Lesson 9: Clickbank

In the previous lesson, we went through a few examples of “desperate niches”, which are basically niches that have a raving demand of potential buyers just waiting to be serviced. These people are desperate for a solution to their problems are don’t want what you have, they need it. We’re now going to talk about an online marketplace called Clickbank that has been established to help Affiliate Marketers, vendors and normal people solve all their problems at the same time.

As just mentioned, Clickbank is what I like to call a “virtual marketplace”. The name is sort of misleading; it sounds like a name you would give to a bank that only exists online. If you’ve ever been to a local market, they have tables set up. At these tables, regular people are selling their home-made goods and other unique goods to the general public.

Clickbank is no different. There are hundreds, if not thousands of these “tables” set up in Clickbank. They are arranged categorically as well. The biggest difference between Clickbank and a “real” marketplace is that people don’t visit the market on a Sunday and walk between the tables, looking at what’s being sold.

Instead, people who want or need a solution to their problems are sent to a specific table in the “marketplace” to look at particular good or service that is supposed to aid them with their problem. Who are they sent by? An affiliate marketer, of course.

The deal is, if an affiliate marketer sends someone to a vendor and that person ends up buying whatever the vendor sold, the affiliate marketer gets a referral commission. The means by which the affiliate sends through visitors to the vendors “table” are varied; the affiliate can write an article, through which a visitor will read and then click on a link at the end that will direct them to the vendor’s product.

The affiliate can also use paid advertising, such as Pay Per Click via Google’s ad network or maybe an online classified advertisement. The affiliate marketer can also form a relationship with his or her readers and send emails promoting products.

So basically that’s how Clickbank works. It’s a popular way for many people to get started in Internet Marketing, especially as an Affiliate Marketer. In the next few modules, you’ll learn about traffic, it’s different forms and just exactly why it’s so important to Internet Marketers.