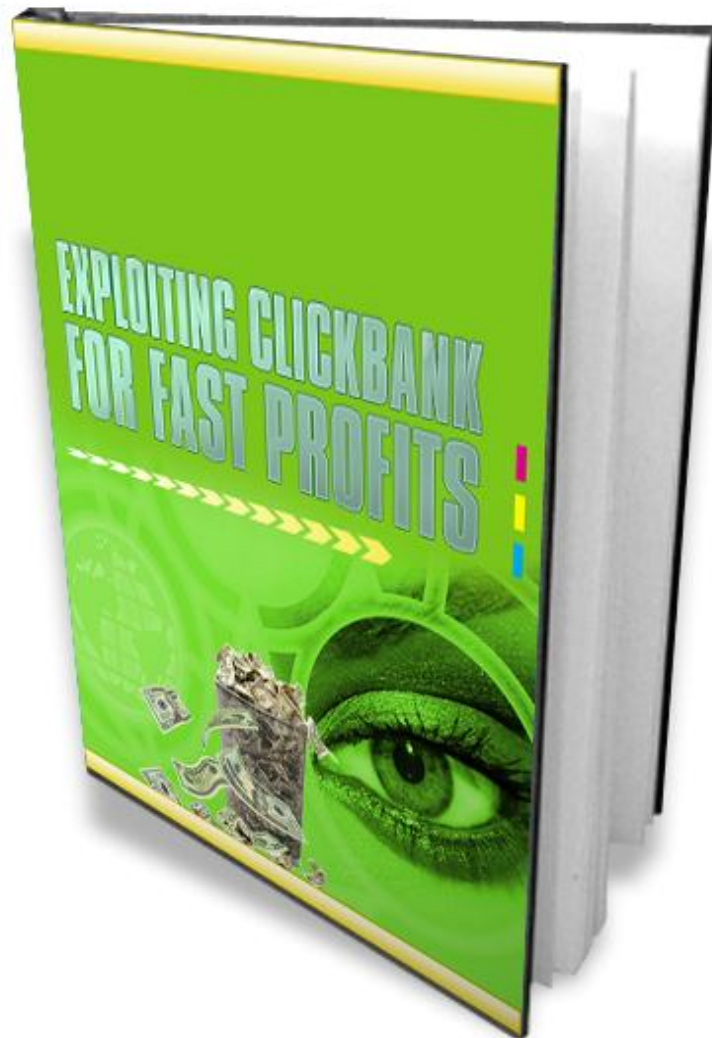




## **Making Huge Clickbank Profits**

### **Free Chapter**





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## Introduction

Almost anyone who has spent more than five or ten minutes around the internet marketing scene or even idly surfing the net for online marketing related information is probably aware of the existence of [Clickbank.com](http://Clickbank.com).

This is no surprise, given that the site is by far and away the biggest information product network site on the net, offering over 10,000 products at any given time which are marketed to the world at large by over 100,000 active affiliate sales people (there are actually in excess of one million affiliates registered with the site!).

In short, Clickbank is a site that has enabled thousands of people to launch online marketing careers, many of whom had no previous online marketing experience. Indeed, many people who have started successful internet marketing businesses had no previous marketing experience whatsoever, online or in the real bricks and mortar business world.

Whilst there is no way that you should fall into the trap of allowing yourself to believe that generating a significant online income will be easy simply because of the existence of Clickbank.com, there is equally little doubt that without this particular site, thousands of successful affiliates all over the world would find generating an online income considerably more difficult than they do.

In this report, I am going to consider how you can generate significant income levels by working with Clickbank from every possible angle. This





is because I would suggest that it is not possible to generate the kind of income that you probably want to generate if you simply look at Clickbank as a repository of information products in isolation.

For instance, as you will read here, there are many different ways you can select products from Clickbank which should be good sellers and should therefore generate reasonable commission income in turn.

However, it is all very well working with a particular Clickbank product or service but if you do not know how to promote your product or service or how to attract targeted traffic from your promotional activities, you are never going to land the big sales numbers that you are after.

In effect therefore, Clickbank as a site where you can find thousands of products is only a relatively small part of the overall story or plan that you need to understand if you are going to achieve success. That being said however, I am going to start in the traditional place, which is at the very beginning of the Clickbank story.







## Why Clickbank is the #1 information product affiliate marketing site

### The basics...

Clickbank.com was first launched back in 1999, and from that day to this, it has developed into the largest repository of digital information products on the net, with over 10,000 products registered at any one time.

The basic business model that Clickbank uses is that each and every product that is registered with the site is available for every individual affiliate sales person who is registered with the site to promote.

Each of these affiliate sales people is in turn an independent sales representative who chooses to spend their own time (and perhaps their own money) promoting particular Clickbank products. Every time they do so and manage to generate a product or service sale as a result of their efforts, they are paid a percentage of the purchase price as a sales commission.

Anyone can sign up as a Clickbank affiliate completely free and it is not even necessary to have a website of your own in order to do so. Once you have signed up as an affiliate, you can choose any products you want from the Clickbank inventory to promote because there are no such things as minimum requirements for being allowed to promote particular products.

One other important consideration is that whilst many affiliate programs insist on you living in a particular part of the world (most commonly,





these are the USA, Canada, the UK, Australia etc), anyone, anywhere can sign up as a Clickbank affiliate.

Nor is there a problem getting paid your commission either, even if you live in the most remote geographical location imaginable.

In fact, you will get paid twice a month by check sent directly to your front door and with commission rates on the top products that Clickbank offers generally in the 50% to 75% range, the payouts that you can anticipate are often extremely attractive too.

Unlike many other business opportunities, you do not need to buy special software or to have any advanced web authoring skills to use and make money from Clickbank.com either.

You do not need a fancy site to promote any affiliate product or service. In fact, you do not need a site at all, although having some kind of web presence certainly helps to increase your income. Nevertheless, as long as you can create a simple site of your own, you have all the skills you need to become a successful Clickbank affiliate.

There is more than enough information on the Clickbank site itself to enable you to get started, plus there are also many independent forums where you can find a great deal more information such as the [Clickbank Success Forum](#). This is a site that is run by two of the best-known marketers in the affiliate marketing industry, so the quality of the information this particular forum carries and provides is first class.

By all means, you should learn whatever you can from the Clickbank site and forums such as this one. On the other hand however, do not





under any circumstances be tempted to spend money on products that promise to make you an overnight Clickbank success story (it's not going to happen!) or (even worse) an instant millionaire (almost always without any work whatsoever being involved).

Almost without exception, products of this nature are complete garbage. In addition, all of the information that you really need is available for free on many websites such as forums and others of which you will read of as we go through this report.

Don't be tempted to waste your money because there is absolutely no need or necessity to do so to generate a very healthy commission income from Clickbank.

### **Factors to be aware of...**

The basic concept of making money from Clickbank is remarkably straightforward. You choose a product or service to promote, you put information about that product in front of a potential prospect (ideally a targeted prospect) and assuming they buy the product, you get paid a commission.

Given how simple it would appear to be from this description to make an income from Clickbank, you may be surprised or shocked to know that industry figures indicate that more than 95% of would-be affiliate marketers fail within the first two years of setting themselves up in business.

Perhaps more importantly than being shocked however, you should want to know why so few people make it or why so many fail.





Whilst there is no one single factor at which the finger of accusation can be pointed, there are several potential pitfalls to marketing Clickbank products of which you should be aware from the beginning. By knowing why others make mistakes, you should be in a position to avoid making the same errors which should in turn allow you to make the huge Clickbank profits that you are seeking.

The first thing to understand is that there are costs involved in running any online marketing business, and whilst many of the costs that would be associated with other types of online businesses are not relevant to affiliate marketing, there are nevertheless costs involved.

These costs can be measured in terms of both time and money, with the balance between the two usually being dictated by whether you have more of one or the other available to dedicate to your business.

For example, one of the most common and popular ways of promoting Clickbank products is to submit 400 word articles to major article directory sites.

Researching and then writing articles of this nature yourself is probably going to take a half an hour of your time per piece so creating a couple of articles costs one hour of your time. Alternatively, you could pay someone else between \$10 and \$15 to create these articles on your behalf, thereby saving time by spending money.

Whilst it therefore costs no money to become a Clickbank member, you do need to be aware that there is a cost involved in running the business after you have signed up and start promoting.







Consequently, if you do not generate sales, promoting products from Clickbank as an affiliate can actually cost you money rather than swell your bank account.

You also need to understand that you have to structure your affiliate marketing business in a certain way if you do not want to spend the rest of your life chasing your tail, trying to find a constant stream of new prospects for your business.

This is an important concept to grasp because of the nature of the majority of the products offered through Clickbank.

Most of these products are digital information products that a customer is only ever going to buy once. After all, if they buy an e-book or a video series because they want to discover the information that is contained in these materials, once they have that information, they have no need to buy the same product again.

Hence, every customer who buys a Clickbank product that you are promoting is only ever going to do so once.

In effect, every time someone buys a product that you are promoting, you gain the commission check but you lose the potential for future sales because the prospect has now made their one and only purchase.

Hence, you need to find a constant stream of new prospects to keep replacing those who choose to become customers if your business is structured in this way.





For the time being, these factors are something that you need to bear in mind but you do not need to worry about taking any action just yet, because these are things to which we will return later in this report.

However, before moving on to that more advanced stage, we need to investigate the basics of how you work with Clickbank in a little more detail in order to ensure that your business is built on solid foundations from the beginning.

