

ClickBank Affiliate Confessions – Quick Action Guide

By Heather Vale

Introduction



I'm Heather Vale, the co-author of **ClickBank Affiliate Confessions** and host of the online talk show, [Success Unwrapped with Heather Vale](#).

That's me sitting at the anchor desk of [CBC](#), the largest network news operation in Canada, where I live. No, I wasn't the anchor, but I was about to interview one of the most successful news

anchors in the country, Peter Mansbridge, about his personal journey to the top of the media mountain.

In fact, I've always focused on success techniques and principles, but lately more than ever. I like to interview people about how they achieved success, and tell others so they can follow the same path.

Just like with **ClickBank Affiliate Confessions**, where I've interviewed some of the most successful ClickBank Affiliates out there. But don't think it's just a few... there are lots of ClickBank success stories, and there's no reason you can't be one of them.

All you have to do is take the right action.

This e-package was developed to help you do just that... by showing you the skills others have developed and giving you the tools to follow that path to success yourself.

Throughout this **Quick Action Guide** I'll be investigating the niches that interest me personally, and showing concrete examples.

So... let's get started!

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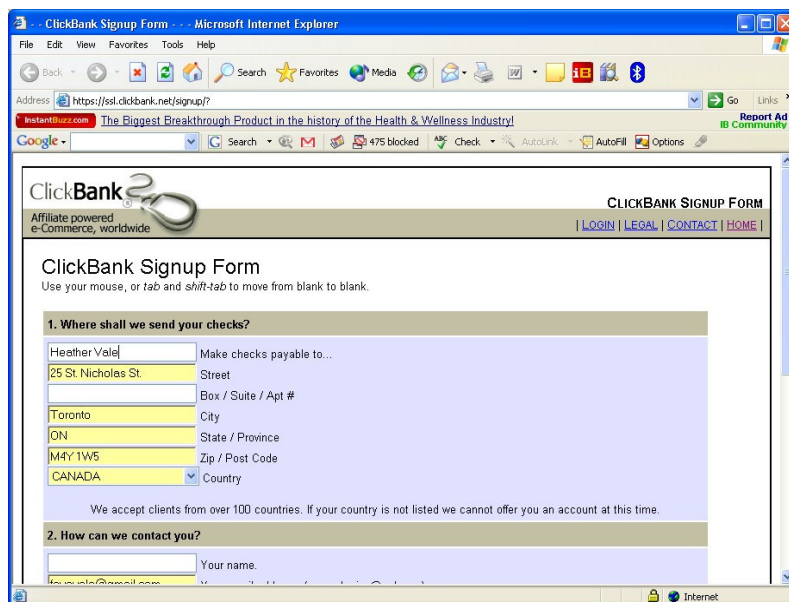
Here's what you have to do, step by step, in order to become a ClickBank Affiliate success story quickly!

1. **Go to [ClickBank](https://ssl.clickbank.net/signup/) and sign up for your affiliate ID, or "nickname".**

Be sure to pick a nickname that you can remember, but that is also unique enough so maybe people won't even realize it's part of an affiliate ID.

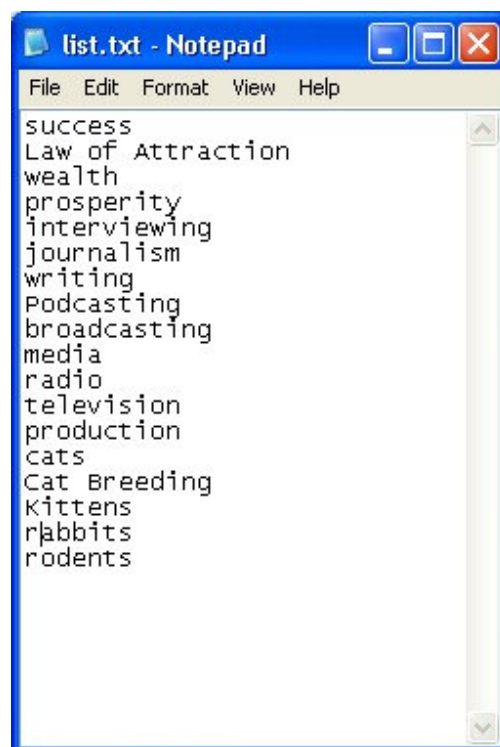
For instance, I could have picked something like **heathervale**, but that's too obvious. I went with **unwrapped**.

The actual link you have to go to is <https://ssl.clickbank.net/signup/?>



2. **Decide what type of product you want to promote.**

- a. **Make a list of what interests you.** Include everything, without restrictions. Here's what mine would look like:



```
list.txt - Notepad
File Edit Format View Help
success
Law of Attraction
wealth
prosperity
interviewing
journalism
writing
Podcasting
broadcasting
media
radio
television
production
cats
Cat Breeding
Kittens
rabbits
rodents
```

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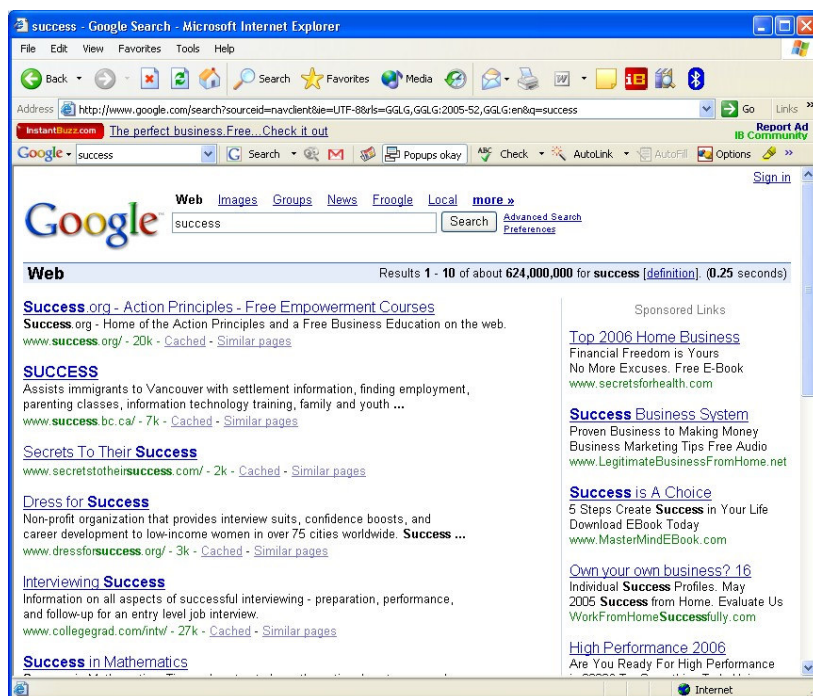
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- b. **Pick a few** that you think would be **good to promote first**.

To tie in with my talk show, which focuses on personal and financial success and is delivered by podcast, I would like to start with **success, wealth, and podcasting**.

- c. **Search the internet** through **Google** to see what else is being promoted in those niches.

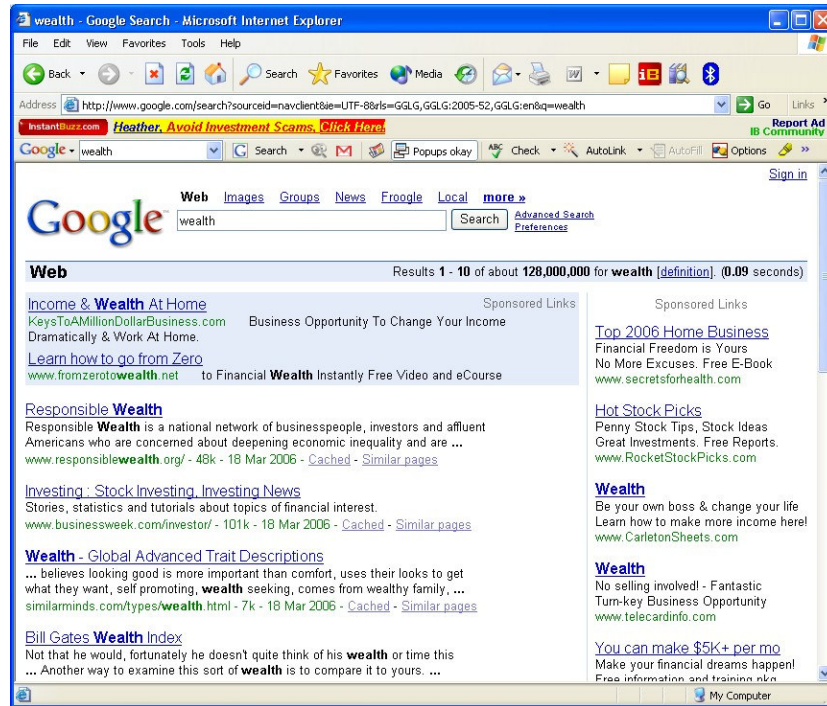
Success is a huge niche, and I get 624 Million results:



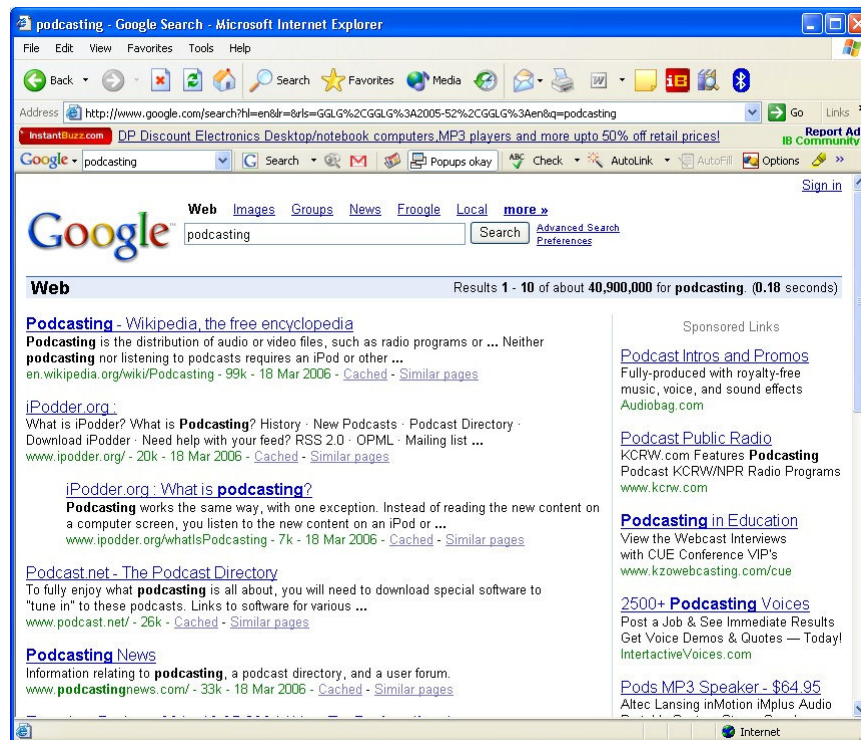
Wealth is almost as big, with 128 Million:

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Podcasting is more targeted, and I “only” get 41 Million!



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- d. **Get Good Keywords and do free searches** to see what other people are searching for in those niches.

It's good to know what specific phrases people are searching for within these huge niches, so a tool like **Good Keywords** comes in handy.

This can help you target the keywords and phrases on your website that are attracting visitors, as well as narrow down your **ClickBank** search if there are too many products in the larger niche.

These are the targeted keyword searches I found for **Success**:

Keyword Suggestions

Please type a base keyword, select the search engine to use for the research and then click the 'Go' button.

Base Keyword:

Menu Go!

Research Using:

Search counts are available for only some search engines.

Suggestions for 'success' from 'Overture US' [3/1/2006]

#	Keywords	Count/Month
1	success	42337
2	success quote	6684
3	dress for success	5193
4	weight loss success story	5074
5	aes success	4222
6	success magazine	3178
7	success story	2971
8	ek success	2929
9	ph success	2437
10	the secret of my success	2423
11	technical professional and success strategy	1905
12	business success	1557

Double clicking an entry in the list will lookup that word.

The top phrases being searched are **"success quote"**, **"dress for success"**, and **"weight loss success story"**. I'm not all that interested in weight loss, so I would focus on the first two. But further down I see just **"success story"**, and that would be a good one for me.

Here's what came up for **Wealth**:

The top three are **"wealth management"**, **"wealth secret"**, and **"health and wealth raffle"**... whatever the heck that is!

Keyword Suggestions

Please type a base keyword, select the search engine to use for the research and then click the 'Go' button.

Base Keyword:

Menu Go!

Research Using:

Search counts are available for only some search engines.

Suggestions for 'wealth' from 'Overture US' [3/20/2006]

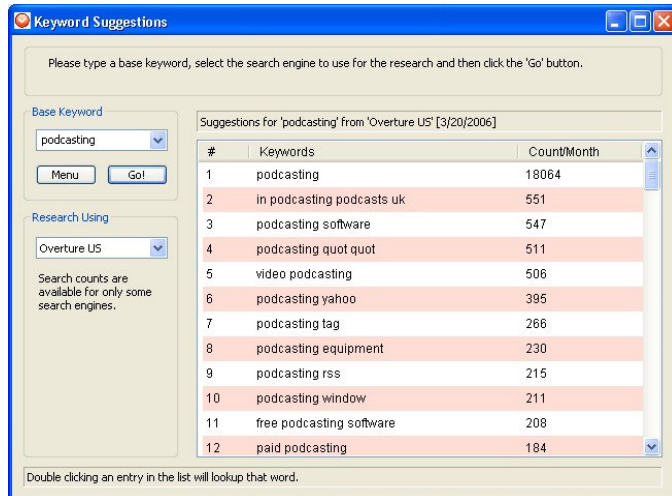
#	Keywords	Count/Month
1	wealth	12386
2	wealth management	8043
3	wealth secret	2474
4	health and wealth raffle	2349
5	kcm wealth	2247
6	wealth of nation	1831
7	building wealth	1576
8	health and wealth	1507
9	transforming debt into wealth	1312
10	gospel of wealth	1234
11	wealth builder	1058
12	adam smith wealth of nation	996

Double clicking an entry in the list will lookup that word.

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Now here are my results for **Podcasting**:



Keyword Suggestions window showing results for 'podcasting' from 'Overture US' [3/20/2006].

#	Keywords	Count/Month
1	podcasting	18064
2	in podcasting podcasts uk	551
3	podcasting software	547
4	podcasting quot quot	511
5	video podcasting	506
6	podcasting yahoo	395
7	podcasting tag	266
8	podcasting equipment	230
9	podcasting rss	215
10	podcasting window	211
11	free podcasting software	208
12	paid podcasting	184

Double clicking an entry in the list will lookup that word.

The top searches are **"in Podcasting podcasts UK"**, **"podcasting software"**, and **"podcasting quot quot"** (What??!)... followed by **"video podcasting"**.

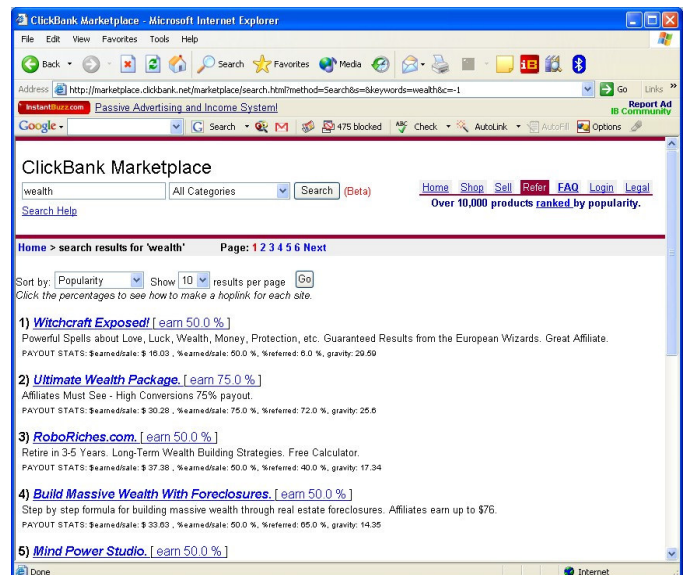
By looking at the list I can see that most people searching for **podcasting** are looking at info on how to do it, rather than just looking for podcasts to

listen to.

- e. **Search the ClickBank Marketplace** for relevant products in those niches. Make sure you're looking under **"Promote Products"** rather than **"Buy Products"** so you'll get access to the tools you need.

With ClickBank, you can actually run a more targeted search with a single word than a keyword phrase. For instance, with **podcasting** I get three results, but with **podcasting equipment** I get 9... because it's searching for both words, not necessarily related.

Putting the phrases in quotes narrows it down, but with my keywords results I came up empty handed with all targeted niches, even though success and wealth on their own give many pages of results.



ClickBank Marketplace - Microsoft Internet Explorer

Address: <http://marketplace.clickbank.net/marketplace/search.html?method=Search&keywords=wealth&c=1>

Search: All Categories Search (Beta)

Home Shop Sell Refer FAQ Login Legal

Over 10,000 products ranked by popularity.

Home > search results for 'wealth' Page: 1 2 3 4 5 6 Next

Sort by: Popularity Show 10 results per page Go

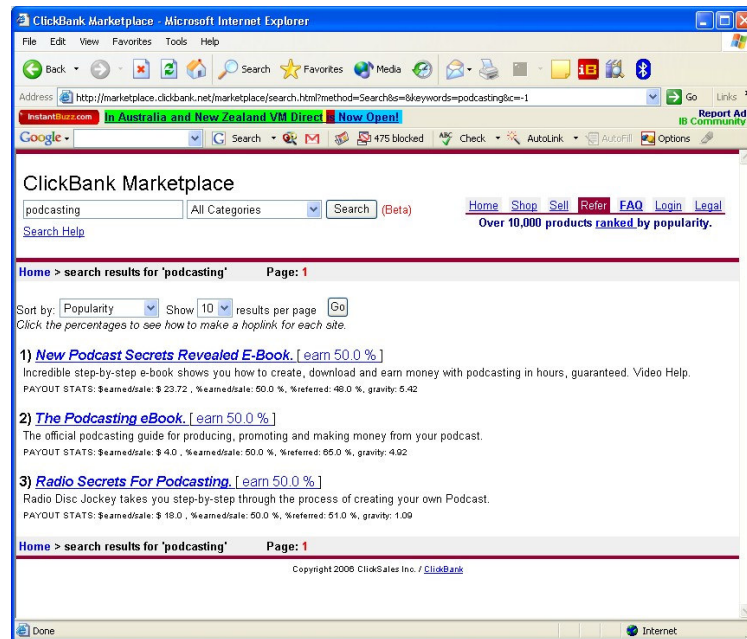
Click the percentages to see how to make a hoplink for each site.

1) Witchcraft Exposed! [earn 50.0 %]
Powerful Spells about Love, Luck, Wealth, Money, Protection, etc. Guaranteed Results from the European Wizards. Great Affiliate.
PAYOUT STATS: %earned: \$16.03, %earned: 60.0 %, %refined: 6.0 %, gravity: 20.59
2) Ultimate Wealth Package. [earn 75.0 %]
Affiliates Must See - High Conversions 75% payout.
PAYOUT STATS: %earned: \$30.28, %earned: 75.0 %, %refined: 72.0 %, gravity: 25.6
3) RoboRiches.com. [earn 50.0 %]
Retire in 3-5 Years. Long-Term Wealth Building Strategies. Free Calculator.
PAYOUT STATS: %earned: \$37.38, %earned: 60.0 %, %refined: 40.0 %, gravity: 17.34
4) Build Massive Wealth With Foreclosures. [earn 50.0 %]
Step by step formula for building massive wealth through real estate foreclosures. Affiliates earn up to \$76.
PAYOUT STATS: %earned: \$33.63, %earned: 60.0 %, %refined: 65.0 %, gravity: 14.35
5) Mind Power Studio. [earn 50.0 %]

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For now I'm going to go with the targeted **podcast** search of three e-books:



- f. If you can't find any good results with the niches you've chosen, **try again with one of the others on your list.**

Since I got lots of results for the first three tries, I'm going to work with those for now. But if you don't find any results you like, just go back to your list from **Step 2**.

3. **Check the commissions and price points** on the product to see if they are worth going any further. **e-Books with a price point under \$50 and a 50% commission are good choices.** There are also **software** products and **membership sites** that you can promote through ClickBank. Also check the **gravity** and **conversion stats** that ClickBank lists with each product.

Here is exactly what's listed on the **ClickBank Marketplace** results page for my **podcasting** search, listed in order of popularity, which is **ClickBank's** standard search result format:

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1) [New Podcast Secrets Revealed E-Book.](#) [[earn 50.0 %](#)]

Incredible step-by-step e-book shows you how to create, download and earn money with podcasting in hours, guaranteed. Video Help.

PAYOUT STATS: \$earned/sale: \$ 23.72 , %earned/sale: 50.0 %, %referred: 48.0 %, gravity: 5.42

2) [The Podcasting eBook.](#) [[earn 50.0 %](#)]

The official podcasting guide for producing, promoting and making money from your podcast.

PAYOUT STATS: \$earned/sale: \$ 4.0 , %earned/sale: 50.0 %, %referred: 65.0 %, gravity: 4.92

3) [Radio Secrets For Podcasting.](#) [[earn 50.0 %](#)]

Radio Disc Jockey takes you step-by-step through the process of creating your own Podcast.

PAYOUT STATS: \$earned/sale: \$ 18.0 , %earned/sale: 50.0 %, %referred: 51.0 %, gravity: 1.09

All three results are e-books, and all pay out a commission of 50%, which is good.

However, looking at the **\$earned/sale**, it varies from \$4.00 to \$23.72. Obviously promoting **#2**, [The Podcasting eBook](#), for a commission of \$4.00 is not worth your time unless you are sure you can get a high volume of buyers.

The price points are \$69.95 for #1, \$9.95 for #2 and \$39.99 for #3. The first one may be a little steep for the average customer.

The **gravity** represents how many affiliates have been paid by promoting it. Looking at **#2's** gravity of 4.92, it has attracted more affiliates than **#3**, [Radio Secrets For Podcasting](#) which has a gravity of 1.09... even though **#3's commission** is over 4 times as much. Is it because it converts better, or because it's been around longer?

%Referred is the percentage of sales that come through affiliates.

4. **Go to each of the vendors' sales pages** for the products that interest you.
5. **Check if the sales page would interest you** as a buyer.
 - a. Do they have **an attention-grabbing headline**?

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1) New Podcast Secrets Revealed E-Book

The Headline: Publish and Post Your Podcast To a Live Audience of 6 Million Rabid Podcasting Fans in A Matter of 3 Hours – Guaranteed is attention-grabbing, speaks to the audience, and mentions the benefit of reaching 6 Million rabid fans.



2) The Podcasting eBook

The Headline: How to Produce, Promote and Make Money From Your Podcast – Even if You're Brand New to Podcasting! only speaks to the features, not the benefits. Why do you want to do this? That question should be answered. At least it says "Make Money", although not how much.



3) Radio Secrets For Podcasting

The Headline: True Story of how Two Moms are Making Over \$100,000 with their Podcast and How You Can Have Your Own Profit Explosion is kind of tabloid-ish in tone, and not very conversational, but does speak to the benefit of having a Profit Explosion and gives precise dollar figures.



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- b. Do they have good, **intriguing sales copy** that highlights the **benefits** rather than just the **features**?

1) [New Podcast Secrets Revealed E-Book](#)

These bullet points make the product sound very good with phrases like **"Must Have Guide to Fame and Fortune"**, **"Make Money with Podcasting Simply by Using Your Voice"**, and **"Learn the Secrets of the Pros"**.

Also the inclusion of videos is good added value.

This Must Have Guide To Fame and Fortune Tells All The Secrets on How To Create, Market, and Make Money With Podcasting. Simply by Using Your Voice! Plus How to Consume Pod Cast shows.

- Learn The Secrets Of The Pros And Have Your Podcast Sharing Your Ideas, Music And Musings, That Will *Make You Money while Attracting More BUYERS!*
- Now You Can DISCOVER How To Podcast To Almost Any Niche Market...Even If You're New...(And Even If You Are Not A Techno Geek)
- Now You Can DISCOVER How To Find Almost Any Niche Podcast and Listen to your favorites...Even If You're New... (This guide shows you how!)
- **New* - Watch Videos with Over 1 Hour of Step-By-Step training on the Technical Details of Creating and Listening to Shows.

First, what is podcasting?

Let's define what a podcast is. **Podcasts are audio recordings** that can be downloaded from the Internet and played on a personal computer or portable music player.

How does this affect you and your business?

As a business professional, you know that effective marketing reaches a target audience – and produces a defined result. By creating a podcast with a persuasive message, you will not only better connect with your customers, but you'll be expanding your audience at the same time.

Here are the main reasons so many business are podcasting.

1. **Increased reach** and online visibility
2. **Improved sales** and conversion rates
3. **Consistent communication** with subscribed listeners
4. **Positioned and recognized as a market leader**
5. **Achieved higher levels of customer satisfaction** and loyal listeners

2) [The Podcasting eBook](#)

The copy is a little dry, mainly explaining what a podcast is. They do go into features, but they call them **"the main reasons so many businesses are podcasting"** rather than relating it to the potential customer and answering the question, "What's in it for me?"

3) [Radio Secrets For Podcasting](#)

They include a list of benefits, which look good if you look at the red mini-headlines... but the descriptions are a little convoluted. For instance, "Learn inside secrets from professional disc jockey" is not a Benefit of Podcasting.

What are the Greatest Benefits of Podcasting?

- **MAKE MONEY**...money from commercial sponsors and donations
- **SAVE TIME**...learn **inside secrets** from professional disc jockey
- **AVOID EFFORT**...guided **step-by-step** through the whole process
- **BE POPULAR**...become well known as an expert within your niche

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c. Do they have a **strong call to action**?

1) New Podcast Secrets Revealed E-Book

The call to action mentions the full value of the package and engages the customer's imagination, making it more likely they'll buy.

P.S. - When you order today, you'll receive receive all **bonuses plus the special bonuses worth over \$2604.47** dollars... plus the new video tutorials.

P.P.S. - Can you imagine what life will be like when you're creating new podcasts every week? And can you imagine how strange and exhilarating it will feel to have fans all over the world? You don't have to imagine anymore... **pick up your copy of Podcast Secrets Revealed and get started today!**

2) The Podcasting eBook

The call to action doesn't sound that appealing... "if you're the kind of person who is willing to work, follow a plan, and interact with an organization that is working to promote business podcasting..." Huh?

➤ What's All This Worth To You?

If you're the kind of person who is willing to work, follow a plan, and interact with an organization that is working to promote business podcasting -- this is an incredible opportunity you shouldn't pass on.

If this sounds like you - you owe it to yourself to take action right now.

3) Radio Secrets For Podcasting

The call to action is a little dry, and only speaks to people who already know about podcasting. "Packed full of useful information"? "What you need to know"? It sounds too much like school.

☒ If you want the Best, **learn from an Expert** in the Broadcasting Field

☒ **Packed full of useful information** to get you started on the right track

☒ What you need to know if you are going to play music on your podcast

I want you to be successful in your podcast journey.

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- d. Are there **bonuses included** that may increase conversion?

1) **[New Podcast Secrets Revealed E-Book](#)**

There are 25 related bonuses worth **\$2604.47** which definitely make the **\$69.95** price point more appealing.

2) **[The Podcasting eBook](#)**

There are 4 related bonuses worth **\$2298.00**, which are good for a **\$9.95** product.

3) **[Radio Secrets For Podcasting](#)**

There are 7 related bonuses, but it doesn't say what they're worth... just that the **\$39.95** product plus bonuses could be worth over **\$300**.

- e. Is there a **limited-time offer** that is appealing?

1) **[New Podcast Secrets Revealed E-Book](#)**

Says he's been advised to raise the price, so this may be a limited time offer, but the saving is only 30%:

Now, I think it's only fair to tell you this. Many have told me I don't charge enough for this content.

Therefore, I reserve the right to raise the price of Podcast Secrets Revealed to \$97 soon.

2) **[The Podcasting eBook](#)**

Claims to have a limited time price, which doesn't mean it will go up... but the customer may think it will, and they get it for 80% off now.

P.P.S. This podcasting package will be sold for \$49. The introductory price of **\$9.95** is a "Buy it NOW before it's gone" offer... so act fast!...

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3) [Radio Secrets For Podcasting](#)

Makes a vague suggestion that the price could go up at some point, and if you buy now the savings is 60% off:

I was told by a very successful internet marketer and author that I could easily sell this valuable information for \$97 without the bonuses. With the bonuses, this package is easily worth over \$300. I appreciate the great suggestion but I have decided to let you have the entire package including all of the bonuses for only: \$39.99. However, I **cannot predict how long this low price will remain in effect**. Be sure to **act today** so that you can **guarantee the Low Price** of \$39.99.

All of these limited time offers, even if the authors never intend to raise the price, could influence more immediate sales.

- f. Is there an **upsell** that can earn you **higher commissions**?

None of these products have an upsell, or a second product offering that costs more money than the base package.

- g. Does the sales page **divert attention through opt-in lists, other ads or links** to other pages?

1) [New Podcast Secrets Revealed E-Book](#)

The landing page is a squeeze page, so everybody signs up for the 10-part free e-course worth \$47, and a free chapter of the e-book.

If they start off with this, and ever decide to purchase afterwards through the e-course links, you don't get credit because they are not embedded with your affiliate ID.

The screenshot shows a landing page for 'Podcast Secrets Revealed'. At the top, it says 'Publish and Post Your Podcast To a Live Audience of 6 Million Rabid Podcasting Fans in A Matter of 3 Hours - Guaranteed'. Below that, it says 'Discover How To Receive \$2604.47 in Free Bonuses Inside!'. There is a 'Claim' button. The main text says 'Claim your Free 10 Part Mini Course via email "The 10 Benefits of Having & Making Money with Your Own Podcasting Show" It's worth \$47, plus I'll send you a Free Chapter of my guide. Just enter your name & email address!'. There is a form with 'Enter Name:' and 'Enter Email Address:' fields, and a 'I Want the Free Course' button. Below the form is a 'privacy policy' link. At the bottom left, there is a 'Podcast Secrets Revealed' logo and a 'LEARN MORE' button.

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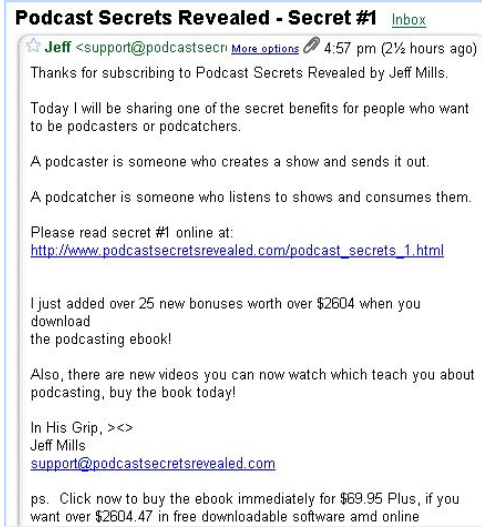
This is the e-course as it is sent out by email, with links just going back to the main page.

Since everybody signs up for the e-course, you have the potential to lose a lot of referrals this way.



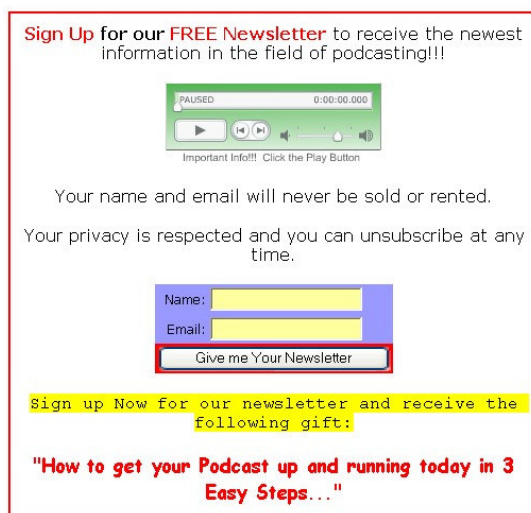
2) The Podcasting eBook

There are no opt-in lists, but there is a link to listen to their podcast, which might lure some customers away.



3) Radio Secrets For Podcasting

There is a newsletter, and again it doesn't include your affiliate link, but this one is not quite as likely to get sign-ups because it's just a newsletter, and not a squeeze page.



The final step is to upload your show to your website. If you don't have a website, you can upload your show to one of the many hosting companies available on the internet. One of the companies that offers this type of service is from Podblaze. They can be located at <http://www.podblaze.com> Podblaze makes the process very easy.

After you complete these steps, your show will be available on the internet for the public to listen to.

The above steps will get you started in your Podcasting journey.

Heather, I look forward to hearing you on the internet.

Have a Great Day!!!

Patrick Curran

<http://www.radiosecretsforpodcasting.com>

Learn the secrets used by Traditional Radio stations to produce a Professional Quality Podcast.

=====

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- h. Is it easy to **find the product page**, and see how much it costs?

All three products have an easy order system, and the prices are fairly easy to find.



- i. Are there **noticeable affiliate sign-up links** that might divert your potential customers?

1) [New Podcast Secrets Revealed E-Book](#)

Does not have an affiliate sign-up link on the page, which is good.

2) [The Podcasting eBook](#)

Has a discreet affiliate sign up link at the very bottom right of the page, so is unlikely to divert the average customer:

[The Podcasting Ebook](#) | [Learn](#) | [Try](#) | [Buy](#) | [ADD URL](#) | [Affiliate Program](#)

Copyright © 2005 ThePodcastingEbook.com All Rights Reserved. Privacy Policy
[ThePodcastingEbook.com - Podcasting and Podcast eBook](#)

3) [Radio Secrets For Podcasting](#)

Asks outwardly for affiliates, but it is towards the bottom of the sales letter and most people probably won't pay attention:

P.P.P.S. If you would like to become an affiliate, you can make money every time someone purchases our book. [Click Here](#) for more information.

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- j. Can you contact the vendor to find out what kind **of sales volumes and conversions** they do?

All have contact links if you look for them.



6. If you like the sales page, **get your hoplink from the ClickBank Marketplace page**, or sign up through the affiliate link on the sales page.

From the Marketplace, click on the commission link beside the product description, in this case the part that says [earn 50.0%]:

- 1) [New Podcast Secrets Revealed E-Book.](#) [earn 50.0 %]

And you'll get a pop-up window where you enter your nickname to get your hoplink:



7. If you don't like the sales page, **pick another product in that niche**. Is there another that's **newer**? One that's been **overlooked by other affiliates** and may be further down the page? **Look at those sales pages until you find one or two that you like.**

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8. Decide what promotional tactics you'd like to try first:

- a. Build your own **big content site** with lots of **articles, resources,** and links to **products you promote as an affiliate?**

For an example, see Rosalind Gardner's Sage-Hearts.com

Welcome to Sage-Hearts.com!

Dear Friend,

Do you want to meet Mr. or Ms. Right? A sexy playmate or a sports buddy? Whatever your fancy (or fantasy), I can help you find friends, a lover - maybe even your soulmate!

My name is *Rosalind Gardner*. Since 1998, I've reviewed 100's of good, bad and very ugly Internet dating services. Now only the **very best dating sites** are listed at sage-hearts.com. And the sooner you start looking, the sooner you'll find someone. So, go ahead - get connected! :-)

I wish you all the best with lots and LOTS of Love in your life!

Cheers,



You will need good **web hosting**, so check out:

<http://www.allmarketingsecrets.com/hosting.html>

<http://www.dreamhost.com/shared/>

and enter promo code **CBAFF** for \$24 off – that's like **3 months FREE!**

And you will also need your own **domain name**. You can get it here:

<http://www.domaincontender.com>

If you need help **building your site**, go here:

<http://www.codrutturcanu.com/sitebuilder.html>

And to **mask your links** so your commissions don't get **stolen by thieves**, get the **Affiliate Defender** with resell rights, cheap!

<http://affiliatedefender.valesales.com>

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b. Build several **smaller niche sites**?

For instance, I could make a site all about podcasting, and include all three of the products I've examined here, along with other affiliate links to other podcast-related products like microphones and recording software.

c. Try to get **free traffic through keyword optimization**?

Go back to the keyword phrases you discovered in Step 2 that people are searching for, by using **Good Keywords**. Include those key phrases on your site.

For instance, some of the ones that came up when I searched for Podcasting were "**podcasting software**", and "**video podcasting**". So I could include text on my website like:

Do you want to cash in on the podcasting revolution, and be one of the thousands of cutting-edge experts that are building their fame and fortune online? Find out all the best **podcasting software**, and learn about the new wave of **video podcasting**, as you use your voice and personal interests to create a successful podcasting empire.

d. Write a **blog to attract traffic**?

Here's a blog entry I did while creating one of the video tutorials for **ClickBank Affiliate Confessions**. It links back to my website at TodaysSuccessMinute.com, which will increase my site's ranking in the search engines because it creates an external link. This will also attract new visitors to my site who find my blog through blog directories.



18 March 2006 @ 07:17 pm

Passive Income -- Is it Just a Myth?

One thing that rich, successful people always recommend is that you create multiple streams of passive income. It's the only way to ensure that you always have money coming in... without having to do extra work to get it.

But is passive income just a myth?

Joe Vitale and Pat O'Bryan wanted to set the record straight. So they asked a bunch of successful people to share their thoughts.

<http://todaysuccessminute.com/PassiveIncomeMyth>

This e-book is almost like a who's who of the guests that appeared on my talk show, Success Unwrapped with Heather Vale.

Joe Vitale is one of the co-authors, and the contributors include David Garfinkel, Bob Doyle, Eva Gregory and a whole lot more.

There's also Barry Goss, who set up my interviews with Ghali and Dov Baron.

I trust and respect the opinions of all those people, because I have personally talked with them, and gotten to know them all. Their views on passive income... and how to turn the myth into a reality... are definitely worth reading.

You'll be surprised at some of what you read, but you'll also be inspired by their ideas to work past that first hurdle and get the real passive income rolling in!

Check out The Myth of Passive Income by Joe Vitale and Pat O'Bryan at <http://todaysuccessminute.com/PassiveIncomeMyth>

ClickBank Affiliate Confessions – Quick Action Guide

By Heather Vale

If you write your blog on your own site, you have a different benefit of showing the search engines you have fresh content updated regularly.

- e. Use **Pay per Click** traffic to direct visitors to **your website** or to **the vendor's sales page**?

Buying traffic is one of the most effective ways these days to get targeted visitors to your website, or to the vendor's sales page through your affiliate link.

One of the most popular Pay per Click search engines is Google AdWords, where you bid what you want to pay for keywords and only pay when an interested customer clicks on your ad.

Find buyers searching for what you sell.

Google AdWords ads connect you with new customers at the precise moment when they're looking for your products or services. The Google Network reaches more than 80% of Internet users.*

With Google AdWords you create your own ads, choose keywords to help us match your ads to your audience and pay only when someone clicks on them.



Google AdWords ads appear on Google and partner sites.

Choosing to send the traffic “**direct to merchant**” means the customer never sees your presence. When they click on your ad with your affiliate link, they find themselves on the **sales page** for the product. If they buy, you get the commission.

- f. Use **Pay per Click traffic** to direct visitors to your **own landing page** or **website**?

You can also choose to direct the traffic to your own **niche content website** with many affiliate links and reviews, or to a **landing page** you create that pre-sells one specific vendor's product before sending them to the sales page.

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g. Use an **opt-in list or squeeze page to capture names and email addresses?**

Here's what one of my opt-in boxes looks like on my blog. When people visit they see the special offer of getting some free e-books, and all they have to do is enter their email to get it.

This allows you to build a customer base that you can send sales letters and reviews to, which greatly increases your income potential



The easiest way to do this is with an autoresponder, and most of the interviewees recommend this one:

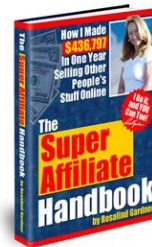
<http://www.codrutturcanu.com/autoresponders.html>

h. Use a **product review** to pre-sell the product?

Here's part of a review I wrote comparing Rosalind Gardner's [**The Super Affiliate Handbook**](#) to [**The Rich Jerk**](#)

To promote the podcasting products I've examined here, I would get two or all three, and write a review comparing the products, showing the good points and maybe even the bad points of each.

Reviews By Heather Vale



The Super Affiliate Handbook by Rosalind Gardner

If you're a newbie just starting out in something, you want a teacher who's kind and understanding... someone who takes you by the hand and shows you the ropes. Someone that, whenever you run into them in person in the future, you'll be happy to see them and tell all your friends how they helped you out.

Rosalind Gardner is such a person. She writes in a natural, conversational style that makes you think she was writing directly to you. She tells you about all the mistakes she made when she was just starting out, and how you can avoid the same mistakes... or how to deal with them if you do make them.

Then you post the reviews on your site as a way to pre-sell the product. Obviously you won't completely slam either product, or you won't get sales... but **honesty will win out over hype**, so if you love some things about it but hate something else, don't be afraid to say so.

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9. **Buy the product to take a look**, or ask the vendor if he'll give you a **free review copy or a free sample**.



If you've chosen to do a review page, or even to send sales letters to your opt-in newsletter, you should **take a look at the product**. Go back to the contact info you found on the sales page and ask if you could have a review copy.

You may have to write a few reviews first to **build up your credibility and demonstrate your ability** to pre-sell. Then send the link to your best review pages to the vendor when asking for their product to review.

Be sure to **promise them something in return**, like a testimonial, a free mailing about the product to your list, or make a barter deal by offering them another product you have the resell rights to.

If you can't get a review copy, or if you're too new to have proven yourself as a serious reviewer, consider buying the product before you promote it.

If you're in the **ClickBank Marketplace** and nobody has referred you to that product, you won't be stealing anybody's commission if you buy the product **through your own hoplink**.

It's like being a distributor and buying your products wholesale. This will save you 50%, or whatever the commission is, and most vendors openly endorse this practice for their affiliates in order to get the product into their hands cost-effectively.

10. Now that you've got your game plan in place, **it's time to take action!**
11. Be sure to **refer to the tactics outlined in [ClickBank Affiliate Confessions](#)** to learn how to tackle each of the above and be a success!