

ClickBank Success Story – Mark Hultgren



Name: Mark Hultgren

Home: Arizona, USA

Websites: www.mkw-ind.com
www.ArticleReservoir.com

Could you give us a brief background of yourself and your websites?

I am an Internet marketer that **started out trying to buy everything I saw that I thought would sell online**. Unfortunately, most of the stuff I bought and was trying to resell had been online for months, if not years, so I was fighting an uphill battle.

That was until **I found an online store and affiliate program that let me sell software and info-products without having to purchase them first**.

I started out by signing up with a few of the “not-so-wonderful” affiliate programs where you had to purchase a certain amount of product each and every month just to stay “qualified” to earn a commission. But in order to actually earn a commission, ***I also had to get other people to join and make those monthly purchases***.

Sure, the sales page made all these wonderful promises like, “You can earn \$1000’s a day for doing nothing” and “The Lazy Man’s Way to Get Rich”. It didn’t take me long to learn that it doesn’t matter what you do,

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internet included, **if you want to make decent money, it takes work.**

Granted, **working online is a lot easier than many labor intensive jobs out there**, but it still takes work to build your sites, create your ads, split test them to find out which ones work and which don't.

When I ran across [ClickBank](#), I wasn't even looking for "another" affiliate program, I just wanted to find a way for people to pay me for all the Resale Rights products I had purchased.

That is probably one of the good things I got out of all those monthly purchase programs, a good supply of products that I give away to my subscribers each month.

Not ALL monthly subscription sites are bad, you just have to be very picky in the ones that you join. I still have a few that I have maintained my membership with. The products are good quality and I put them to use on my own sites, [MKW Industries](#) and [ArticleReservoir.com](#)

One of the first monthly memberships that I joined also had a special offer for members for web hosting. Well, I decided if I was going to be doing business on the internet, it made sense to have a website.

I didn't know much at all about HTML or working with servers, so the first thing I did was spend some time actually reading some of the products I had bought through my monthly subscriptions. ***I found a couple of e-books on HTML and CSS and even Java, along with some nifty packages that made the actual coding more cut and paste with very little editing.***

Finally I was getting something out of all that electronic clutter on my hard drive. **I found out, the more I read, the more I learned.** Some of those products actually had some good information in them.

If there is one thing that I stand behind, it is ***in order to effectively sell a product, you have to know, and preferably use it.***

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What are the tactics you've used to go from newbie affiliate marketer to starting to build a successful business?

OK, so here is **what I've done to go from absolutely \$0.00 a month to finally starting to make some money using ClickBank.**

There are several methods out there in which someone can generate an income using CB. With all the hoopla about articles... and it is a very effective way to get your site indexed and listed in the Search Engines, so I decided to try some software that **automatically embeds my CB link into keywords of articles.**

I posted my article pages the first week of January after purchasing a Limited Release Software Package called **CB Text Ad Generator.**

I purchased that from AuctionAffiliateSecrets.com, but I don't think it's listed there anymore. Maybe they decided to pull it. The last time I went there, all of the links I found for it were dead. The web page said the developer of the product was only selling a certain number, so I guess he wasn't using that as a marketing ploy that so many do. **Just goes to show you, you have to browse through some of the spam you get everyday to find the diamonds.**

You can see an example of how it works at my MKW Industries site.

It comes up with links within the article that have my ClickBank ID embedded into it, so when someone clicks on the link... and it opens in a new window so I don't lose my visitor by the way... they get a new browser window that has the product sales page for the keyword that was highlighted, and I get the referral commission.



MKW Industries, Inc.
Blessed To Be A Blessing

[HOME](#)

All You Need To Know About RSS

What is it? How can I put it to use? What will it do for my business? Find out below!

All you need to know about RSS

What does RSS mean?

RSS may mean three different things. The original [RSS](#) (RDF Site Summary [RSS](#) 0.9) was developed by Dan Libby for Netscape. After a couple of months, they produced a simpler and easier-to-use version called Rich Site Summary or [RSS](#) 0.91. But they later lost interest, leaving it without an owner. As more and more users were using [RSS](#), Winer [made](#) an [adapted](#) version of [RSS](#) 0.91 for Userland, claiming it as his own. Later in 2005, Microsoft developed [Really Simple Syndication](#) in relation to its Simple Sharing Extensions.

What is RSS?

RSS is a [XML file](#) format for [syndicating](#) content and news in the web. It is [usually](#) used by websites that [constantly](#) need to update their content regularly such as news websites (CNN, [BBC](#) and Reuters) and weblogs. Since it essentially gives one's

[NewsGator RSS Reader](#)
Free Online News Reader. Fastest, Most Powerful Aggregator Available
www.newsgator.com

[Ringtones](#)
Get All Your Favorite Songs Now On Your Cell For Free
www.blinko.com

[Newsclip by Virtual Reach](#)
Fast & reliable Mobile RSS

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Now this may not seem like such a big deal, but when you look back at what I was making, which was \$0.00 or less, because I did purchase some things through [ClickBank](#), so I was spending and not making any money! **And then compare that with what I was starting to see.**

The first month I actually made a profit! It was a whopping \$11.04, which may not sound like a lot to you, but it was PROFIT!

My latest stats show that **I'm on track to make over \$400.00 this month!**

And I'm **planning to add [CB Ads Genie](#) which makes rotating ads**, like [Google AdSense](#), but linked to [ClickBank](#) products with my hoplink, so that should **double or triple my commissions.**

Past Activity Summary:

pay period	credits	debits	bonus	release	paycheck	allowance	balance
=====	=====	=====	=====	=====	=====	=====	=====
2006-02-01	22.61						26.65
2006-01-16	0.00						4.04
2006-01-01	0.00						5.04
2005-12-16	0.00						6.04
2005-12-01	0.00						7.04
2005-11-16	0.00						8.04
2005-11-01	0.00						9.04
2005-10-16	0.00						10.04
2005-10-01	0.00						11.04
2005-09-16	0.00						11.04
2005-09-01	0.00						11.04
2005-08-16	0.00						11.04
2005-08-01	0.00						11.04
2005-07-16	11.04						11.04

This is when I posted the first page with the CB Links embedded into it.

The next addition to my pages will be the CBAAdGenie. I look for my commissions to double or triple once that gets added.

I don't just use the embedded links for my promotions, I also have a [CBMall](#) website (<http://www.2jump2.com/x.php?1yz>) and I promote a CB-Store website (<http://www.2jump2.com/x.php?1z0>).

I have also created an [article database](#) of **over 25,000 articles that I allow authors to join for free.** The authors understand that their works will be kept intact with their resource box, may be used as commentary articles where other authors can add their comments to them, or may be reprinted on other member's websites.

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You can find out more about that at ArticleReservoir.com. ***With all those articles to choose from, it doesn't look like I will be running out of content for my embedded link pages anytime soon.***

How do you promote your sites?

Basically there are lots of keywords in the articles, and the search engines like sites that have a lot of content. With 25,000 articles, that's a lot of content posted on my sites. Plus I'm adding another 8,000 articles over the next month or so.

I'm getting hits from all of the major search engines on a regular basis now.

Connect to site from					
Origin		Pages	Percent	Hits	Percent
Direct address / Bookmarks		1362	41.1 %	1526	43.1 %
Links from a NewsGroup					
Links from an Internet Search Engine - Full list		166	5 %	166	4.6 %
- Google	74 74				
- Yahoo	36 36				
- MSN	29 29				
- Netscape	8 8				
- AOL	6 6				
- DMOZ	3 3				
- Unknown search engines	3 3				
- Ask Jeeves	3 3				
- AllTheWeb	2 2				
- Dogpile	1 1				
- AltaVista	1 1				
Links from an external page (other web sites except search engines) - Full list		1413	42.6 %	1470	41.5 %

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And one of the first things that I learned from all of the Info-products I purchased that really does pan out, is to **always include my Signature line the first time I respond to or send out an email.**

Typically I'll have my name, address, phone number and websites listed, and an ad included at the bottom as well.

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1-877-374-6809
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How about a game of Interactive Golf Online?

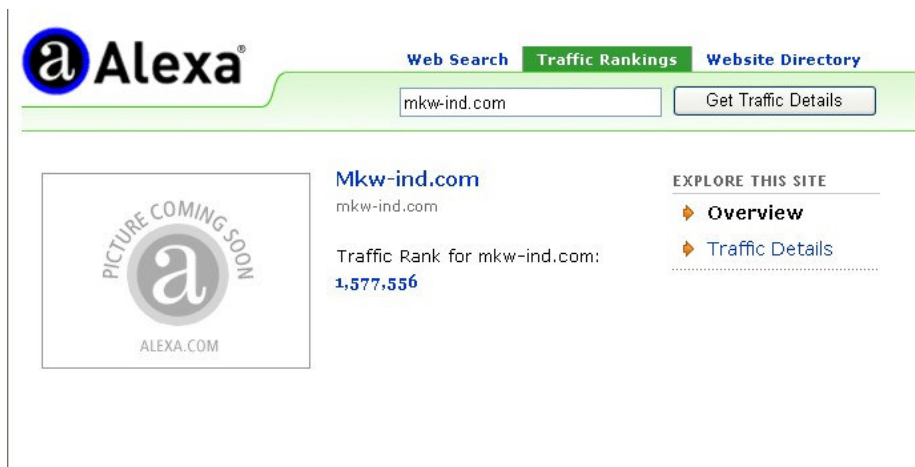
Play a round on me at

<http://goldenfairwayfx.com/MKWIndustries>  
<<http://goldenfairwayfx.com/MKWIndustries>>

Or purchase your own Game License at

<http://egolfinternational.com/MKWIndustries>  
<<http://egolfinternational.com/MKWIndustries>>

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The screenshot shows the Alexa website interface. At the top, there's a navigation bar with 'Web Search', 'Traffic Rankings', and 'Website Directory'. Below this is a search bar containing 'mkw-ind.com' and a 'Get Traffic Details' button. The main content area features the Alexa logo on the left, which includes a circular emblem with the letter 'a' and the text 'PICTURE COMING SOON' and 'ALEXA.COM'. To the right of the logo, the text 'Mkw-ind.com' is displayed, followed by 'mkw-ind.com' and 'Traffic Rank for mkw-ind.com: 1,577,556'. On the far right, there's a section titled 'EXPLORE THIS SITE' with links for 'Overview' and 'Traffic Details'.

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That's all free advertising... do you pay for any ads as well?

I haven't even started to create an advertising program yet, but I'm **doing fairly well with just my search engine referrals**. Many sites that start out have a hard time getting any visitors, but I'm starting to ***build a regular flow of steady visitors and a steady supply of hits that is building each week.***



Day	Number of visits	Pages	Hits	Bandwidth
01 Feb 2006	57	116	200	44.67 MB
02 Feb 2006	134	364	1040	15.24 MB
03 Feb 2006	121	216	389	20.00 MB
04 Feb 2006	87	125	297	2.42 MB
05 Feb 2006	136	224	456	5.32 MB
06 Feb 2006	144	276	582	6.46 MB
07 Feb 2006	141	349	403	8.85 MB
08 Feb 2006	94	190	422	4.90 MB
09 Feb 2006	69	115	345	2.66 MB
10 Feb 2006	77	117	1037	5.97 MB
11 Feb 2006	35	63	102	1.67 MB
12 Feb 2006	116	292	479	6.93 MB
13 Feb 2006	106	183	318	10.80 MB
14 Feb 2006	101	309	514	4.84 MB
15 Feb 2006	121	217	668	9.65 MB
16 Feb 2006	100	208	1150	8.52 MB
17 Feb 2006	196	251	356	8.44 MB
18 Feb 2006	172	228	268	7.03 MB
19 Feb 2006	122	172	251	5.15 MB
20 Feb 2006	150	210	270	6.62 MB

And that of course means better web hosting. Because my site is continuously growing, I started with a 100 Meg Basic package with a monthly bandwidth allotment of 1 Gigabyte, but **in just seven months I am now up to 500 Meg of storage with 15 Gig of available bandwidth each month.**

I'm proud to say, actually, that ***I may need to increase that sooner than expected*** with the rollout of my new article database at ArticleReservoir.com

What about building an opt-in list?

I'm actually using a unique strategy to build my list with my Database. I'm currently allowing the first 250 people to sign up for a lifetime membership for absolutely nothing more than their name and email address. And once I have my first 250 members, I will start charging a monthly membership fee of \$29.00 a month.

I've seen where other sites charge anywhere from \$17.00 to \$49.00 a month, and all they give you is a select few articles of their choosing. **I think that by letting the member choose which articles they want, it will blow away the competition.**

What plans do you have for continuing to grow your business?

I've come a long way in a short seven months when I joined that first affiliate program. It just happened to be the one that offered the deal on the web hosting.

I am now an affiliate of over 65 programs, many of which are OTO, or One-Time-Offers, and I have seven domains registered.

With all the stuff we've talked about, the article database and the CB Ad software, and the added revenue from [AdSense](#) that I'm including in my pages, my site is getting big quick.

While I'm **focusing my attention on the Article Based marketing** right now, I have plans to build sales pages for some of the products that I purchased, that I feel are worth selling. The others I will either give away as promotional products or just scrap.

Who knows, I may even take the product, find a programmer that can make it better, and sell the improved version. After all, that is what progress is. **If you have Master Rights, it means you can do what you want with it, including making it better.**

For those I primarily use [PayPal](#) buttons on my web pages as my main payment processor, for my Cookbook collection and other products. And I also use it for my payment processor for the affiliate programs

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since most affiliate programs will only accept [PayPal](#), [PayDotCom](#) or [StormPay](#).

I'm currently involved in over 75 different Joint Venture and affiliate programs besides [X-SitePro](#), [M2CGlobal](#) and [WebsiteWizard](#), which are currently the only banners that I've placed on my site.

And now that [ClickBank](#) accepts [PayPal](#) it makes it even easier.

I also heavily promote an Online Video Game Business at [eGolfAdvertising](#) and offer five free rounds of online golfing at [eGolfWithMe](#).

Thank you very much for sharing your story, and showing how a newbie can find success with ClickBank Affiliate marketing.