

## ClickBank Affiliate Confessions

### Interview with Rick Davies

**Heather Vale:** I'm Heather Vale, partner of Codrut Turcanu, for [ClickBank Affiliate Confessions](#). Today I'm talking with Rick Davies from Ontario, Canada. Rick, first of all could you please give us a brief background of yourself and your website?

**Rick Davies:** OK. Let's see. Right now our biggest meat-and-potatoes would be [1stPromotion.com](#), which is a [ClickBank](#) mall and affiliate portal. Our affiliate background has started with domain name trading I guess and then it went on to, let's see, where do we go, we went from domain trading to selling on [eBay](#) to developing our own products and our own websites and selling, pretty much a little bit of everything through our own websites as well. My brother Ron and I are business partners separated by, probably about 1800 kilometers I guess, so it keeps the business end relationship healthy, we're not too close for comfort, and as far as background, we're both come from a military background, believe it or not, neither one of us has a marketing or advertising or even really a sales background at all. So I guess if there is a truth to the adage that, "if we can do it, anyone can do it," I'd say that we're probably living proof.

**Heather:** So, what made two guys with a military background decide to get into Internet marketing?

**Rick:** Well, I think probably a lot of it has to do with how well the military pays you. We were always looking for something more to... to be able to get a few of the toys in life, we always provided well for our families as far as, with the essentials, but everybody likes to have the toys I think, and I think it was that desire for more, and I think that burns inside everybody to a certain extent. So, yeah, it was basically for toys and well being.

**Heather:** When did you start with Internet and affiliate marketing?

**Rick:** I believe it was probably 1998, believe it or not, that's almost like antiques in the Internet marketing terms I guess, eh? And we would have started with cell phone accessories actually, and I believe that was through [Commission Junction](#). It was very, very competitive but we had bought an expired domain name that got a lot of type in and natural traffic from search engines, so it did us well. Didn't do as well compared to how we do now, but in terms of our first affiliate venture online, yeah it did us very well.

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**Heather:** I guess another benefit, I mean you're in a remote area of Ontario and your brother is several provinces away, and meanwhile, you can work together through the Internet; so I guess the Internet breaks down geographic barriers in a sense.

**Rick:** Without a doubt, Heather. I mean, I live in a hamlet of probably, maybe three hundred people. I've got my dream home, which is on a trout stream now, it's about ten acres on a trout stream and I am where... or I should say we are where we want to be as far as our family; this is our dream home, our dream location. The Internet helps to break down a lot of barriers that you're just not going to find... you're just not going to be able to do the same in conventional sales, I mean to be able to go out and offer the variety of products basically that anybody wants, whether you're a gardener, a fisherman, or something as obscure as a zookeeper. There is pretty much a digital product out there or an affiliate product for just about everybody.

**Heather:** So why did you get started with [ClickBank](#) affiliate marketing in particular?

**Rick:** Well, we really liked the idea of selling other people's stuff. I mean that's just exciting. You know, getting paid to sell other people's stuff, and probably the most hands-off way to make money is through the delivery of electronic products. From the moment that the customer pays, they're delivered the product, I'm delivered my commission, the vendor delivers his payment for the product. Also electronic products, because they're not a tangible item they tend to have a... pay their affiliates a higher commission. [ClickBank](#) has a commission range of 1 to 75% but I'd say over 85% of all the products that are sold through the [ClickBank Marketplace](#) are in the 40 to 60% range of commission; so that's pretty lucrative.

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

**Rick:** I'd rather not discuss exact figures, but it is five figures a month sometimes.

**Heather:** How much do you think it's possible to make as a [ClickBank](#) affiliate?

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**Rick:** I know of several people that do mid six figures a year as an affiliate. Now that's not just [ClickBank](#), but that is strictly electronically delivered products.

**Heather:** What about a newbie just starting out? What could they expect to make?

**Rick:** Oh, you know, that's a question that I get asked a lot, and I really like to use our story, I think, as a good example. I think the most important thing that anybody can do is to set an attainable goal. Everybody out there seems like they're saying, "make this much, make this huge amount and you're going to have to do nothing". It takes some work to make some money. It's not hard work, you don't come home sweaty or dirty or wet, but you do have to put time into it, you are building a business. When we started online, being from the military, I always looked to eventually replace my military income with something other than working on planes, that's what I did for 24 plus years is I worked in aircraft electronics. So what I did is, I purposely set a low goal of \$100 a month; I purposely set it that low, that if I didn't make it if either (a) because I just wasn't cut out to do it or (b) because I just didn't try. So anyways, I set my first goal of making \$100 and I did it that first month. I then took that goal and I set a higher goal of \$500 a month. I think that took me about 3 months to make, and then I was consistently doing \$500 a month. After about 6 months, I was then at \$1000, I then set up my next higher goal of a five figure a month, and right now I'm going for, of course this is with my own products as well now too, but I'm now going for a six figure month. So that's my next goal.

**Heather:** Now I noticed in your [ClickBank Guru](#) mini course, you had a suggestion to write down your web income today, and write down what it's going to be six months in the future. What kind of results have you seen from people doing that?

**Rick:** You know, I get very, very little feedback directly as far... because we're out of the loop when it comes to what [ClickBank](#) actually... the transactions actually go through [ClickBank](#). Once somebody purchases or clicks on a product from one of our malls, it's between [ClickBank](#), the vendor, and the affiliate then gets paid. So they're really out of the [1stPromotion](#) system totally, but what I have heard is, I have heard stories of people that were on maybe single

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mother income, some were on government assistance, and now they're out on their own. Actually I got an email from one lady that just recently built a house. She was on disability, she recently built a house, and she actually put an office in the house with an employee entrance. So, she is doing well for herself from going from a single bedroom apartment.

**Heather:** Yeah.

**Rick:** Mmm-hmm. So, and on this disability, to her own home with an employee's entrance, I thought that was pretty cool.

**Heather:** Yeah. OK so before we get into the actual details, could you tell us in a nutshell, what are the various techniques and tactics that you use to promote your products?

**Rick:** OK I think when it comes to actual promotion, the most important thing you can do as I said before is to do something; the worse thing you can do is, do nothing. My hands down favorite way to promote anything is through online newsletters or e-zines. Dollar for dollar for me, they out produce Pay per Clicks on [Google](#). They outperform classifieds and they outperform a lot of the other viral methods that we use. So, but definitely e-zine advertising would be my favorite way to go.

**Heather:** Anything else? I noticed in your "[Mini Course](#)" you also talked about safelist and expired domains.

**Rick:** Well, safelist are good; you have to be very selective about safelist. Some are... you are submitting ads for the sake for submitting them. But there are good ones out there, there are some that I recommend as well. Expired domain names are awesome, absolutely awesome. I bought one domain name back in... I think it was about 2000 that I purchased it, and at that time it got so much traffic and so many emails that my ISP shut me down because it couldn't catch all on it and I was receiving over 300 -- sorry, 3,000 emails an hour. So, it used to be an ISP, but it still gets traffic to this day. I bought one fabric website off [eBay](#) actually, its called [FabDir.com](#) and that site consistently gets a thousand to three thousand hits every single day, and I have never promoted it. And when I say hits I am talking actually visitors, not website loads or image loads or anything.

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**Heather:** Why would someone give up such a high traffic website?

**Rick:** Sometimes what we look at as being lucrative I guess maybe larger corporations look at as the cost of doing business. Some business... a lot of Internet companies have simply just rolled up their sidewalks and have folded I guess. I can't say why. I know that I have spent many days with a knot in my stomach thinking about a domain name that I may have let expire, but by accident so... I can't speak for other people as to why they might let them expire, but I am always happy to get them of course.

**Heather:** OK so since we are on that, how exactly does someone go about getting one of these expired domains, and first of all finding out that it did expire?

**Rick:** There is a number of services out there such as [Pool.com](http://Pool.com) and [SnapNames.com](http://SnapNames.com) and they have got a basically... what we call a dropping domain, or an expiring domain acquisition service, where you pay x amount of dollars. I think for the most part, its usually about \$60 and then if they manage to acquire the domain name, it's yours. Now, some are auction based as well where, if they have more than one person that's interested in the domain name, it then goes to an auction between just those that had pre-registered the domain name. But it does work quite well.

**Heather:** Now let's go back to the e-zine advertising; because there is like, thousands and thousand and thousands of these things out there, so how do you pick the right one that's going to get results from your ad?

**Rick:** I think its going to really depend upon what your target market is. Of course, if you are offering... I'm just gonna go and say, fly-fishing product, your ideal market of course would be a fly-fishing newsletter, or a fishing newsletter of some type. And there is a really dandy directory out there that any affiliate marketer really should have; and it's called "The Directory of Marketing," and it's by Charlie Page, and it's the... basically every e-zine that's out there, Charlie provides all the necessary data out there as far as what the niche is, what the circulation is, the publisher's rates and the publisher's contact information and that's at [www.DirectoryofEzines.com](http://www.DirectoryofEzines.com).

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**Heather:** OK, now with the safelists, a lot of people are only on a safelist so that they can send out the ads, and I have sent out ads to safelists and never got any results. So, what's the trick to actually getting results with a safelist?

**Rick:** Firstly as I said before, there are good safelists and there are safelists that exist solely for the purpose of selling people a subscription. I mean, there's blasters and all kinds of products out there but it's funny that they tell you, when you join these things that make sure that you use an email address to catch these thousands of emails that you are going to get, so you can safely delete them. Well if they're telling everybody that, who is actually reading your ad? As I stated before, there are good ones out there, [Business World List](#) is a great one I think for 12 bucks a month it's a paid safelist, it's always produced for me. Of course, the most important thing with any safelist ad is the title because if your title isn't... doesn't spark curiosity then your ad itself is never going to get looked at, and if your ad doesn't get looked at, the link doesn't get clicked on, so.

**Heather:** Now let's talk about the way that you are actually selling these products. Do all your [ClickBank](#) affiliate commissions come through your [ClickBank mall](#) interface?

**Rick:** No. Some are sold individually. Well I mean, I can talk about how I do it, or how other people that I deal with do it. Some people have a link from their blogs to their [ClickBank](#) products. Just your signature file on any email, if you are not promoting your website just with your signature file, you are probably losing out on some sales, so there is many, many ways to sell them. We have members that sell the [ClickBank](#) products through [eBay](#) now. [eBay](#) has now modified their policies as far as selling electronic products, and as long as you're authorized, you used to have to be the owner of the product. And now they're saying, as long as you are authorized to sell the product, you can sell it through [eBay](#).

**Heather:** Which of those tactics have you personally used with success?

**Rick:** I would say mostly through my own personal newsletter would be the way that I would make most of my sales, other than through

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my stores, OK? Outside of the [ClickBank Malls](#) it would be through the newsletters.

**Heather:** How do you decide which products you are going to promote?

**Rick:** Well, I like it to be something that I've used myself; I don't like to just put out a product because its new or because its hot. Now because we do get considerable traffic, and lot of people do know what [1stPromotion](#) is now; chances are, I can probably just email the vendor and say, listen I'd like to add your product to our mall, but before I do it, I'd like to have a... basically an evaluation copy and most people gladly send me a download to have a read through.

**Heather:** Which ones in particular have been good sellers for you consistently?

**Rick:** The good sellers would really be... well, in actual fact its contrary to what I said are usually what is hot out there, because they are hot for some reason. [Google AdWords](#) is a hot seller right now, a very, very hot seller. [Private Label Resell Rights](#), although that's non-[ClickBank](#), that's another great product I sold. I think I sold 25 copies of Jeremy Burns's [Source Code Goldmine](#), which was a \$200 product that paid affiliates 50% and I sold 25 of those in two days I think. So, it's what's out there, what's hot and what's of value, what... you know, there is perceived value and there is real value, and Jeremy offered a very good product that sold very well. He only offered I think 500 copies and sold out within a week.

**Heather:** Yeah, \$200 is actually a high price point compared to what the others that I have been interviewing have said. A lot of them go for, like the \$50 price point; but you find that a higher price point can sell?

**Rick:** Oh! Absolutely I mean if you look at Mike Filsaime, he just did his [Butterfly Marketing](#) and I believe that I don't want to really be held to this number, but I believe he did a million dollars in two weeks on it, and that was a \$1000 product. So, he did quite well with it. So, you can look at it a couple of ways; usually with the cheaper -- by cheaper I am talking at price marks -- I'll say less expensive. With the less expensive products, you need to convert at a higher rate in order for it



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to be worthwhile for you to promote say on [Google AdWords](#) or any other Pay per Click campaign that you may do. If my commissions are \$500 I don't mind putting out \$200 to make \$500 any day. Whereas if I am selling a \$50 product and I am getting \$25, I have got bells and whistles saying, whoa, whoa, stop promoting it at the \$15 mark. I don't mind it when I break even, but that's not what I am in the business to do.

**Heather:** What kind of commission levels do you favor?

**Rick:** 50% or better.

**Heather:** So, let's talk a little bit about [1stPromotion.com](#), your [ClickBank](#) Mall interface. How exactly does that work?

**Rick:** OK, [1stPromotion](#) has been through several rebirths I guess, but basically right now, we have what's known is our Pro2 Mall and what the Pro2 Mall allows anyone to do whether they have any web mastering experience or not, is to have a niche website built around the specialty that they want to. It incorporates all of ClickBank's [Marketplace](#) which is about 11,400 products approximately, and it's a searchable database, searchable and browsable. You add the products with a simple click of the mouse, you just select which products you would like to put on your site and also you add the content, graphics, text, page title, meta tags, you pretty much have total control of the whole website. You can even host it with your own, on an independent hosting account with your own domain name as well.

**Heather:** So you can pick the products to feature, but they can still search the whole [ClickBank](#) database?

**Rick:** Exactly, very well put, yeah. So let's say Heather you are an avid backyard gardener and you want to have a gardening site. You can go to [1stPromotion](#) and have that gardening site setup and running, the same night you purchase it. If your husband is a fisherman, he can have a fishing site. Your sister likes pets, she can have a pet care, and... website up and running all in the, basically in a few hours, it's just sitting down and selecting the products that you want to have on your site.



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**Heather:** Now if that all happens automatically and someone can buy pretty well any product through your site, how do you know what the quality of those products is, because some of the products on [ClickBank](#) might be scams?

**Rick:** Well, I don't know that they could be scams as such, because when you join [ClickBank](#) as a vendor, your product goes through for approval. Now, I am not saying that they are all of the highest quality, but that's where [ClickBank](#) steps in and says, we are going to protect you as the buyer and they do that with a no questions asked, 60-day money back guarantee. You don't ever even have to deal with the vendor, if I go and I buy anything from [ClickBank](#) and I didn't enjoy it or it's not what I thought it was, or that I believe that the vendor misrepresented their product, I just reply to my invoice, and saying, 'refund please' and [ClickBank](#) does it, no problem; no questions asked. So you're never stuck with something that you didn't want or that you didn't like from [ClickBank](#).

**Heather:** OK, now I am pretty well a newbie in [ClickBank](#) affiliate marketing. So let's say I want to get a [ClickBank](#) mall or storefront of sorts. How do I choose between yours and the other ones out there, like [CBmall.com](#) comes to mind for instance?

**Rick:** Sure. Yeah, that's a question that I get quite often. There is a huge difference between the two. As I said, with our [1stPromotion](#) Pro2 you are setting it up, you are basically selecting the content of your site. I can't speak directly for [CB Mall](#), but if there were 10,000 numbers of [CB Mall](#), pretty much all 10,000 of those pages are going to look the same. There is no difference between yours and the other members, whereas with [1stPromotion](#) is I said you have total control over all of the content, the page title, the store name, the color template, what products are displayed. You can even, if your moral obligations do not allow you to want to promote some products... we have some people that don't want to promote or feel that they are promoting products such as Psychics or Astrology, or just whatever it may be. You can choose to just have a simple search box on your site, on [1stPromotion](#) and then none of those categories will appear on your site.

**Heather:** Can I add some of the tips and tricks that other interviewees have said that are good, such as product reviews or opt-in lists?

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**Rick:** Sure.

**Heather:** So it's fully customizable; anything I want to put in relation to those products?

**Rick:** Yes, anything, any kind of text you can put, you can put [Google AdSense](#) ads into your site, you can put links to your blog, you can put a picture of yourself on it, links to other affiliate programs and that's probably one of the most powerful things. To be a real successful affiliate you don't want to be depending on one vendor at any time. Ron and I get over 30 checks each month now, and that's like going to the post office box everyday and getting a check. Some of them are small, some of them are big, they are all exciting; you know so, if... let's just go back to your gardening website for a second, Heather can we?

**Heather:** Sure.

**Rick:** OK, so you've got your site all setup, you've got your [ClickBank](#) products, gardening related products down each side maybe, but you say, oh man, look at these cool gardening tools and this gardening apron or whatever tangible products, you can put your affiliate links right into your Pro2 store for [Commission Junction](#), [LinkShare](#), any other affiliate program or product that you want to put into your Pro2 store, it's your store. You can sell anything you want through your Pro2 store.

**Heather:** What's a conversion ratio on a site like that?

**Rick:** That's going to depend really how it's marketed. I mean, some people will go out and blast the traffic do it, and they'll be frustrated and say Rick, I sent 10,000 visitors to my site, and I didn't make a sale, I should have made something. I'll say well, yeah I agree how were those... how was that traffic generated? And they'll say well, I bought a bunch of bulk traffic off [eBay](#) or wherever they found it. And I'll say well, you know what, you probably made what you deserved to make out of that, because that's what I classify as junk traffic. If you are going to spin your counter for the sake of spinning the counter, then you basically get what you deserve there. But at the same time I can go out and I can do a highly targeted Pay per Click campaign and I

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would say probably... I can usually get 8-12% to opt in to my newsletter, and probably 3-4% to actually purchase. So that's pretty respectable, for somebody without a marketing background.

**Heather:** Yeah, which obviously isn't required to be a success as an affiliate marketer.

**Rick:** No, you know it's all about doing something; and even if you make a mistake or if you have a campaign that just didn't work for you, you are going to learn something from it, you are going to take something away from it. But if I still sat there with my hands on... sitting on my hands well, 5 or 6 years ago, and it didn't actually do anything, you wouldn't be talking to be here on the phone today. So it's taking that first step, and I am not saying that you are not going to fail, or you won't fail or... chances are, you probably will but it's getting back up, learning a little bit from what you've done, and adjusting your action plan, and then just doing it again.

**Heather:** So, the actual links on the Pro2 Mall store sites; is that just your hoplink, or is it masked somehow?

**Rick:** Most of the product links that are directly clicked on, like from the actual product image, there is no encryption or anything on it at all. And all of our search and browse features are encrypted, but I got a little bit of an interesting story for that, if you've got the time, Heather.

**Heather:** Sure.

**Rick:** I was at an Internet marketing conference last fall down in Phoenix, and the guys were talking about link theft and how [ClickBank](#) was a little bit of a weak point for link theft, and I basically put a \$100 challenge out there, I challenged them to walk outside the door of the hotel and find anybody that wasn't attending the conference to say that they knew what [ClickBank](#) was. And at the end of the weekend, the \$100 was still in my pocket. So the number of people out there that know what [ClickBank](#) is, let alone how to cheat it, is minimal. Pretty much any [ClickBank](#) affiliate can cheat any encryption because at some point they leave the vendor's page and they go to [ClickBank](#); and once you're at [ClickBank](#), most affiliates know that, OK I can see what I need to do now, I back up and put my code here and it's done.

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So, basically, we keep the encryption on our site for a feel good factor for our affiliates, but we did so much testing that we know that it really doesn't make a difference as far as [ClickBank](#) goes. You are talking probably about 140,000 [ClickBank](#) affiliates that are registered right now; of that a very-very small number are actually active, and all of them would know how to cheat a hoplink, because they know how it's made. And it's only a 140,000 people out of the billions that are using the web.

**Heather:** Yes, and all those other people that are buying in other niches don't have a clue, so it doesn't matter.

**Rick:** Well, exactly I mean most people as I said aren't familiar with [ClickBank](#) and so, in my mind I don't have a problem with just marketing direct with a hoplink, but usually I'll put it through a link tracker.

**Heather:** How do you pre-sell a product before they actually get to the vendor page?

**Rick:** For me, I can only really talk about my products directly but I always like to use a capture page or a squeeze page as some people call it, that will help to spark a little bit of emotion in people's minds, get the mindset going, and then ask them if... to get more information, I request their name and their email address and most people are quite willing to give it. So, now I am starting to build the list by getting their name and their email address. I am getting their information to follow up with a series such as the [ClickBank Guru](#) Series, and I use that because, as I say most people need to see a product or hear about a product 5 to 7 times before they actually purchase.

**Heather:** So do you make a separate squeeze page for every single product you're promoting?

**Rick:** No. As I said, a lot of the products that I promote are through the newsletter, and it's just a link direct from there. If I were to go out and to do a major promotion, let's say like I did for Jeremy's product, I'll usually sweeten the offer; and by sweetening the offer I'll give my own personal bonus or product or service that if they purchase that product through me... because they're probably getting bombarded with offers to buy that product. Then hopefully I'll be able to add a

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little something to the product package that will help sway them my way.

**Heather:** Right. How many [Pro2 ClickBank Malls](#) do you currently have online yourself?

**Rick:** I believe just two.

**Heather:** OK.

**Rick:** Just two right now personally.

**Heather:** What niches have you chosen to promote with those ones?

**Rick:** I use those almost exclusively just for demo sites now for my members, because [1stPromotion](#) now pretty much keeps me to the point where I am not actively promoting my own Pro2 stores at this time, but I have one based around Adware and Spyware removal products, and that's [CBstore.com](#), and I have one that's a general one that just... it's mostly a wide array of affiliate marketing products, and that's [CBshopper.com](#).

**Heather:** And on those particular sites, what kind of tricks have you used to try to get people to click on those links and go to the vendor site and hopefully buy the product?

**Rick:** Well, the best way is really to give good free information. I really don't like to use trickery or gimmicks or anything, I am just kind of... and maybe that's because I don't really come from a marketing background. I like to basically present people with an honest offer and let them be their own judges. Most people have got a pretty good Better Business Bureau built right into their head, and they know when they are being presented with a good product that is going to suit their needs.

**Heather:** Overall, how much do you spend on advertising for the products, beside the ones that are going out in your own newsletter, of course?

**Rick:** I could probably base that better on a percentage. I usually base it at about 20-30% of what I earn; so basically, I've got about a 70%

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or better profit margin, so that's pretty respectable. I mean I have had as high as 2000%; but on average, probably about 70%.

**Heather:** What's the biggest mistake you made when you first got started as a [ClickBank](#) affiliate?

**Rick:** I think the first mistake that I really made was thinking that I had to know it all. That I had to have the system and the knowledge and I had to basically know everything that I possibly could, rather than taking the information that I did have and applying it, as I said, into an action plan of some kind. And I probably slowed down my own success by months, by thinking, now, if I just read one more e-book or if I just take one more course, then I am going to be able to do it and I am going to be successful. But really what it took was getting out there, trial and error, and just doing it.

**Heather:** What are the big mistakes that you see other people making?

**Rick:** Not offering content on their sites, just having their site setup basically as nothing but a Las Vegas style advertisement. Five, six, seven years ago, maybe the little flashing gifs and flashing images and the bright colors worked, but I think that in general the Internet viewers or users are becoming more and more knowledgeable. I guess maybe it's more and more exposed to what they want to see in a website, and what helps to deal website credibility. So, it's put some good free content in there, change your content on a regular basis and make sure that it's good content that you are offering.

**Heather:** How can that [ClickBank](#) affiliate newbie that we talked about before stand out among all the other affiliates that are promoting the same product?

**Rick:** I would say diversity, get out there, pick what you want to promote like, get a real product you believe in first of all, if this is going to be your first product that you actually promote, buy the product first, go through it, learn it inside out and when you promote it, tell people if they have any questions about this product, contact me, contact me, contact me, and if you are going to ask them to contact you, you have to be able to be reached. I put my phone number, I have got an 800 number that I put right on my site, and when I

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answer the phone, "Hello this is Rick speaking," a lot of times there is a big long pause and I'll say, "Hi! This is Rick." They say, "Oh, well I was waiting for the beep," because they are just not used to actually getting a person on the phone and when they do get me on, they say, you are the first person that I have ever talked to from the Internet. And that makes me feel good because like I said, I don't come from a marketing background, [1stPromotion](#) was spawned out of frustration from the other opportunities that were out there at the time for me to actually make money. And when we developed [1stPromotion](#), actually [1stPromotion](#) was brought off [eBay](#) in its infancy, just the same as [CB Mall](#) was, and from the same developer actually, and we turned it into something that was working for us, and then we took that same system and we made it available to everybody.

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

**Rick:** Membership sites; memberships, memberships, memberships... as [ClickBank](#) continues to develop and grow, I am hoping that they are going to come with a monthly subscription based payment. Right now, they don't have a subscription based payment system at all, but I am hoping that they will. It would be nice to see them go two-tier, but I don't think they'll go to a two-tier system either, but membership sites and utilities seem to be, in my mind, the next big push in [ClickBank](#) products.

**Heather:** So, after people are done either listening to or reading this interview, what would you suggest is the first thing they should do?

**Rick:** Well of course I am going to say go to [1stPromotion](#) and buy our product. But if you had it in the back of your mind, or even just thought of remotely doing something, as I said before, just get out there and just do it, don't be afraid to sail. And as I said, I have got my phone number right on my website, if people want to talk to me I am always willing to take a few minutes out of my day to sit down and talk with people. People that are just new to the web, it's always exciting to talk to them because its new, its refreshing, yet they may be not quite as well versed on affiliate marketing as perhaps a lot of other people out there, but it's that refreshing, new edge I guess, to just getting the excitement of it all, that really keeps me in this business, so.



## ClickBank Affiliate Confessions

### Interview with Rick Davies

**Heather:** What about any final words of wisdom as they are going on their journey, taking action as you say they should.

**Rick:** Yeah. I think it's important, don't put all your eggs into one basket; look for those multiple sources of income. There's a lot of great affiliate programs out there, [ClickBank](#) is just one of them. Look into a product or an area that really interests you. And making money actually, that interests a lot of people, but I mean, something that you do everyday in your life that makes you feel good or holds your interest; if it's basket weaving, if it's, as I talked about before, gardening or fishing or bee keeping, anything. If you are passionate about it, build your site around that passion. You can't fake passion, and your website visitors will know that that's coming from you and it's genuine and its one of a kind perspective. So, if you build a website around that, and always make sure to capture whatever information you can from people, basically a name and an email address so you can contact them again, and you will succeed, you will.

**Heather:** OK, thank you so much, Rick. This has been very interesting and inspiring.

**Rick:** OK.