

ClickBank Affiliate Confessions

Interview with Graeme Eastman

Heather Vale: I'm Heather Vale, partner of Codrut Turcanu, for [ClickBank Affiliate Confessions](#)... today we're speaking with Graeme Eastman from Western Australia. Graeme, first of all, could you please give us a brief background of yourself and your websites?

Graeme Eastman: OK, I first started working on the internet full time back in 1995 which means I've been at it now for a little over ten years. First off in website development where I did a lot of corporate and government websites. I then started making my own websites and developed the [Affiliateguide.com](#) website. It's a directory of affiliate programs. That has gone very well and I've also developed a number of other websites including the [Wisdombooks.com](#) web site and various other niche websites selling various products.

Heather: How many websites do you have all together?

Graeme: Oh, I've got about 15 domains at the moment.

Heather: And each one is selling affiliate products?

Graeme: No, not quite... well, to some extent there is a... in traffic generation, or in actually selling affiliate products or general advertising.

Heather: OK, why did you get started with [ClickBank](#) Affiliate Marketing?

Graeme: [ClickBank](#) is clearly a leader when it comes to selling the products, software, e-books. They're probably about the biggest and best network out there for doing that so it became very easy. In fact in this industry, if you're going to be involved with someone, you generally get involved with the biggest and the best. So that's why [ClickBank](#). Although there are others that are, you know, challenging them and doing well, and I get involved with the most I can.

Heather: So why did you choose affiliate marketing in general?

Graeme: Oh, it just seemed like such a win-win situation for everybody. When I first came across it, it just seemed to make sense to me, if you know what I mean. It just seemed like the merchant wins and the affiliate wins and the consumer wins, and it just seemed like a

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really good business model. So I just thought yeah, this is going to be around for awhile. This is going to work. So I got involved.

Heather: How much do you make as a [ClickBank](#) affiliate?

Graeme: I make somewhere between a thousand and 1,500 a month just from [ClickBank](#).

Heather: How much is it possible to make as a [ClickBank](#) affiliate?

Graeme: Oh, I don't think you could put a limit on it. I've... it really depends on how hard you want to work. Like, there's no doubt that millions of dollars worth of software and e-books are sold on the internet so, you know if you're good enough, you can get a big share of that.

Heather: How much do you think the average new person could expect to make?

Graeme: I don't know. I mean, it's difficult because you're saying new people, but some people can just pick it up and they have the time or the resources to devote to it, and others have limited time and resources, and again they struggle to begin with.

Heather: How long did it take you to get to the point where you are now?

Graeme: Well. I started my [Affiliate Guide](#) site in '98, so that's what six or seven years. Now, I mean I've been doing this for awhile, but I mean, it certainly takes time and consistent effort to be successful and I don't believe there's any shortcut. But there's no reason why if someone new started today that in a couple years' time they can't be earning way more than what I am. It's just a matter of applying themselves.

Heather: OK, so you got the idea to do [Affiliateguide.com](#), but there must have been a time lapse between that and actually seeing those sales start to roll in. Was it a matter of months, or years?

Graeme: Oh, in the first year I was lucky to make a hundred a month out of the site, or... [ClickBank](#) would have been just next to nothing

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back then. And then you know, the next year, it sort of got a bit more you know, it might be 200 a month or something and then it just sort of builds from that. So yeah, it takes considerable time and consistent effort, and so I should make this point. If ever there's a problem with most people is that they start something and they give up in six months because they can't see the money, if you know what I mean. You've got to actually go, you know, get past that six months and do it for a year, do it for eight months, do it for two years and gradually, if you work really hard at it over time, then the money will come. You will be successful, but you can't just give up after six months and think oh, I've only made a hundred bucks or something, it's not worth it. You've just got to persevere at it and I think that's one of the reasons why I've been successful.

Heather: So in your case, it was more of a steady increase of sales, rather than suddenly skyrocketing to success?

Graeme: Ah... yes, I'd put it that way. But of course, I mean it's... once you get to one level, it's easier to jump to the next level and then from there to the next, to the next, if you know what I mean, like it does sort of go up quicker towards the end. So we'll say good gross, you know, after two years.

Heather: So in a nut shell, what information, what secrets do you have that you're going to pass on to the listeners today?

Graeme: OK, I want to talk a little about product selection because [ClickBank](#) has so many products that you can promote and some are going to do well for you, and some are going to do not very well for you. So the real... one of the secrets I think, is to choose the right products to promote. So I can go through and tell you a little bit about how I choose products to promote and what I think are the key issues there. First up, you've got to choose something that's on topic. In other words if you have a... well in my case for instance, if I was to go to a website like [Affiliateguide.com](#), it talks about affiliate programs so a book Super Affiliate Guide would be the perfect match for me. And it is, it's sold particularly well. Also, other products that target web masters do particularly well on that site because even if they're not about affiliate marketing, affiliate marketing is all about being a web master to some extent. That's the people who go to the sites, so any product that targets them also does well. So that's the number one

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thing I think, is to make sure that any product you sell is on topic. The next thing to look at is a product's sales page. It's important that the sales page actually looks good. It's important that all the links work, so you can go through your sales page, have a look, make sure it's actually working and also look for traffic links. One of the things that I don't like is when you send traffic to a product's sale page and they have other products or advertising there that is non-commissionable. In other words, they might have [AdSense](#) ads there, which is quite common, but what it does is essentially, it lowers your conversion rate because it allows traffic to leak off to other places. So, ideally... the sales page should be very focused on selling that product so you can get your commission. Another issue to look at in program selection is pricing and commission. Generally speaking, I steer clear away of products that have commissions of under ten dollars. I just don't believe it's worthwhile promoting them for such a low commission. For me the ideal price of a product, especially like an e-book, would be 47 dollars or thereabouts, with a 50 percent commission thereabouts, so that's about 23 dollars. And that seems to be the price that sells well and provides a good commission. So it's a good win-win situation for the merchant and the affiliate. And I also like products that have a high up-sell. For instance they might have the main products at 20, 30, 40 dollars and then they might offer a more advanced product. 50, 60... 100 dollars and obviously if you can, if you can get the consumer to buy the higher price item then you get a higher commission and that seems to work well, I'm quite keen on that. And the other thing I want to mention is that I use a site called [CB Engine](#) to help me choose my [ClickBank](#) products to promote. I'm not sure if you're familiar with that, but it's, it basically just provides details on the new programs and it's just a very good tool to use to research what products to select.

Heather: So let's go back to the first point, product selection. You mentioned several areas that you like to promote. What are your top performers in each of those categories?

Graeme: Now, I mentioned The Super Affiliate Guide that is a, definitely a top performer for me.

Heather: [The Super Affiliate Handbook...](#)

Graeme: Yes, that's the one.

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Heather: [Top Search Engine Rankings Secrets Revealed?](#)

Graeme: Yes, that's the other one, that's very good. The Engine itself isn't too bad to promote, although it's a product that helps [ClickBank](#) merchants, but it also sells itself on [ClickBank](#) and that sells quite well too.

Heather: And you mentioned there's also a product you sell called [Home Typist Job](#)?

Graeme: Yes, that's right. I forgot... that's a fairly new one, I've only just been promoting it in the last few months and yeah, it's going particularly well. There's a couple others like it as well, it's like a copy cat program that's also selling well. So it seems to be a good one to promote. It's a bit like the survey sites, which also sell well. I should have mentioned them too. One of the survey sites... Survey Scout, that one does reasonably well.

Heather: OK, so the home typist ones and the survey sites, those are products that you're marketing that aren't actually marketing products... like, affiliate people want to learn how to make money on the internet. With the search engine rankings, obviously again they want to learn how to make money on the internet, but these ones are actually more just looking for jobs themselves. Is it different tactics to promote those ones?

Graeme: Not really, because it all actually identifies the person that is looking to make extra income on the internet. Whether you make the income through surveys or through this home typist job, which is a lot like, it's very much internet marketing related anyway. It's... yeah... it's all about making money on the internet. And there's no difference.

Heather: OK, so how do you evaluate a product like that and figure out, is it a real viable income opportunity, or... you know, some of these things might be scams... how do you know?

Graeme: Um, you don't. No, no... to be quite honest here, I think that's one of the key problems and I don't think I've found a solution to that yet because you can look at the websites, you can even email the people behind it, you can talk to them, you can buy the product

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yourself and get some idea, but I mean straight up front you really don't know what's worthwhile and what isn't until you actually buy the product itself, and I don't buy each product, that's for sure. So it is an issue, you just got to go with a gut feeling, if it looks good to you, if it looks right, well then it probably is. The other thing I do is I'm very careful to listen to opinions. If people... if I start hearing complaints or you start getting refunds... see, [ClickBank](#) offers refunds, so if people are buying something and then asking for refunds after, then you know that maybe this product is not one to promote. I mean, every product gives some refunds, but if you're getting an abnormal amount, that would be the one I'd drop. And I have before, I've dropped products because they're just getting too many refunds so, you just ditch them and go into something else.

Heather: What would be a normal refund rate to expect?

Graeme: Oh, certainly less than ten percent, probably less than five percent... one in 20 perhaps?

Heather: Out of all these products, if we were to break it down... how much specifically does each one make you per month? Like first of all, [The Super Affiliate Handbook](#), how much would you make off that product in particular?

Graeme: I would think somewhere around 300 per month for that one. Maybe 400 per month actually.

Heather: So that's maybe, what... 10, 12 sales... 15 sales?

Graeme: Yeah, something like that.

Heather: OK.

Graeme: Yeah, it's about a sale every second day, on average. Every one to two days, another sale. But they have two price lines, like the 20 dollar commission, and the 30 dollar commission. And then the next thing, what did we talk about was...

Heather: [Top Search Engine Ranking Secrets Revealed](#).

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Graeme: Yeah, I'd only probably sell about five of those a month. That's probably only about a hundred for that.

Heather: Again, you're making like 20, 25 bucks off each one?

Graeme: Yeah, that's right. The [Home Typist Job](#) one once again is only probably about four or five sales. That's 30 dollars per sale so about 100, 150 for that. And the rest is just made up with a whole lot of different other ones.

Heather: A little bit here and there?

Graeme: Yeah. Exactly, because we promote so many items, you just get one here and one there. Um, and it's changing like every, you know... some products come, you sell one that might do really well for a couple of months and that drops off and then another one will pick up... so it's constantly changing to some extent. But those ones I've mentioned are very much long term ones that have just been taking over for... well, for years, actually. They still sell well.

Heather: With [The Super Affiliate Handbook](#), why are there two commission levels?

Graeme: I think they offer an upgraded product, so one's a base level product and one's an upgraded product with extra bonuses for... something, I haven't looked at it for a long time.

Heather: What specific tactics do you use to promote these products?

Graeme: OK, I... I basically just put them on a website. Now that's... like I said, I've got the [Affiliate Guide](#) website, it's quite a popular site so I can mention it on that. And because it gets a reasonable amount of traffic, it just produces sales. So... I think the Affiliate Guide Handbook is officially... it's certainly on the front page, not too far down, so it gets a fair amount of viewers to it. The other thing the [Wisdom E-books](#) site is once again, it's a site basically devoted to e-books, and [ClickBank](#) e-books feature prominently throughout it, so it gets a reasonable amount of traffic and that's where quite a number of the other sales come through from. And I've got other specific sites targeting specific books. I've got a survey site for instance that targets the surveys and a few other things. But basically it's all about just

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getting traffic to my websites and then having these products, the right product on the right page... generally produces results.

Heather: Now, I'm thinking when you mention a website like Affiliateguide.com, people are going there, looking to become affiliates themselves... so why are they buying the products through your links rather than signing up as an affiliate themselves?

Graeme: I don't know. I mean, they... most people if they're going to my site to find out... well, they come to join affiliate programs but they also come out to find general information about affiliate marketing. It's basically a product that seems to answer that question, that need for them, to become either a better affiliate or to learn about affiliate marketing in the first place then why wouldn't they buy it? I mean, they're coming there for that type of information, if we provide it through this book, then they'll just buy it.

Heather: So before we talk about the specific traffic tactics that you use, you mentioned having a good sales page. What are your techniques for doing that?

Graeme: No, I don't actually have a lot of sales tactics. Most of my sites have been directory sites, so in other words, I'll list a variety of different things on a topic, but I won't actually try and sell them, sell anything myself.

Heather: OK, so you're relying on the vendor's sale page to complete that sale for you?

Graeme: That's correct. And to me, it's just a matter of looking at the vendor's sales page, making sure it's reasonably well written, that it looks reasonably good, that it ... that basically it's trying to sell you. I mean, if you read it and if you think you'd like to buy that product yourself, well then you're thinking, well if I think I'd like to buy it, then other people would like to buy it too. It's that sort of thing, but I mean if it's not convincing or the links don't work, or if it's really slow to load, or if there's lots of other advertising on it, then you just stay clear of it.

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Heather: OK, so let's talk about generating traffic because it doesn't matter how many links you have on your website if people don't come, so how do you get the traffic to your sites?

Graeme: OK, I like to use the attention marketing. In other words, trying to get the top spots on the major search engines. And I've been doing that since I first started back in '95, and it is consistently the best way to generate traffic because it's free traffic and you just, one of the things I learned early on... I mean I started the business with nothing... is that if you can get stuff for free, if traffic doesn't cost you anything, then it's far easier to promote a whole variety of things, and you don't lose anything because it doesn't cost you anything. So anyway, search engine traffic is what I'm after, and to get that generally you have to build a good site that's relevant to the keywords you're chasing, and then you need to get links to it. You need to get other people to link to you, and you can do that a variety of ways. Generally to begin with, I just started asking people for reciprocal links, that still works. It's still a good tactic, and I'd say it's probably the number one thing you can do to get traffic to a website, is to get other sites to link to yours. It's probably the original, the oldest and still the best method of getting traffic to a website. But of course, not only do you get direct traffic from those links but you'll also get an increase in search engine rankings that come with it. So anything you can do to get other sites to link to you is what you need to do. And I'm a firm believer in that, well, to begin with I started off saying if I can just get one person to link to me each day, so I would, you know, you'd email some people and you just try and get one more link to your site, but you have to do it everyday. And then over the weeks and months, the links start building and building and building, and then it becomes a popular website. It just takes time, it's worth it in the end.

Heather: What type of sites would you be targeting in particular to give you that reciprocal link?

Graeme: Certainly other directory sites are the easy ones because they're actually looking for people to link to. So if you've got... as long as your sites on their topic, then that's ideal, because often they'll have submission forms you know, you can just... any directory site, you can just submit to site to, that works. Any site that's on topic with your particular niche. I mean there's no good... if you've got a site

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about cars, I mean there's no good trying to get some other site about cooking to link to you, I mean it just doesn't work. You've always got to be on topic. But it's just a matter of trying to get as many of those sites... just search, always search figures on top of the ranking for your keywords now, and approach those number one sites and see if you can get them to link to you. Sometimes they will and sometimes they won't, but you won't know until you ask.

Heather: Getting your site to the top of the major search engines by using the relevant keywords was a little easier ten years ago than it is now. But what kind of keywords are you looking for that you want to include on your website?

Graeme: It depends on which website I'm promoting, of course. So I mean, generally... yeah it is tough getting high ranking on the one word keywords these days, like to get to be the top under the key word "e-book" or under "affiliate" is very difficult these days. So for a new person especially, you really need to target the two or even three word keywords. So that you're going to have a better chance of being able to get a good ranking. And once you get a good three word key word, then maybe you start focusing on a better two word key word and go from there. But it just depends on whatever topic you're creating. I do use the key word research tool to work out which are the most popular keywords. For instance if you're doing e-book, you'd type in e-book and see what's the other... it might be travel e-books or health e-books, or it might be e-book directory or it might be e-book writing, or whatever it is. You work out which ones are the most popular and which ones suit your target market that you want to target to, or the product you want to sell, and you just work out which one has the most amount of traffic to it. And the least amount of competing websites and go from there.

Heather: Which keyword research tool do you use in particular?

Graeme: I use [Good Keywords](#). It's a free software I think, or it's shareware or something. It's quite good as it says, [Good Keywords](#).

Heather: What's your conversation ratio of visitors to actual sales?

Graeme: Now, because my site is a directory site and lots of people come there to join affiliation programs or they go to my e-book site

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just for general insight... well, really low. I'd probably... like less... I mean I haven't actually checked, but it would be less than one percent. We're probably talking about less than a tenth of one percent. But when I send, when somebody goes from my site to an actual merchant's sale page, I would expect that visitor to convert to at least one percent. Possibly two percent. Pretty much anything less than one percent, or certainly less than half a percent, is not good enough. So if I'm sending a visitor to a sales site, for every hundred visitors I would certainly expect one sale and hopefully two.

Heather: What tools do you think are essential to converting your traffic to sales? Things like opt-in lists, or affiliate product reviews?

Graeme: Product reviews are good, certainly as an affiliate I think if you can, if you can pre-sell, I suppose is the way to do it. So by all means you want to provide a review saying, well you know, I think this product is good because it does this, this, and this... and if that's your problem then this product will sort it out for you, then you've got a good chance of a sale. Opt-in lists are good, lots of people make big money from there, opt-in lists. I personally rarely use it. It's something I'll probably do more of in the future though, but that's just a personal issue for me. But yeah, reviews on the site, anything that will get the visitor to the sales page in a good frame of mind. In other words, people don't like being sold to, but they like to be told where they can find a good deal or where they can find a solution to their problem.

Heather: Now the next thing you mentioned was pricing and commission, and I guess you tend to prefer the 47 dollar price point and the 50 percent commission. What about going for a lower commission but a higher price point on the product?

Graeme: Well, I think there's, I think there's a bit of resistance in the consumer to spend more than 50 dollars on an e-product on the internet. It's like yeah... under 50 dollars, well that's not that much money, I'd buy it, if it's not good or if there's a problem it doesn't really matter. He's not talking 60, 80, 100 dollars, and they're thinking, I'm going to take this a bit more serious. So I think you get less conversions, you actually make less sales. That's basically my experience and I mean...I've tried to sell a whole heap of different ones

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at different price points and consistently it seems that if the product is priced at under 50 dollars, you get a better conversion rate.

Heather: OK, so what about choosing a 20 dollar product with a higher commission, like a 75 percent commission?

Graeme: Yeah, that's fine. And I do that. That's fine, there are products I think that are sold that are like that, about the 20 dollar with 75 percent commission. That's good, I mean I did sell some even lower priced ones. It's just that if you start getting too low, then it becomes an exercise that's not really worthwhile, you just got to get too much volume to make it worthwhile. That's why I like commissions to be at least ten dollars. Ten dollars approaching 20 is better.

Heather: And then you mentioned the high up-sell, how do you find products that have that up-sell built in?

Graeme: Oh, you just go to the sales page and look at it, or go to their affiliate page and they'll tell you what products they're selling at what prices, so you can find out.

Heather: Is there a way to simplify that process, because there's, you know, thousands and thousands of products on [ClickBank](#), so going to every sales page could be quite time consuming.

Graeme: Yes, it is, but you see that would be the least... like you don't choose initially based on whether it's got an up-sell. You choose your product based on whether it's on topic. That's the key issue, and then if it's on topic and it's got the right, roughly right price and commission, you can then go to the sales page. But you need to go there anyway to look, to make sure it's a good selling sales page. And that's when you find out about whether it's got up-sells or other things.

Heather: Now when you go into the [ClickBank Marketplace](#), they rate it by most popular, but if you're picking a product that's the most popular, there's going to be hundreds and hundreds of other affiliates out there that are also promoting it. So what's the technique to make your offering stand out from all the other [ClickBank](#) affiliates out there?

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Graeme: I think you've just got to have your own traffic source. Sometimes, I mean it can work in your favor and it can work to your disadvantage, if people sometimes need to see a product promoted several times before they actually decide they'll go and have a look and buy it. So it may be that somebody's seen an ad for something, you know five times on five different websites, and then they see it a sixth time on yours, and then go this is the one... we'll click it here and it's just random luck. So that's what happens. I'm not sure that you can actually do anything to make them choose your link over somebody else's link to buy a product. I mean, I think to some extent it's just random luck that your traffic hopefully, the visitors to your site, will see you promote a product and they'll say well, if you think it's good, I'll buy it and I'll just go get it. But I'm not sure you can really do much, much more than that as opposed to what any other affiliate can do. But there is an issue, I'm not sure if you touched on it, but I think it's often a good idea to promote the new products that come out onto [ClickBank](#). Instead of promoting the most popular product, sometimes it's better to promote new products. See what's new and that way you can get a jump on many of the affiliates out there that are already promoting, you know they're promoting the old products but there's new products coming on to [ClickBank](#) all the time. If you can look at those and see which ones look like they may be good sellers and promote those, there's some risk of course because it may turn out to be not a very good seller at all, but on the other hand you'll probably get a bit of a jump over most of the other affiliates out there.

Heather: Is there a way to figure out with those new products what the demand might be from the consumer?

Graeme: You can look at the... the market that they're targeting. For instance, well the keywords that the actual product, surrounding that particular product and you can see whether those keywords are popular, you know using a tool with keywords that tells you how many searches for each key word there is, and that can give you an idea of whether the topic is much interest to people out there or not. Otherwise you've just got to use your own common sense as to what you think is popular or not.

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Heather: You mentioned that getting free traffic is the best. What about advertising, do you have to advertise the products that you promote?

Graeme: Well, I advertise them on my own websites, but I don't directly advertise the products elsewhere. For instance I don't buy AdSense ads for them, or I don't buy ads in other news letters or on other websites for them. I just promote, essentially I promote my own websites and then I have the ads for the [ClickBank](#) products on my websites.

Heather: So it sounds like the only money you're spending is to host your website?

Graeme: Pretty much. Because that's... once again, I mean I suppose I came from the background that if I didn't have the money to spend on advertising to begin with, so I just left that alone and just worked on trying to build up my sites through free linking and reciprocal linking and so forth. And by keeping my costs low, then I haven't had the problems of justifying my ad spends versus my income and so forth, it's been very easy just to say, well virtually everything is a profit. If I make one sale, I'll also make a hundred... it's just been very good for me that way. But I mean I'm starting to advertise a little bit here and there now. Not very well though.

Heather: What would be something that you would look for in determining whether it's worth it to advertise at a certain place?

Graeme: I think you... it's actually it's... I mean you just got to look at the traffic and the numbers and whether it's on topic and decide from there. It's not easy, and to some extent I've been somewhat disappointed in my efforts so far, but I mean I've... numerous people, numerous other people advertise and do it quite successfully so it's... it's something that can be done. It's just a matter of being very careful.

Heather: How do you prevent your [ClickBank](#) ID from being stolen from your links?

Graeme: Sometimes I use a frame set page, I drop the link into a frames page and then refer it on. So a lot of the time I don't bother, I

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just leave it open so yes... it is subject to being stolen but that's just the way it is sometimes. I don't think too much about it.

Heather: What's the biggest mistake you made when getting started in [ClickBank](#) affiliate promotion?

Graeme: I'm not sure... I suppose the mistake is promoting the wrong products. I mean I've certainly done that. I've promoted products heavily on my site and they sold nothing. But I'm not sure necessarily how to overcome that problem. I think I could easily do that again, because to some extent you're just relying on intuition and you think this is a popular product with a good sales page, but sometimes they sell and sometimes they don't, and I don't really know why.

Heather: When you say you picked the wrong product, was it because it was the wrong niche, or just because it was a product that people didn't want to buy?

Graeme: Well, I don't know. You see, that's the problem. I mean you can look at your results and say so many people have seen this promotion. Why haven't there been any sales? And you can try and guess at the answer but in the end, I don't think you really know. You just know it's not working, so you ditch it and go on to something else.

Heather: What big mistakes do you see other people make?

Graeme: Well, I think people spend too much on advertising. I've seen that, where people buy click word campaigns and they spend a lot of money getting traffic to a site, but it doesn't convert well enough. So that's a problem, I mean I've heard of that many times. So that's why I love free traffic, you see, because you literally can't go wrong on that, since the traffic costs you nothing but a little bit of time and effort, then it's a little hard to lose money. But I suppose that's the one, the big worry I think people have, is spending too much on advertising.

Heather: Now let's talk about this [CB Engine](#) that you mentioned. What exactly is it and how does it work?

Graeme: OK, it's... what is it? It provides basically a tool to help you find the best products on [ClickBank](#) itself, so it updates regularly, tells

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you which one, like sorts new ones in various categories so you can see what's new to [ClickBank](#). It tells you which ones, which products have been removed, the products that have dropped out. It gives you based on the formula, which I'm not exactly sure how it works, but it basically gives you tips on products that are selling well. Especially new products that are beginning to become very popular, so it actually specifies exactly which products to target. There's a whole heap of other tools. Now I think they have a, well, there's a professional version which I have which is not free, but it's not expensive. I'm not sure how much it is, it's about 50 bucks or something. But there may be a free or a demo version as well. I'm not sure, I've had mine for a while.

Heather: They'd get it at [CBengine.com](#), I'm assuming?

Graeme: Yes, they can. Of course if they wanted to go on one of my websites and click on the banner for it... that would be a good idea.

Heather: Which website has a banner for that one?

Graeme: [Affiliateguide.com](#) does. You'll find it on the left side.

Heather: OK, so what's the first thing you recommend the listeners do after they're done either listening to or reading this interview?

Graeme: OK, well the key thing on the internet marketing is it's all about traffic. So the very first thing they should do is figure out how they're going to get traffic to their websites, and once they've got that sorted, once they understand how they can get traffic to their websites in a cost effective way, then they can look at promoting stuff or, and building their opt-in lists and all the rest, but until you have traffic, you have nothing on the internet.

Heather: What do you think is the next big trend in [ClickBank](#) affiliate marketing?

Graeme: Don't know. I haven't really thought about that one. I can't see it changing a great deal. I mean there's always change on the internet, but to some extent it's... there will always be new products coming up. There'll always be affiliates trying to sell them. There'll always be consumers wanting to buy them. As long as you can keep

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trying to match up consumers with the right products, it's just going to keep rolling on and on and on. Though there might be changes to technology, you know blogs are becoming more popular, then maybe you would get into more video and audio content and so forth but... and mobile internet... but essentially it's the same thing. You know, the medium might change a little, but you're still trying to get consumers to find the content.

Heather: What are your final words of wisdom for everyone?

Graeme: Don't give up. I think I mentioned that in the beginning. It's so essential to just, you know, decide what you want to do and say you want to do it, and then just go do it and don't give up. If it's not working in the first few months, well then you just got to keep at it, and if your websites are good and you're starting to see just a little bit of momentum going forward, well then you just got to build on that and keep working.

Heather: Excellent. Thank you so much, Graeme. This has been wonderful.

Graeme: OK. Thank you.