Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

the quotation marks. one at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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**Copy and paste phrases**

"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your name here"

"your email address"

"your URL here"

Best of luck with your new course,

Lisa M Cope,

If you need help or have any questions

please visit the help desk at:

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<http://www.plrnewsletters.com>

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Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Clickbank Profit Criteria Short

Course.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"your name here"

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1

Subject line: First Lesson - Clickbank Profit Criteria Short Course

Hello "autoresponder code here",

Welcome to your first lesson in the Clickbank Profit Criteria - Short

Course.

Over the next few days you will receive easy to follow lessons that will

help you learn how to choose the most profitable products from the

Clickbank marketplace to promote. So that you can save yourself from

wasted time, effort and money promoting products that just don't sell.

Let me begin by asking you this question.

Do you know how to choose a product from the Clickbank market place

that you know will be profitable?

When it comes to choosing and promoting Clickbank products it is a

good idea to have a solid criteria that you can use to decide if the

product is going to be profitable and worth your time and effort.

A few of the key things you should look at are Gravity score,

competition, the salesletter, the commission rate and the price of the

actual product.

In this first lesson let's talk about the Clickbank gravity score and how it

will help you choose the right products to promote.

What exactly is Clickbank gravity? This is a question that continues

baffle many affiliates.

According to Clickbank the gravity score is:

The number of distinct affiliates who earned a commission by referring

a paying customer to the vendor's products. This is a weighted sum

and not an actual total. For each affiliate paid in the last eight weeks

they add an amount between 0.1 and 1.0 to the total. The more recent

the last referral, the higher the value added.

It doesn't actually have anything to do with the total amount of sales that

have been made for a particular product.

In layman terms a high gravity score indicates that affiliate marketers

are earning plenty of commissions on sales from the product.

A low gravity indicates that there haven't been many sales for the

product at all.

So as you can see the actual gravity of a product is an important

indicator of how successful a product is selling.

Here is a quick example of how you can interpret the gravity score.

Let's say for instance that the product has a score of 447, that means

that 447 affiliates have made a sale for that product within the last eight

weeks.

Keep in mind that this doesn't reflect the amount of sales made by each

affiliate. It could be that 447 affiliates made one sale each or that three

affiliates made 149 sales each. There is really no way to tell for sure.

But it can lead you to the conclusion that a high gravity score often

means more competitors.

It is important to keep in mind that it will be more difficult to make

money from a product that has a large number of affiliates promoting it.

A good rule of thumb is to aim for products that have a referral

percentage below 65%. This means you will have less competition.

If you don't mind the competition it is perfectly OK to promote products

with a higher gravity score. Simply because these products have been

proven to be successful sellers and you can be sure that there is a

market for them.

Then again, there are lots of extremely valuable products on Clickbank

that have a far lower gravity score with less competition. Of course the

choice is completely up to you, but I recommend that you keep your

product choices limited to ones with a gravity of 20 or higher. Because

most products below that just won't make any money for you

no matter how much you promote them.

After you have found several products that meet your criteria based on

the gravity score you can begin looking at the other variables like

evaluating the salesletter, cost and commissions.

By understanding how the Clickbank gravity score works you can be

more confident that you are picking the most profitable products to

promote.

Make sure you look for your next lesson soon. We will be talking about

evaluating the sales letter’s of the products that you are considering.

Thank you again for joining, If you have any questions or need any

assistance please feel free to contact me at anytime using the contact

information below. I will be happy to help,

"your name here"

"your email address"

"your URL here"

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2

subject line: Second Lesson - Clickbank Profit Criteria

Hello "autoresponder code here",

It’s time for your second lesson in the Clickbank Profit Criteria short

course. I hope you found lesson one informative and that you have a

better understanding of how the Clickbank gravity score can help you

pick profitable products from the marketplace.

In this lesson we will be talking about evaluating the sales letter’s of the

products that you are considering.

When it comes to choosing profitable products from the market place it

is important that you consider factors other than the gravity. You must

take into consideration that gravity scores can be elevated by vendors

selling their own products through affiliate accounts, so you can't rely on

gravity alone.

The effectiveness of the salesletter to convert visitors into customers

will have a big impact on the amount of commissions that you make by

promoting the product.

That is why you should take some time and evaluate the salesletter of

the product's that you are thinking about promoting. Just because the

product has a high gravity score doesn't mean that it will convert into

sales for you.

Have a look at the salesletter and determine whether or not you think

the product will sell well for you.

Keep in mind that this is the website that you will be sending your

subscribers and customers to and it will impact your business in more

ways than one.

You should evaluate the sales copy to see how well it's written.

- Ask yourself if you would like to buy the product?

- Is the copy easy to read, believable and does it point out the benefits

of the product effectively?

- Look for proof and testimonials.

When someone is considering a product to purchase, proof of results

and testimonials from other customers carry a lot of weight when it

comes to the decision making process.

- Does the product owner offer any type of proof that the product

works?

- Do the offer any sample results or trial offers?

- Are there any testimonials from happy customers?

If they do provide this type of data on the sales page be sure to check it

out and make sure it is real. When possible take the time to check out

the people that provided the testimonials as well. Make sure that they

are real and don't be afraid to ask questions.

- Does the product have a good guarantee?

You will also want to see if the product has a good guarantee. Providing

a thirty or even sixty day risk free guarantee provides a good

impression to the customer and because they can get a full refund they

are not satisfied it removes some of the risk associated with making

the purchase.

It is also a very good idea to use the product yourself. Especially if you

are planning on promoting it heavily. After all if you are going to

suggest it to your subscribers and customers you must be sure that it

does what it says it will and the only way you can be sure of this is to

give it a try yourself.

Look for you next lesson soon. We will be talking about commissions,

cost and continuity.

Again, I appreciate your joining me for this short ecourse. If you have

any questions or need any assistance please feel free to contact me at

anytime. I will be glad to help.

"your name here"

"your email address"

"your URL here"

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3

subject line: Third Lesson - Clickbank Profit Criteria

Hi "autoresponder code here",

It’s "your name here", with your third lesson. I hope that you learned a lot

from your last lesson and that you have a better understanding of why it

is important to evaluate the salesletter of the Clickbank products that

you are going to promote.

In today's we will be talking about commissions, cost and continuity.

As we discussed in lesson one, choosing a profitable product from the

Clickbank marketplace to promote involves more than it's gravity score.

It also depends on the effectiveness of the salesletter to convert visitors

into customers and as we will be discussing today it also involves

commissions, cost and continuity.

It is important that you take all of these factors into consideration before

you choose a product to promote. After all you will be investing time,

energy and possible advertising dollars to promote the product

properly. As part of your criteria you will want to consider these things.

What is the commission?

As an affiliate, you should try to find products that offer a commission of

at least $20 per sale. Anything below that amount usually isn't worth

your time and effort to promote heavily. Especially if you are planning

on spending advertising dollars to promote it. While there are

exceptions to this rule depending on what market you are in, it is a

good guideline to add to your criteria.

Keep in mind that it will take just as much effort to market a low priced

product as it will to market a higher priced product. You will find

products in the Clickbank marketplace that range anywhere from few

dollars to hundreds of dollars. The key is to find one that meets your

criteria and fits well into your overall marketing strategy.

How much does the product cost?

This is important because if the price is set too low not only mean less

profits for you it often leads the customer to believe that the product is

of little or no value to them. On the other hand, prices set too high can

have an impact as well, because it can prevent interested customers

from making an immediate purchase. If they have to take time to think

about making the purchase chances are they will leave the site and

never return.

Continuity is another factor that you may want to consider.

In addition to commission and cost, another thing you may want to

consider are products with continuity. Continuity products are ones that

offer a monthly membership program to their customers. These are

often a great addition to your product line up because they will pay you

commissions on a regular basis, usually monthly. They make very nice

back end offers as well.

Often these products offer a lower commission rate, however the fact

the

you will be earning a residual income from them means that you have

the potential of making far more over time.

Just like with other products, it takes the same amount of effort to

market a product with continuity, so make sure that it meets your other

criteria for profitability as well.

As you can see it take a little bit of time and research when it comes

to choosing profitable Clickbank products to promote. But, by taking

the time to choose the right product you will save yourself from

wasted time, effort and money promoting products that just don't sell.

When it comes to choosing profitable products you need to decide on  
the best criteria for your business, that includes the proper gravity, a   
good salesletter, nice commissions at the right price. If you can match   
up all the factors in your criteria then you can be confident that you've   
chosen a good product to promote.

I want to thank you again for joining me for this short course and I hope

that you have learned a lot about choosing products that will be very

profitable for your business.

If you have any questions or need any assistance please feel free to

contact me at anytime using the contact information below.

I wish you the best of luck with all of your Clickbank promotions,

"your name here"

"your email address"

"your URL here"

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