned per Sale factor. The first way is to raise your price, obviously. However the market will only pay so much for certain products. But, you can increase the perceived value of your product by loading up your offer with lots of quality bonus items to justify the higher price.

If you are selling an e-book, then you may also want to consider turning it into an audio to increase the value and the price.

The second way to increase the Amount Earned per Sale Factor, is to lower your return rate on your product. There is a chapter later in this book covering several ways to lower your returns when using ClickBank.

## Increasing Your Percentage Earned per Sale

There is really only one way to do this, and that's to raise your commission rate to the maximum of 75%. A full 75% commission may seem high, but by setting the commission at 75%, you will attract more affiliates which will have a snowball effect of raising your rankings, which will have another snowball effect of getting even more affiliates because you will now be ranked higher.

Don't forget to calculate in the lifetime value of the customers that you will attract. If you are selling a product for \$100 and pay \$75 in commissions, you can still potentially make several hundred dollars more per customer in later sales.

## Increasing Your Percentage of Referred Sales and Gravity

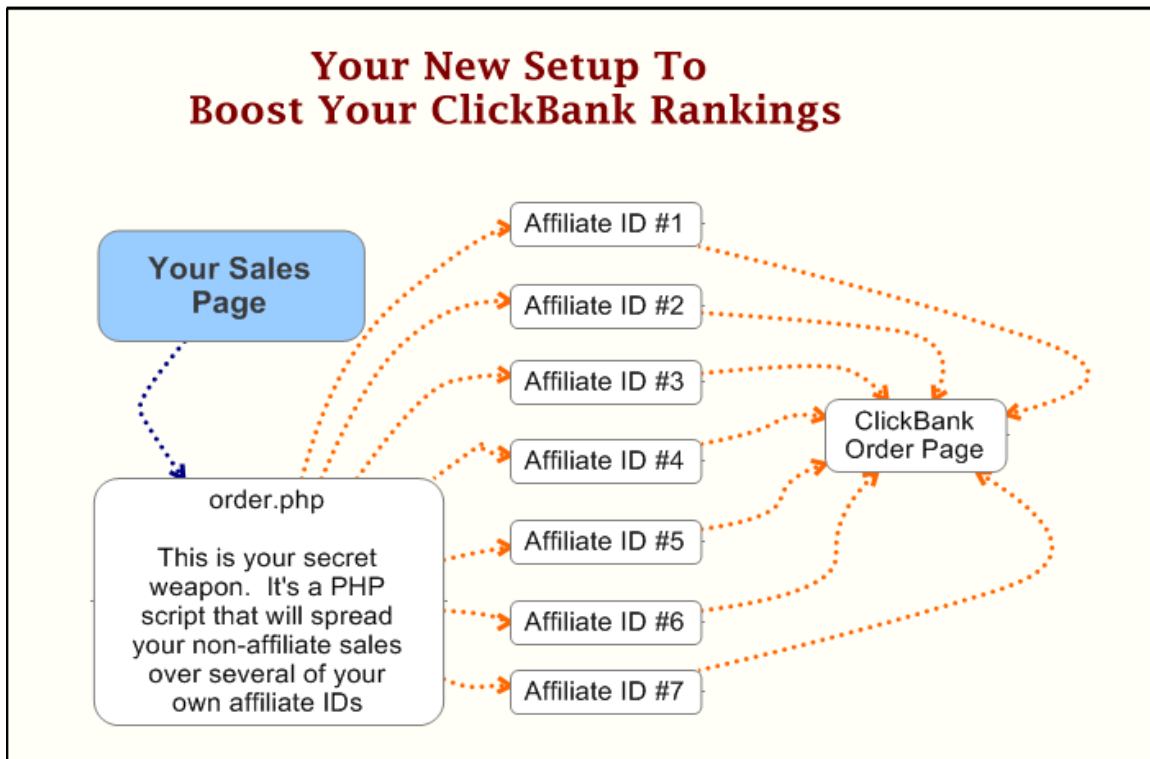
I've included these two factors together, because the strategy to raise these two factors is the same. What I'm about to reveal to you is the secret weapon that one of ClickBank's mega sellers revealed to me as his way of consistently getting #1 rankings for his ClickBank products.

To understand how it works, let's look at how a typical ClickBank sales page sends traffic to its order form. Almost all ClickBank sellers use the standard ClickBank sales link (the link from their website to the ClickBank order form, not the affiliate link) so their traffic flow is like the diagram below. They send all traffic from their sales page to the ClickBank order form.





However, there is a secret loop-hole to get higher rankings and it works like this.... ClickBank allows you to use your own affiliate ID when selling your own product AND they also allow you to have multiple ClickBank affiliate IDs. So I have written a PHP script (order.php) that will spread out any orders you make over several different affiliate IDs that all belong to you.



This will set you apart from most ClickBank sellers that begin by selling their own product but send all their sales straight to the order page without first tagging them with their affiliate code, or better yet... tagging each sale with a different affiliate code. By not doing this, they are missing out on sales that would have dramatically increased both their Percentage of Referred Sales factor and their Gravity factor. By raising these two factors, you will also raise your popularity ranking.

There are many ClickBank products that would easily be in the #1 position for their category if the owners would have used the PHP script supplied with this package. This increased exposure would have brought them in thousands of extra dollars per month in affiliate sales! Because ClickBank re-indexes their rankings daily, sometimes all it takes is a couple of sales in one day, by unique affiliate IDs, to raise

your listing to a top position. Many times this is enough to get the #1 spot in your category or group.

Once you are in a top spot, you should be able to maintain that position because more affiliates will see your product in the market place, join your affiliate program and make more affiliate sales for you.

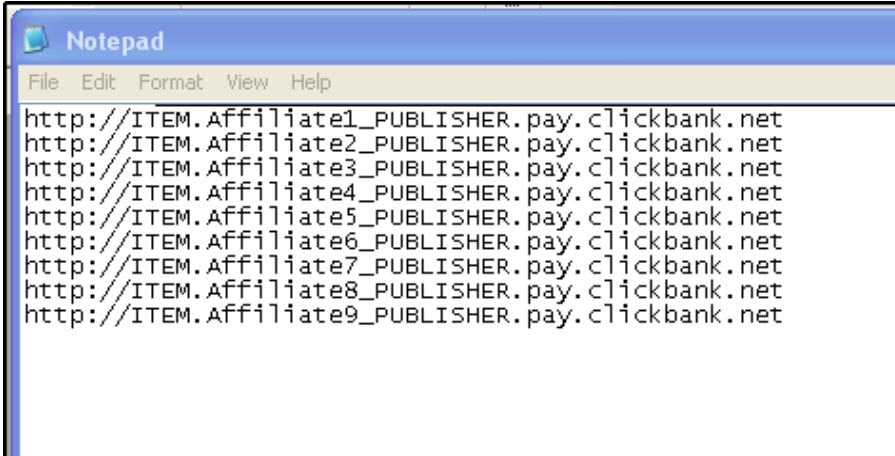
To make this strategy work, use the "order.php" script in the ClickBank Templates folder and direct all of your orders to it instead of to the normal ClickBank order page.

The order.php script will spread out the orders among all your ClickBank IDs that you list in the file called "cblinks.txt".

The "cblinks.txt" file is simply a list of links to your ClickBank order form that have your affiliate codes embedded in them.

You will need to modify the "cblinks.txt" file as follows:

1. Open the "cblinks.txt" file with Notepad.
2. Replace ITEM with the item number of your ClickBank product. This will be "1" if you only have one product for sale. This will be the same for each line.
3. Replace "Affiliate1" with your first ClickBank Affiliate ID, and on the second line replace "Affiliate2" with your second Affiliate ID, and so on. You can do as few or as many as you have.
4. Replace PUBLISHER with your ClickBank Publisher ID that corresponds to the product you are selling.
5. Make sure there are no spaces after each line and that the last line is not a blank line.



```
Notepad
File Edit Format View Help
http://ITEM.Affiliate1_PUBLISHER.pay.clickbank.net
http://ITEM.Affiliate2_PUBLISHER.pay.clickbank.net
http://ITEM.Affiliate3_PUBLISHER.pay.clickbank.net
http://ITEM.Affiliate4_PUBLISHER.pay.clickbank.net
http://ITEM.Affiliate5_PUBLISHER.pay.clickbank.net
http://ITEM.Affiliate6_PUBLISHER.pay.clickbank.net
http://ITEM.Affiliate7_PUBLISHER.pay.clickbank.net
http://ITEM.Affiliate8_PUBLISHER.pay.clickbank.net
http://ITEM.Affiliate9_PUBLISHER.pay.clickbank.net
```

If you have 9 different affiliate IDs then your orders will be spread out across all nine IDs which will increase your Gravity Score.

This link will not leave a cookie on the ClickBank system so you will not be taking any sales away from affiliates that send you traffic. If there is a previous affiliate cookie, then the affiliate will still be credited with the sale.

**NOTE:** Since the above link does not leave a cookie, you will not see your ClickBank ID at the bottom of the order page the same way you would if you sent it using a link that leaves a cookie. There are ways to configure a script to leave a cookie, but in my opinion, you would lose affiliates if they see you are embedding your own cookies.

You can really enhance this strategy if you are able do a one time marketing blitz and get as much traffic as you can in one big burst. So if you have a list, do a mailing to the entire list at the same time. Time your mail-out with any PPC advertising and ezine advertising you plan to do.

## How To Acquire Even More ClickBank Affiliates

### Drive Them to Your Sign Up Page

When you write your product description for your ClickBank product, put in a link to your affiliate sign up page. You can put a link that offers a free marketing report or free marketing tools. The purpose is to drive them to your sign up page instead of letting them create their own hoplinks.

Below is an example:

1) **Fix Your Own Wheelchair with Cheap Used Parts**. The only guide with over 500 resources for quality used wheelchair parts. Save Hundreds of Dollars by doing it yourself. Visit [www.UsedWheelchairParts.com/affiliate](http://www.UsedWheelchairParts.com/affiliate) for Free Affiliate Tools!  
**\$/sale: \$31.26 | Future \$: - | Total \$/sale: \$31.26 | %/sale: 75.0% | %refd: 91.0% | grav: 32.19**  
[view pitch page](#) | [create hoplink](#)

### Search Out Super Affiliates

In addition to attracting affiliates within the ClickBank Marketplace, you can easily hunt down Super ClickBank affiliates. Just search the ClickBank market place and find products similar to yours, or products that would be bought by the same customer base. For instance, if you are selling a book on exercise, then your customers would also most likely be interested in diet books.

Once you have found the titles of diet and exercise products on ClickBank that have a high gravity factor, simply plug those titles into Google and see what affiliates promote those products.

Look at the Google AdWords ads to the right of the page. You will see the domain names at the bottom of the ads. Visit <http://www.networksolutions.com/whois> and do a WhoIs search to find the contact information for the website owner.

Affiliates paying for AdWords are serious affiliates and are always looking for high-converting products to promote. Do not email them, as that would be in violation of the Federal CAN-Spam laws. Instead mail them a letter or even call them.

If the AdWords ad only has the domain of the product itself, then click on the ad and go to the sales page of the product. Click on the order link and go to the ClickBank order form for that product. You will see the affiliates ClickBank ID at the bottom of the page.

Once you have the affiliates ClickBank ID, copy it and paste it into the following URL in your browser.

`http://hop.clickbank.net/?0.ClickbankID`

**Replace ClickbankID with the affiliate's actual ID.**

If the affiliate is also a seller on ClickBank, with that same ID, then his webpage will come up. Plug his domain name into WhoIs to get his contact information.

### **Use Joint Venture Web Sites**

Finally, using paid JV websites can get you some heavy hitters quickly. I like jvAlert.com and jv-network.com. You have to pay to join, but both of these sites give you instant access to affiliates and most of them are already ClickBank members.

## Use An Affiliate Forwarding Script (Very Important)

Don't send affiliates directly to ClickBank!!!

This is one of the most important techniques for long term earnings, and it only takes 5 minutes to implement. By not doing it, you are risking thousands and thousands of dollars in future sales.

I have created a PHP script that you can install on your website that allows your affiliates to link to your website using their ClickBank ID. The script then tags the visitor with a ClickBank traffic cookie and instantly lands them on your sales page.

This script works seamlessly with your ClickBank account. By having your affiliates link directly to your site you will gain several advantages and stop potential catastrophes in the future.

Here are three of the most important reasons to give your affiliates a link that links to your website rather than directly to ClickBank:

1. **Lost Sales & Affiliates if ClickBank Changes their Link Syntax:** This happens all the time with 3<sup>rd</sup> party processors. They are sometimes forced to change the way their linking system is structured due to technical issues or sometimes even due to changes in legislation.

Many times when processing companies are forced to change the affiliate link structure, sellers will lose all sales when affiliates don't use the new link syntax.

By filtering affiliate traffic through your own site, you will be able to instantly change any link syntax on your website before the traffic is forwarded to ClickBank.

Nothing is more embarrassing or unprofessional than having to send your affiliates an email that says "Sorry, but as of midnight tomorrow night you must use a new affiliate link. If you don't, you will not get paid for future sales." I've gotten emails like this and have just taken down my links instead of changing them.

- 2. Increased Search Engine Link Popularity and Page Ranking:** Over time, you will build up hundreds or even thousands of affiliates adding your affiliate links to their websites. With all these affiliate links to your website, you will get an incredible amount of extra search engine traffic due to an increased PR ranking. Why would you want to give ClickBank or any other 3<sup>rd</sup> party processor all of your valuable backlinks?
- 3. What if you could no longer promote with ClickBank?** How much money would you lose if ClickBank shut down your account, went out of business, or could not process your orders? Read the chapter "The Future of 3<sup>rd</sup> Party Processing" to learn more.

By having the traffic come to your website first, you will be in control if something ever happens to your ClickBank account. You could instantly change the link syntax to direct the visitors to an order page of another processor, your own merchant account or even to PayPal in such a way you could still track affiliate sales.

This could prevent absolute financial disaster!



To setup the PHP script that will allow ClickBank affiliates to send traffic to your domain instead of to ClickBank simply follow these instructions.

1. Go into the folder named "clickbank\_templates" in the bonus section.
2. Open the file called "index.php" using Notepad.
3. Change the word PUBLISHER to the ClickBank Publisher ID for your ClickBank product.



```
index.php - Notepad
File Edit Format View Help
<?php
/* ClickBank Affiliate Page Redirect */
/* (C)Copyright, 2007 www.GetAffiliateSales.com */
/* Replace PUBLISHER with the ClickBank PublisherID of your Product */
header("Location: http://".$CB.".PUBLISHER.hop.clickbank.net");
?>
```

4. Save and close the file.
5. Upload the entire "cb" folder to your web server off of your root directory.

Now instead of using the old ClickBank hoplink, you can tell your ClickBank affiliates to send traffic to:

<http://www.yourdomainname.com/cb?cb=ClickbankID>

**ClickbankID is the ClickBank user ID of your affiliate.**

If you use this forwarding script, be sure to update the links in your autoresponder and on your affiliate welcome page.

You can now rest assured that if anything ever happens, tomorrow, next year, or in 10 years to your ClickBank account or even to ClickBank itself, you will still be 100% in control of your affiliate traffic.

## **Selling Multiple Products on ClickBank**

You can have up to 50 separate products under a single ClickBank account, but ClickBank will only list one product at a time in their marketplace per account.

By using only a single account for multiple products, you will severely limit the exposure and sales of your other products once you begin to rank high in the marketplace. The downside to using a separate account for each product is that you have to pay the ClickBank set up fee for each product.

The one advantage to offering several products from the same account (other than saving money on set up fees) is that you may get higher ClickBank Marketplace rankings because your gravity score will be made up from all of your products combined.

Regardless of whether you put all of your products under one account or create a separate account for each, you can still use the same autoresponder to handle all the emails and promotions to all your ClickBank affiliates. This is because the affiliates will use the same ClickBank ID regardless of what product they are promoting.

You will simply need to modify your landing/welcome page for each sign up page to take the affiliate to the correct welcome page showing them their affiliate code. Your autoresponder sequence can then be set up to promote all your products.

## How to Protect Your Digital Items on Your Download Page

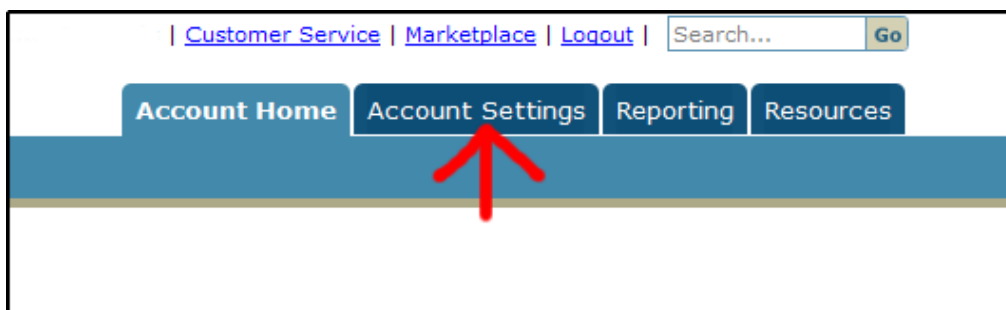
People finding or sharing your download page is a common problem. It's not uncommon for a seller to have thousands of dollars worth of products stolen when their download page is posted onto one of the many forums devoted to sharing download pages.

ClickBank makes it very easy to protect your download items. However many sellers are not able to integrate the code samples ClickBank supplies into their download page.

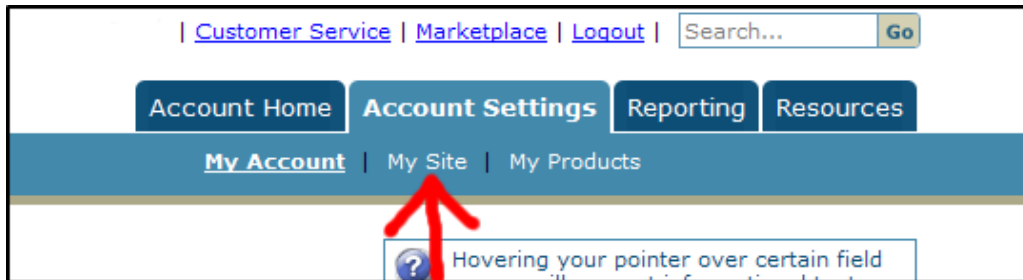
This package includes a PHP webpage you can use as your protected download page on your website. If you can open a text file in Notepad and use your FTP program, then you can create a protected download page in a matter of minutes.

### Just follow these easy steps to protect your page:

1. Log onto your ClickBank account using your seller ID.
2. You should now be at your Account Home page. If not, just Click on "My Account" at the top of the page. Next, click on the "Account Settings" tab.

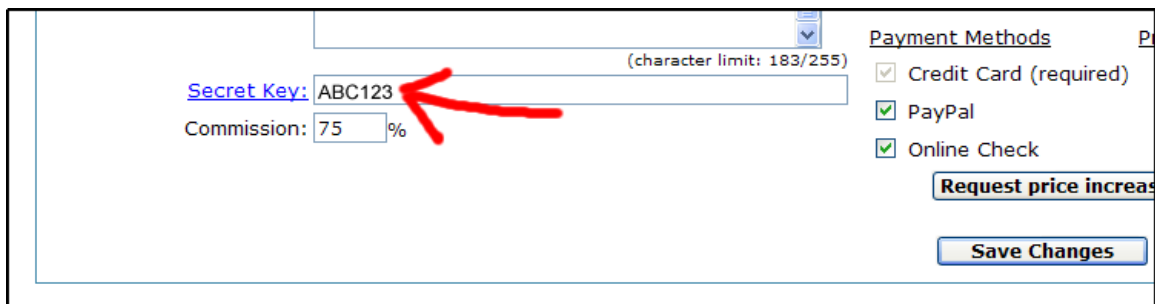


3. Click on the "My Site" Link.

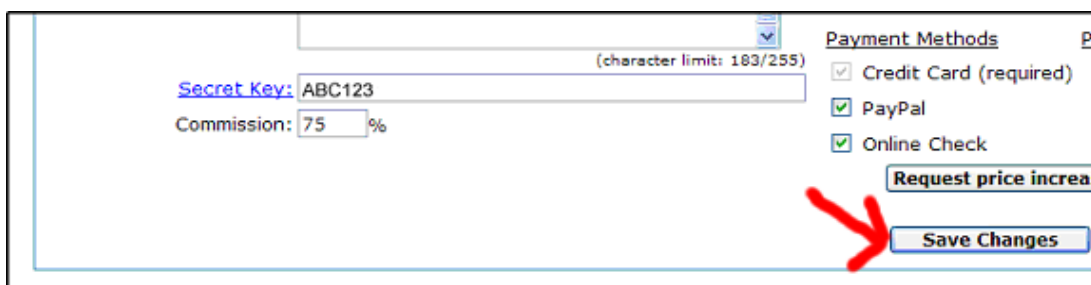


4. Choose a secret word or a string of characters and enter it into the field marked "Secret Key". This will act like a hidden password that ClickBank will send to your site that will allow the purchaser access to your download page.

For this example, we will use the simple character string "ABC123". This seed key can be up to 16 characters long (letters and numbers) and must be in ALL CAPS.

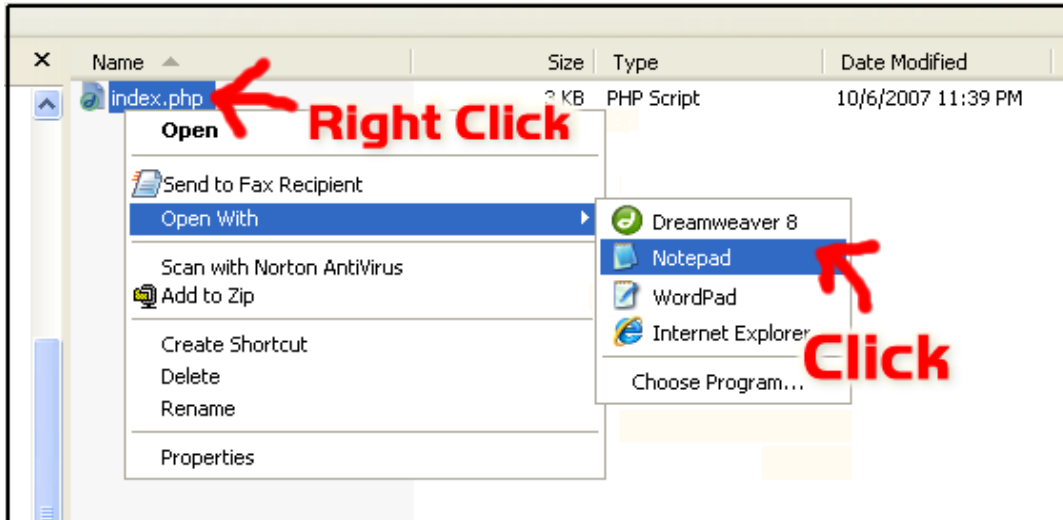


5. Click Save Changes



6. Go to the folder in the bonus section named "Download" and open the file "index.php" using Notepad.

If you don't know how to do this, simply go into your file explorer and right-click with your mouse on the "index.php" file, scroll down the menu box to "Open With" then click on Notepad.



7. Change the variable \$key from "ABC123" to the secret key you assigned in ClickBank.

The screenshot shows a Notepad window titled 'index.php - Notepad'. The code is as follows:

```

<html>
<head>
<title>Download Page</title>
</head>
<body bgcolor="#C0C0C0" link="blue" vlink="blue">
<?php
$key='ABC123'
$downloadfile='mybook.pdf'
$rcpt=$_REQUEST['cbreceipt'];
$time=$_REQUEST['time'];
$item=$_REQUEST['item'];
$cbpop=$_REQUEST['cbpop'];

```

Red arrows point to the '\$key' variable and the '\$downloadfile' variable in the code.

8. Change the variable \$downloadfile from "mybook.pdf" to the name of your digital download file. This is the name of your file you want your customer to be able to download.

9. Copy your file to be downloaded into the download folder so it's in the same folder as the index.php file.
10. FTP the entire folder to your web server into your domain's root directory.

You now have a download page that can only be viewed when the secret key is used.

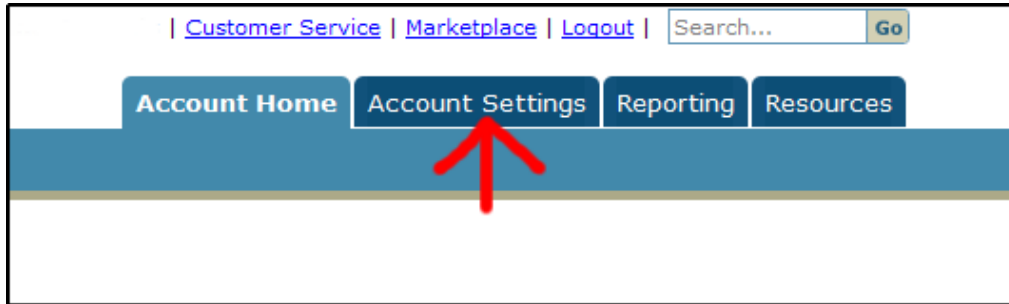
Now that your webpage is online, this is what anyone trying to steal your download will see because they are not sent there by ClickBank as part of an authorized sale:



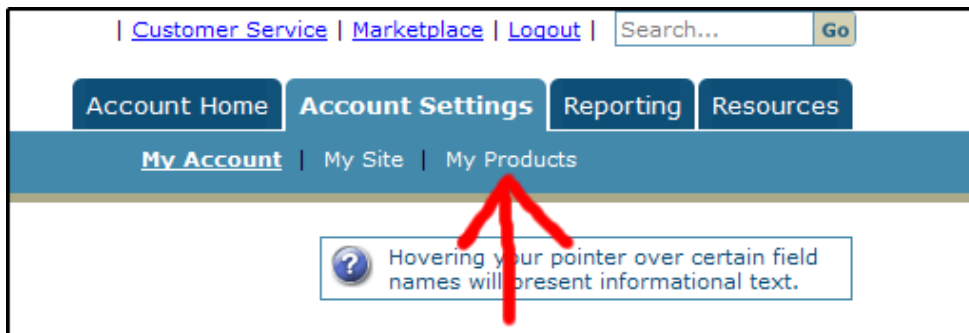
This offers a minimum layer of download protection. If you would like extra protection, you could have your webmaster add an .htaccess file to the download directory that blocks any users that don't come from your domain, clickbank.com or the clickbank.net domain. This can be done by someone with basic web server knowledge.

If this new download page is not the same page listed as your thankyou page in your ClickBank account then take the following steps:

1. Log back into ClickBank and click on the "Account Settings" tab.



2. Click on the "MyProducts" link.



3. Click the edit icon to the left of your product.



4. A pop-up box will appear. Enter the new download page URL and click "Save Changes".





## How to Reduce ClickBank Refunds

There are many ways to reduce refunds for a digital download product. While there will always be refunds, you should make every effort to minimize them not only because it will keep more money in your pocket, but more importantly because it's your responsibility to protect your affiliates. It's not fair to them if refund requests are made that could have been avoided.

Not only will refunds hurt your bottom line profit, but it will also exponentially damage future profits because you will lose affiliates.

Of course the best way to avoid refunds is to have a high quality product that delivers more value than your customer paid for and was expecting. However, that won't stop professional product snatchers that know the system. But here are a few tactics that will help.

1. **Offer unadvertised bonus items:** Have one bonus item sent immediately and then space the rest out, so they arrive over time. By staggering unadvertised bonus items, your refund rates will drop because customers won't want to request a refund if it means missing out on upcoming bonus items.

Make sure these are quality products. Sending out a poor quality bonus could actually backfire and make the person request a refund.

2. **Take the customer off your lead list:** If you have an email list of leads and you send them offers for a product they have already bought, then they may request a refund just for being annoyed. Most autoresponder services offer a way to automatically transfer email addresses from a lead list to a customer list.
3. **Offer a newsletter:** If you have a monthly paid newsletter, then give your new customer a one year subscription. If you have enough customers, you may want to have a product support newsletter anyway.
4. **Send them a physical product:** ClickBank's main product has to be a digital downloadable product. But you can still send them a physical product like an audio CD version of your eBook

or even something cheap like a physical book, coffee mug or t-shirt as a free bonus. Many people will not request a refund because they feel like they have to send the physical products back, when in fact ClickBank will issue a refund anyway.

5. **Send the purchaser a follow-up email reminding them about the benefits of your product:** For example, you can email them to tell them not to miss the great idea on page 7 which tells them how to do XYZ.

Add a couple of testimonials to this email. It will give them social proof that other people find it valuable and may make them rethink clicking that refund link. For instance, you could say "Bill Johnson just emailed me, he's thrilled that on page 27 he discovered the secret that he's been trying to find for 20 years....."

6. **Have a support desk:** Refunds are less likely to take place if the customer can easily reach customer support.

## The Future of 3<sup>rd</sup> Party Processing: Why You Need a Plan B

There is one HUGE disadvantage to network affiliate programs. What happens if the network program closes? What happens if they ban you? Or close your account? Or are not able to process your orders for any number of reasons?

I've been working with affiliate programs since 1996 when they first appeared and I have seen more than my share of major affiliate networks and processors go under, including some very large ones. ClickBank is a great company and there is no reason to think it will not be around years from now, but you should still be prepared.

Imagine this... You build up a large affiliate base and have hundreds or thousands of affiliates sending you orders through a ClickBank hoplink earning you thousands of dollars a month.... Then what if you suddenly could not process through ClickBank? Your affiliate income would drop to ZERO overnight!

Think it couldn't happen? There are so many things that can and have gone wrong with marketers using 3<sup>rd</sup> party processing companies.

Here are just a few examples:

1. **ClickBank could suspend your account:** There are many cases where 3<sup>rd</sup> party processors and merchant account processors have suspended accounts, even for things that weren't the marketer's fault.

For instance, I once had an account suspended because a competitor started sending lots of fake orders to my order page every day using spoofed and stolen credit card numbers. While the processor was sympathetic and understanding, they were forced to shut down my account to protect their own relationship with the credit card companies.

2. **MasterCard and Visa Guidelines Could Change:** The large credit card companies and controlling banks, in response to massive credit card fraud, are constantly changing their policies on what 3<sup>rd</sup> party processors can do.

Visa made a recent policy change, requiring some 3<sup>rd</sup> party processors to collect applications for approval for any sellers or marketers they process for and is pushing to require all 3<sup>rd</sup> party processors to collect applications for all their marketers. This is understandable since 90% of all credit card fraud is committed over the internet.

3. **Future Software Could Render ClickBank Cookies or Tracking Irrelevant:** This has already happened once before with the anti-spyware program "Spybot Search and Destroy". The software was set to delete ClickBank cookies. In the future, a major antivirus/spyware package may follow suit, or a change in the Windows Operating system could even negate certain cookies or tracking systems.

Major loss of tracking could result in affiliates changing the way they send traffic. ClickBank is working hard to combat all these things, but no one knows for sure what could happen years from now.

Some affiliate software has already begun to counter cookie-loss by tracking the user's browser signature instead of or in addition to cookies.

4. **ClickBank could go out of business:** First let me say that ClickBank is a tremendous company and is A+ in most people's book. However, no company is immune from failure. Just look at how in 1995 a single employee, Nick Leeson, caused the collapse of the financially stable Barings Bank, the oldest bank in England. If the bank that loaned America the money for the Louisiana Purchase can go under, then any business can.

Again, I'm not saying that ClickBank is in trouble, I'm just pointing out that you need a backup plan for what to do with your traffic in such an event.

Most internet marketers are unaware of the battles that are going on between 3<sup>rd</sup> party processing companies and the major credit card companies. Credit card companies don't like 3<sup>rd</sup> party processing and are constantly putting up new policies and fighting for new legislation affecting the companies that accept credit cards on your behalf.

ClickBank doesn't consider itself to be a 3<sup>rd</sup> party processor and has been able to avoid many of the battles by claiming they are a wholesaler of digital download items. Their position is that they are buying the product from you then reselling it to the end user. However, one policy change by the credit card companies or one change in the laws could classify ClickBank as a 3<sup>rd</sup> party processor.

If you take a look at other companies that have processed internet credit card transactions for others over the past decade, it becomes clear that having a backup plan is a must.

Here are just a few companies that have run into problems processing internet orders for website owners:

**I-Bill:** I-Bill was founded in 1996 and grew to be the largest 3<sup>rd</sup> party credit card processor on the internet. Thousands of website owners used I-Bill to accept credit cards and to pay affiliates.

In 2002, the credit-card processor Intercept (Nasdaq: ICPT) purchased I-Bill for \$104 million dollars and then quickly resold it.

In September 2004, I-Bill's contract with its upstream credit card processor, First Data, expired and First Data refused to renew processing since I-Bill's credit card number database had been stolen, reportedly by employees. I-Bill was unable to gain a new processor and closed down leaving millions of dollars unpaid to sellers and affiliates.

**PaySystems:** PaySystems was a popular choice for website owners wanting to sell digital downloadable items on the internet without their own merchant account.

In 2004, VISA and MasterCard imposed restrictions that PaySystems was not able to meet and PaySystems lost their ability to process over the internet. They sent the following email to their sellers:

**Subject:** myPaySystems Forced to Terminate its Internet Billing Account (IBA) Services Effective Immediately

Dear myPaySystems merchant,

Due to circumstances beyond our control, we must terminate our myPaySystems Internet Billing Account (IBA) services. This unfortunate situation is due in part to, restrictions imposed by the VISA/MasterCard association on processing of Internet credit card transactions by third party billing companies, and, our acquirer Pago eTransaction Services GmbH/Deutsche Bank, suspending our accounts and accelerating the termination of our IBA processing capabilities.

All merchants currently processing through an IBA will no longer be able to process transactions and we are forced to give notice that effective immediately, August 9, 2004, your myPaySystems IBA Agreement is terminated. Further, as per section 9.3(e), notice is given that all funds must be held pending risk review of each account. At this time no release schedule is available, as each case attracts its own risk profile. There are also external factors which require final determination. Once we ascertain the resolution of your risk scenario, your funds may be released in the normal course.

As we valued your business, we pursued all possible alternative processing options for our merchants and had implemented a transition plan to migrate all of our qualified merchants from a myPaySystems IBA to their own merchant accounts. It was due to the sudden actions of Pago eTransaction Services GmbH/Deutsche Bank that we were unable to complete the migration. If you continue to require online payment processing services you may contact other payment processors that provide similar services. Searching for "process credit cards online" in any search engine will provide you with possible alternatives.

**Ginix:** Ginix was formed in 1999, but as of September 11, 2003 was unable to process online transactions any longer for their customers. This was caused by hackers who found loopholes in their security software and were able to process bogus transactions.

**PayMonde:** PayMonde was a very large company that processed transactions for website owners over the internet.

In 2006, the company's chief executive officer, Howard Cohen, said that PayMonde's merchant bank lost acquiring rights to process MasterCard forcing them to send the following statement to their customers:

November 14<sup>th</sup>, 2006

PayMonde is going out of business.

We'd first like to assure you that we are currently working with our processor to ensure that we receive your money in order to pay you out.

Unfortunately, there will be some delays, but we are working to resolve this as quickly as possible. We'd like to take this moment to thank you for your patience, to thank you for your support throughout the years, and to wish you luck and fortune in the future.

All of the above examples were companies that processed orders for webmasters who didn't have their own merchant accounts. Many of them had affiliate programs and website owners lost not only the money that was owed to them, but more importantly, lost the future income because their affiliate traffic was still being directed to processing sites that were out of business.

To make things worse, most of the time, the website owners had no way of contacting the affiliates to let them know how they could redirect their links so they could still promote their products.

I have used most of the providers above and have lost money when they went under. This is why I highly recommend you use the Affiliate Forwarding Script that came with this package.

I have my own merchant account and I use other 3<sup>rd</sup> party processors and I use ClickBank. I intend to use them all for years to come, but as a business person, I do have a plan in place in case anything happens to my ability to process my orders.



## **APPENDIX A: The Scripts in This Package.**

In addition to this book, you should also have downloaded a zip file which contains bonus scripts. The advantages and how to use these scripts are described in detail in this book.

### **/clickbank\_templates/index.html**

This is a sample template for a ClickBank product sales letter. It is very plain and basic. You should design your own sales page since this page is used only to show how to link to the order script (order.php) and how to link to the affiliate sign up page (signup.html).

### **/clickbank\_templates/order.php**

This is the script that will boost your ClickBank Marketplace rankings. It will spread out the orders you generate yourself among your multiple ClickBank IDs by pulling affiliate links from the file (cblinks.txt).

### **/clickbank\_templates/cblinks.txt**

This is a text file with a separate link to your ClickBank order page on each line. It is accessed by the script order.php.

### **/clickbank\_templates/signup.html**

This is a sample sign up page for ClickBank affiliates. It will add ClickBank affiliates to your Aweber autoresponder then forward them to the PHP webpage thankyou.php where their link codes are automatically generated for them.

### **/clickbank\_templates/thankyou.php**

This is the landing page the Aweber autoresponder sends your ClickBank affiliates to who signed up through the page signup.html. It passes their ClickBank ID from the affiliate sign up page and will display a ready to cut-and-paste affiliate link.

### **/clickbank\_templates/cb/index.php**

This is the affiliate forwarding script. It lets your ClickBank affiliates send traffic to your website instead of using a ClickBank hoplink. The affiliate traffic gets a tracking cookie assigned by ClickBank then goes seamlessly to your sales page.

### **/clickbank\_templates/download/index.php**

This is the protected page ClickBank will send to your customers so they can download their purchase.

## **DISCLAIMER**

NOTICE: As with any business, your results may vary, and will be based on your individual potential, business experience, expertise, and level of desire and effort. There are no guarantees concerning the level of success you may experience. There is no assurance that examples of past earnings can be duplicated in the future. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the internet that we cannot foresee which can reduce results.

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The use of our information, products and services should be based on your own due diligence and you agree that we are not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products or services