



VOLUME 2

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Foreword

If you are reading this, chances are you have already read [ClickBank Affiliate Confessions Volume 1](#). Hopefully you were able to achieve some ClickBank affiliate success with Volume 1, and are back to kick it up a notch with Volume 2.

I am very confident that the information provided in these interviews will do just that. Success is a learnable skill, and if somebody else is more successful than you are, it's only because they've learned more about how to do something than you have. If they can do it, you can do it too... and the advice from these super affiliates will help you get there.

This e-package was developed to help people achieve their goals and become a bigger success in ClickBank affiliate marketing. We do that by asking the tough questions, to show you the skills others have developed, and more importantly how you can apply those skills to your life and your business.

My partner in this project, Codrut Turcanu, got the idea for this e-package as a follow-up to his very successful e-books, [Super Affiliates Confessions](#), [AdSense Confessions](#) and [Niche Site Confessions](#).

I was working on my online talk show, [Success Unwrapped with Heather Vale](#), when we met. My involvement in this project allowed the inclusion of actual audio interviews, so you can hear what the experts really said, and how they said it. And don't forget the ongoing support you get from the forum, the blog, and Codrut's e-course lessons.

Once again, you'll find a lot of different tactics discussed in this e-book, and a lot of different niches are being promoted too. Not every interviewee agrees on the best way to achieve results, but they are all using their own techniques with great success.



Pick what resonates with you, and try it out. As they all like to say, the secret is in taking action. Be persistent, and you too can become a ClickBank Affiliate success story!

- Heather Vale
Co-Author, ClickBank Affiliate Confessions
Host, [Success Unwrapped Radio](#)

ClickBank Success Story #1 – Don James

NEWBIE SUCCESS STORY



Name: Don James

Home: Minneapolis, Minnesota

Websites: AdvancedProfits.com
WebProfessionalTemplates.com
AstralRealms.com

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

Actually my background was in computer programming when I was younger, and then **in the late '90s I got involved in the whole dotcom boom** and ended up working for a major New York retailer, doing some of their web development and I actually ended up being up a technical director.

And after that, when that all kind of fell apart in the dotcom bust in late 2001, I ended up getting a different IT job, but **in the meantime I had stumbled onto internet marketing**, and just online marketing and affiliate sales, and kind of just taking a look at that.

So with my background, I thought there was a kind of natural connection there and started, I would say initially probably around 2002, dabbling in it. So that's kind of my background how I got into

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looking at affiliate products, marketing, also direct marketing and at that time I was actually looking at some MLM, multi-level marketing concepts to do as well.

Why out of those, do you think, affiliate marketing kind of won out?

At that time, I was exploring, and now when I think back to when I started this, **I was kind of going in blind a little bit and I didn't have a good sense of marketing on the internet**, the way that, you know, some of the experts today you see out there, many of the bigwigs, ***the big gurus out on the internet and the way they do it today, and that I didn't really spend the time initially to get the education***, so I had tried, basically I tried some things on my own. **I think the first guru online that I actually came across was [Neil Shearing](#)** and I think that was the very first online e-book I picked up and started taking a look at and threw myself into it initially for awhile.

Of course, **I made all the initial mistakes I think most everybody in this market does**, learning a little bit trial by fire, and lost some money and that discouraged me for about a year.

And so then I came back to it thinking, well maybe I should really sit down and educate myself a little bit more on this, and if you think about how you would educate yourself on anything else that you do, you would actually spend some serious money and go get yourself an education. ***I thought well, it doesn't cost a heck of a lot to educate yourself in this market.***

So I started picking up some e-books and some course material out there from a lot of the big names in online marketing and went from there. So I spent probably most of 2003 doing that work.

What were some of those common mistakes that you made when you first started out?

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That's interesting, because **you can really lose your shirt if you're not careful on what you do**. My biggest mistake was I got so excited initially about it that ***I threw some ads out there that were not targeted to any market***. So I just kind of found some online advertising, some of them were viral ads. And others were just straight advertising. I spent a few hundred dollars and of course saw absolutely no results from that.

So my first Marketing 101 lesson of course, coming out the gate, was doing exactly the wrong thing that they all warned me about. **Then my second mistake, I think, was getting into the Google [AdWords](#) campaigns** and starting to look at that. But that at least, even though I wasn't very successful initially on that, **at least it taught me quite a bit about target marketing and starting to look at an audience and starting to drive down into a particular vertical and very more niche market**. Which was much more important. Because I think the biggest mistake anybody who's doing this in this area makes is that they go out, they spend a lot of money, they don't think about niches or targets. **You're so broad that no one's going to be interested in what you're doing**.

So how do you actually go about now finding those targeted niches and marketing to them?

Today, basically what you have to do is you really have to sit down and you have to do some serious research. I mean, you have to go out to things, like the online tools that are free. [Overture](#), or you can go into the [Google AdWords](#) keyword editors. **And you really dig down and look at the popularity of certain high click-through markets and then you can narrow it down based on keywords into those markets a little deeper and find niches into those keywords**.

And that's critical because I actually have a side site, that has really nothing to do with internet marketing and oddly enough, this is what eased me into more of the targeted marketing as well as... it was just a sort of fun website that I did on my own, it's a hobby of mine. I would say it's not a very popular keyword. **But yet I was getting a lot of click-throughs on it and also had some fairly high search engine results** and then started to see Google [AdSense](#) numbers

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coming back, you know actually starting to make a little bit of, not a lot, but a little bit of money on a little hobby site that I really thought was just for fun.

And seeing that actually started to clue me in now, saying well, if that can do that, ***what happens now if you start picking a more vibrant market or something that has a lot more numbers?***

What is that website?

I'm interested in new age research and I'm very devoted to astral projection of all things, can you believe it? So, you know, it's a very tiny little area. **You don't get a lot of people who are interested in it, but I actually do get a fair amount of people who come through that site.** It's called www.astralrealms.com.

So do you think it's important to pick niches that you like when you're affiliate marketing?

Oh boy, that is the question. That's a really good question and I tell you, ***I really believe that you should pick something that you really like.*** And I think this is pretty important, because I think I see a lot of people now that I'm getting more experienced in this and I've talked to some people in this industry, and what you see is that **a lot of people get excited about popular keywords that they have absolutely no interest in**, and they put sites up there and they might do something on it, but ***what you don't get is the staying power.***

Because people aren't interested in, over time, to continue to update the sites or they may lose interest, and **I actually think what may happen in the future is that the search engines are going to get on to this and might get smart about this** and we might see some lower rankings and so forth because this is such a popular thing now where **people are spreading their interests everywhere and trying to put virtual real estate sites out there on any topic**, doesn't matter what it is. And I think that just for your own sake, ***just***

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so you have staying power and you're doing something that you're interested in, that you should really pick a topic that you're interested in.

What was it that attracted you to ClickBank in particular to do some of your affiliate marketing?

Just popularity, I'll put it that way. **It's just the easiest one to work with.** I think that a lot of people use it today and now that ClickBank is affiliated with PayPal too, I think it really has become a very easy way to sell products, and that's really the key for me.

How much do you make just as a ClickBank affiliate?

ClickBank affiliate for me has actually just started in the last **six months**, so that's kind of interesting because before that, the people I associated with actually had their own affiliate sites, their own affiliate management sites.

And just recently I started doing the ClickBank stuff so it varies, it can vary basically month to month. In the last six months, I mean it started out, all of a sudden I got a rush of things and anywhere from like three to five hundred dollars a month, and that's probably been my best month so far. ***So anywhere from 100 to 500 a month.***

What ClickBank products do you promote in particular?

Right now, **the two I am promoting is Holly Mann's site, How 2 Make Money Online.** I think she originally had called it *Thank you Rich Jerk*. I'm not sure if that URL is still hers, but that one, and **I'm also promoting Blogging to the Bank.** The blogging product that has a lot of buzz right now.

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Why did you pick those two in particular?

Well, I think the first one was, actually ***I felt was an excellent product... the value for that product was amazing.*** I picked it up myself, I think I picked it up mainly just on a price point, and when I read it, I thought that it was actually quite well done.

So that was really just my belief in it and then also recently for myself, **I had about 6 months ago, started adding blogs to my sites,** going forward here. I had not done that before even though I'd read about it and hadn't really looked into it. So I picked up [Blogging to the Bank](#) and read through what it had to offer, and then additionally started off from there.

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT	PUBL	AFFI
2006-02-25	17:08	CW6xxxxxx	PYPL	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-24	11:48	38Txxxxxx	CARD	SALE	001	\$6.33	MANNCO	ESSIVE
2006-02-24	10:32	N84xxxxxx	CARD	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-24	08:47	ZFNxxxxxx	CARD	RFND	001	\$6.42	MANNCO	ESSIVE
2006-02-23	09:21	JTDxxxxxx	CARD	SALE	001	\$6.32	MANNCO	ESSIVE
2006-02-22	10:22	VMGxxxxxx	CARD	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-20	20:52	C6Wxxxxxx	PYPL	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-20	15:49	9G8xxxxxx	CARD	SALE	001	\$6.30	MANNCO	ESSIVE
2006-02-20	08:42	CXXxxxxxx	PYPL	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-19	10:50	C20xxxxxx	PYPL	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-17	17:13	Q1Mxxxxxx	CARD	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-16	08:58	VB1xxxxxx	CARD	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-16	01:57	CGHxxxxxx	PYPL	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-15	14:39	CTSxxxxxx	PYPL	SALE	001	\$6.32	MANNCO	ESSIVE
2006-02-15	11:25	709xxxxxx	CARD	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-13	19:33	L5Mxxxxxx	CARD	SALE	001	\$6.42	MANNCO	ESSIVE
2006-02-12	13:19	Z13xxxxxx	CARD	SALE	001	\$6.42	MANNCO	ESSIVE

So how exactly do you market these products?

There's a number of ways I do it. Probably one of the most interesting and most successful ways of doing it right now is through some of the marketing forums. And I think actually on some of my side sites that

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we mentioned before, that ***forums have actually been a very popular way to get backlinks to your site, or even interested people who are interested because they are targeted to that area that your site is maybe devoted to.***

That's been one of my popular ones. I do a little bit of [AdWords](#), but I've learned a lot. **Now, from experience I keep my [AdWords](#) very narrowly marketed and I try to keep the cost per click way down.** So I barely spend any money on [AdWords](#) but I actually do get click-throughs and return on that. And I think that, for anybody who's doing the [AdWords](#), that's ***the best advice you can give anybody, is to stay low on the click through counts, or the cost per click, and don't overspend and don't try to overbid everybody else in that market.***

Those have probably been the two main areas, there's also, **I think the next best thing is articles.** And I think articles provide a very good amount of traffic to your site. ***They're a great way to get backlinks and get your site ranked in the search engines.*** Anything like [Ezine Articles](#) or [Isnare](#), any of those kinds of sites. Those are excellent sources.

Do you have a separate website for each of those two products, or do you put them together?

I have a separate review page. So what I do is I have a review page on one of my sites called [AdvancedProfits.com](#), and **I review the products and link through from those review pages to the actual [ClickBank](#) link of the product itself.** That's worked the best for me. I think that's advice I've seen and read a number of times, is you shouldn't just link directly to the affiliate page. ***You should really put links to your own page and in some manner try to pre-sell it and or just provide information so that, so that people can warm up to the product and if they're interested, they click through at that point.***

And many times... and that's also important just for the URL that you're providing, that it doesn't look like an affiliate link. And I think **lately, people have been a little more turned off by just pure**

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affiliate links. And you know, they see a lot of that out there. So if you can provide another avenue, I think, and I really think that just a quick review is an excellent way of doing that. **You just write basically your own review article and try to pre-sell the customer coming through.**

So obviously you have to buy the product first in order to do your reviews?

I totally believe in that. ***I think you should always totally buy the product first.*** I made that mistake, in fact, I can't remember now what product it was. It's been a while, it's been a couple of years. I try to forget my mistakes on some of those things that I did, but that was one of them where **I was trying to sell a product that I actually hadn't purchased, and I really do believe you should get it.**

Take a look at it, if you think it's valuable do it, if it's not then don't even try because it generally... it makes you feel bad if you look at it and you realize, oh, this wasn't a very good product. Why was I trying to sell it? You know, you don't want other people doing that too.

What are the price points on those products, and what are the commissions?

The [*How 2 Make Money Online*](#), Holly Mann's site, **she's selling that for \$14.95 which is amazingly cheap for what she has.** And then the [*Blogging to the Bank*](#) is 47, I believe.

So at 14.95, what's the commission level on that?

Hers is 50% and [*Blogging to the Bank*](#) is 60%.

So you're making less than \$10 per sale, but you're obviously getting a fair number of sales on that one.

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Yeah, I get quite a few sales on that one, and I really think on that one, ***it's purely the price point, that's the big key on that one.*** You know a lot of people shy away, ***they don't want to spend their money for an e-book that may not provide a lot of value to them.*** Especially for new or intermediate people out there. The advanced marketers don't really care, I'm sure that when they go out there and see 300 and \$1000 courses out there, that's a lot to spend and a lot to invest in, so a lot of people shy away from that initially.

But anything under that \$100 mark and under 50 tend to get the new people, those who really are trying to learn. Those are the first steps in the marketing world.

And Holly Mann says you're her top affiliate, so obviously you're doing something right with that product.

And you know what's interesting, that ***some of the information in her book actually taught me some of the things that I did, so I congratulate her on that*** and I do think, I actually really think it is an excellent book.

And you know, she marketed it, she used a marketing technique of marketing against a very successful book online, called the [Rich Jerk](#) which has been very popular in probably the last, I don't know how long it's been, six to eight months. And you know she used that kind of copy marketing, to use that [Rich Jerk](#) terminology. But you know, ***I actually purchased The [Rich Jerk](#) e-book myself and I think hers is easily as valuable for less money.***

Let's talk about your specific tactics. First of all, going into the marketing forums. What kinds of things are you posting there?

That's a good question because in the marketing forum, if you're purely talking about internet marketing and not your niche area, or your specific interest area, ***you have to be careful there because obviously the admins and the forum masters for internet***

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marketing are very aware of people who try to come in and sell products by posting information in there and that, and if I were them, I'd understand it, because those internet marketing forums get a lot of people who are trying to sell products, and they post information per length in there, and **it's more of a bit of a ruse to try to get the people and click and go to their product.**

But that said, the best way is of course approach it honestly, openly, people have questions in there, if you think you have an answer or... I've gone in there and just asked direct questions... I'm not sure what the best method is.

One of them was like about, for example, **I went in and asked about autoresponders for emails and I put them on the forums just generally asking what do people think about autoresponders, what are the best ones out there, what are the good and bad points.** You know, those kinds of things. If you go in there with an honest attitude and ask very straightforward questions, then those are fine.

Now if you're talking about the other side, if you're in your specific product area, then that's another story. ***Then I think, you know, it's fair game to go in and say I've got a great site, come look at these products.*** Or I have some information that you might want to read, articles, etc. Then that's a whole different thing. **Typically the people who run those forums don't really care if you're selling a product, or a service, or a website.**

So would you put your URL just in your signature file or is it actually included in the content of your post?

I'd say about 90% of the time, it's the signature. **However, I have done some posts where I specifically put URLs in there. Because there's a specific point I'm trying to make in the post.** You know sometimes, people have a question and when you're explaining the answer to them, you say, well take a look at this. You know, you may put parentheses that I'm not trying to sell anything here, or this is not an affiliate, it's just I want you to take a look at it. ***But almost 90% it's just in the signature.***

Are you able to track those links and see what forums your traffic is actually coming from?

Yeah, my web hosting providers, they do have that, you know... stats pages that tell me where these backlinks are going to. **The only thing I haven't been able to determine is the sales generated from those particular backlinks.** So I'm trying to work a way to figure that out right now.

Do you have any particular favorite forums where you've gotten some good traffic from?

[Warrior Forum](#) is a fantastic forum. I mean not even just for the backlinks. **I think if you're in internet marketing at all, you got to take a look at the [Warrior Forum](#).** It's got the best information out there. It's got probably some of the top marketers who monitor it. ***You can even direct questions right at them and they will respond much of the time. That's an excellent forum.***

I've started looking at some other ones that are a bit smaller. And I've just picked up a new one and I'm sorry, I can't think of the name of it right now. **But [Warrior Forum](#) has been kind of my bread and butter forum** for the last, I'd say, about eight months, since last summer, was when I really picked up on it. And I've actually been learning quite a bit off that forum, just not so much from being an affiliate myself. **But just the information I've learned.**

OK, so let's talk now about the Pay per Click, the [Google AdWords](#). How exactly do you make sure that you're not spending more money than you're making, as you mentioned had been a mistake in the past?

That is so easy, to go out there and say, well, why don't I just throw out a high bid on a click. And because you know, you're so anxious to see your ad on the first page in the Google search right? **So**

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your natural tendency is to throw in a cost per click that's very high. You know, it might be 50 cents a click or 75 cents a click. And then you'll say, well I'll watch it for a day and see what happens for a day or two, and it's very easy to get sucked into that because it will generate traffic to your site, yet ***if you're not careful, if you're not really paying attention and tracking the costs per day through [AdWords](#) versus your sales, you can lose money very quickly.***

And it's easy to get excited about it, but I've read this a number of times from a number of people again and again, just don't even go that direction. You know, start slow. Matter of fact, I've come to the conclusion now that it's probably not even good to go to [AdWords](#) when you're new at this. I think you should go Google [AdSense](#), you know start looking at blogging, start building your site and just generate free revenue right away. I mean [AdSense](#) is the best way to get... and it's not a lot, let me tell you you're not going to make a lot of money initially, but it's a way to see some money come in without you spending a dime, and that's a very good way to go.

I mean you could literally make some very easy simple money through [AdSense](#) just by creating a blog, writing some articles that tie back to your blog, putting some [AdSense](#) ads on your blog site, and right there you're going to be generating, you know, x amount of... it may be 50 cents a day or it may be 4 or 5 dollars a day, but it's a good start.

A good way to start and you can get to excited about it and you're not losing, you're not bleeding money like the way I did initially, which I'm sure a lot of people have.

So what's your daily budget now on the Pay per Click?

Right now I keep my costs per click at 5 cents, I don't try to push it way above anybody else. **And frankly when it's that low, you don't have to really worry about the daily budget and the campaign.** Typically, it doesn't even get near what I put in. I think I put \$10 a day in there, but I don't even get near \$10 a day on it, when I do that.

I've just kind of let that sit. I'm trying to generate much more [AdSense](#) revenue then, so my plan going this year was I'll cut down on

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the [AdWords](#), pump the [AdSense](#), once I feel I'm getting more and more revenue out of [AdSense](#), then I'm going to start looking more at [AdWords](#) and driving it through that.

Because I'm finding much more success through forums and articles and just other connections to getting traffic to your site.

If you're paying for the low priced clicks, you're probably getting pretty targeted keywords, even though they don't get as searched as often. Do you know what your conversion ratio is on those?

On the ones that I have out there, they're actually pretty good. I mean **for conversion ratio, I get typically like 4 to 6%** for the things that I'm looking at. Which for me, has been just fine. I mean, that's not a problem. I'd like to get higher but... when I did my initial [AdWords](#), my click throughs were less than a percent many times. Maybe one and a half percent or something like that.

But I've seen that gradually go up over time, and I'm starting to understand now, **the more targeted you get, the better click through rate you're going to get.** That's why I say I'm going to kind of put that on hold a little bit, maybe research it on the side, and then really work on [AdSense](#) right now.

So with the articles, what kind of articles are you writing?

Always informational. Never try to be a sales article. I mean that's always a killer. You never want to do that. Pick a topic. Frankly a lot of times what I do is I just take a section, I've probably picked up maybe 10 e-books, 10 to 12 e-books over the last 12, 24 months and I take a particular section, a subsection of that, and say OK, well let's look specifically at... and write a whole article on say, hosting, or write an article on best ways to use cascading style sheets on a web page, or you know, **just something that's a very tiny topic, but very**

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narrow or you know in marketing space, you know you might pick a specific thing about, say like [AdSense](#) or for example, here's one I did.

When I just recently did my blogging, I did a blogging test where I created a blog. And all my goal was for that blog was to see how it would rank in the search engines. **So what I did was I just created a blog, went out submitted it to all the blog submitter sites and the blog pingers and added a RSS feed to the blog, and within five weeks, my topic name space blog was number one in Google and Yahoo.**

And I was very surprised by that. I mean it was a very, again this was just experimental with a very, very tiny area so, not a lot of traffic but... it showed me something right there, that you could do. So that's one area that I wrote an article about, that particular experiment that I did.

So those kinds of things are great things to write articles about because they generate interest and you're not trying to be broad-minded, or making generalized statements that don't have any value to the article reader.

So if you were writing an article on blogging, would you then include your hoplink to [Blogging to the Bank](#), or would you include a link back to your main review site?

Exactly, it would be a hop to the [Blogging to the Bank](#) review page. It's actually a page off the site, and **then that site would link to the [Blogging to the Bank ClickBank](#) affiliate page.**

How do you decide where you're going to market your articles?

I just picked up a couple of article sites. It's more I just pick a particular topic in an area that's one of my sites, that it's targeted to, and I just pick it up there. **So those article sites are categorized so you can write an article in that category that ties back to your site.**

Have you started experimenting with opt-in lists?

I have not done that yet. Well, let me step back a minute. I have done it for that astral realm site thing I have on the side. Actually I have an opt-in list on that, but generally no, and as matter of fact, I'm glad you asked that questions, because that was one of the things that... ***that was one of my goals here this spring was to get the opt-in list going, because I know how important that is.***

And it's funny because on one of the forums, I put out a question to the forum asking what were their biggest mistakes and one of the responses was that... **an internet marketer said that he made over a million dollars on a product but he didn't have an opt-in list. He said had he had an opt-in list, he probably easily would have doubled his money.** So I was just kind of surprised by that response. It just shows how important it really is to have.

So what kind of things can people do to stand out from all the other affiliates that are promoting the same product?

I wish I had the magic answer to that. I really do. I mean that's a tough one. **I really think that you really have to focus on a specific area.** I think it's really easy to get distracted by too many different things that are going on, especially in internet marketing, if you start looking for that space, you can get excited by so many different ideas, so many different tactics, so many different ways of doing things.

Any way from affiliate to MLM to virtual real estate and trafficking, and all these kinds of things. **Sometimes you almost feel like you're overwhelmed with so many things...** so just think, the best thing to do is to focus on area, finish it to the end and use that as either as your learning experience, and do all the things that you can learn just for that one specific topic, niche or whatever you're interested in and stick to it.

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Because what typically will happen if you get too spread out, you'll find yourself not getting progress anywhere. You'll be not making any progress and you won't learn as much.

What do you do to prevent your ClickBank ID from being stolen from your hoplinks?

That's a big problem and... there are a number, a couple of sites, and actually I put that question to the forum, just about three weeks ago, I asked that question. Apparently there are a couple of sites out there that help protect that. Well, **one way is to do domain masking through whatever your domain provider is**, like [GoDaddy](#) or [Network Solutions](#)... you can do domain masking where you can create a domain name that specifically masks the URL for the hoplink. That's one way to do it, that's probably the easiest way to do it.

Another way to do it, is like, the way I do it, is just to put it into a review site, which they go first and then they'll click to [ClickBank](#) but obviously even when you do that, they can still change the affiliate so... this is something I wish [ClickBank](#) would fix. It's a problem that every [ClickBank](#) affiliate has. **And I'm sure a lot of affiliates lose a lot of sales through that.**

We talked about some of the mistakes you made when you started out, but what are some of the mistakes you see other people making?

I think the biggest thing I see today going on right now, is **people throwing out sites as fast as they can, using these article rewriters that try to basically change the text on articles, and then they put out these kind of generalized information sites that are supposed to have high click-through rates.**

And actually when you go to them and you look at them, and you think well, they're kind of informational, but if you look deep into the content of these things they're really not that good. You know, **it's stuff thrown out there just to be thrown out there to try to**

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make some money. And that really gets to me, I think you know, if you're really going to do that, go out there and really research it, and **put some quality content out there, because I think sooner or later that kind of thing is going to get squashed.**

I don't know how. I mean, either [Yahoo](#) or [Google](#) or any of these sites, the SEOs and the whole thing are just going to say forget it. **You know, these kinds of pseudo informational sites are not a good idea, and they'll find a way to basically throw them to the bottom of the pile of the ranking.**

That's why I think if you really care about what you do, you really care about the information and you're passionate about doing the topic... and it can be, you know, just about internet marketing, you know. ***Those who are passionate about that can focus on that. But that's what you need to do.***

So for the newbie that's just starting out in [ClickBank](#) affiliate marketing, pretty well where you were six months ago, what's the first thing you suggest they do after listening to this interview?

If they're just starting out, ***find a product that they really do care about and think is actually valuable.*** And I know that a lot of newbies out there don't want to spend the money. That's the hardest part about it, right? **You have to invest in order to make some money.**

And it's a difficult choice but maybe, you know, one way to do that is to go around and look at some of the forums and **read those forums and see what people actually are promoting and a lot of times, you'll actually see reviews in those forums, on particular products.**

So if you can do some research up front, and just don't jump into a product without really knowing what it's selling or what the information is, or if it's any good. I would say, ***definitely try to find something that you like.*** And once you've found that then you have to go in and try to learn some of these techniques.

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Don't just try to blast it out there to the world, through [AdWords](#), or whatever you're going to do. **Write your own review, write some articles about it and definitely, definitely number one, get a blog going on it.** There's no better way today to get started than with a blog, [AdSense](#), articles and forums. I think you can initially get yourself jumpstarted. ***That's the easiest way to get jumpstarted right away.***

Any final words of wisdom they should keep in mind as they're struggling and running into the same kinds of mistakes that you did?

Don't spend all that money up front. It's so easy to get so excited about that. And it's such a blinder. I mean, I've experienced it myself and I just kick myself every time I do it. Here's a word of advice. If you read something online, or you read about a product or a service or something you want to do that's going to cost you money, **take one day before you jump in and buy it.** Take one day, sleep on it, when you wake up the next day and you look at it again, and if you feel like, "yeah, that looks the right thing to do," then do it.

But... because I tell you I've done that, something caught me and **I get excited about it and I really think it's going to be great.** And I just can't stop thinking about it, so I go out and I purchase it and then I get it and the next day, I look at it and I'm like, "what did I do? Why did I do that?"

So take a moment, step back, take a breath, and then if you feel like it's something that's valuable for you, then do it.

OK. Well, thank you so much, Don, for sharing your experiences with us today.

ClickBank Success Story #2 – Harib S.H.



Name: Harib S.H.

Home: Middle East

Websites: TheHottesteBooks.com
AutomaticWealthCreator.com

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

The first website which I started, it was a free portal, which has free email for people. **I had an interest toward just having a website where I can have some opt-in through email.** So, I had quite a few people maybe a 100 to 150... 200 about 1998.

It became interesting, so I had a lot of communication with people. **So I felt that this email can have some advantage to me.**

But I didn't realize that I could make money out of it. So, what happened is that I keep on reading on Internet, how to do businesses, and **I lost a lot of money trying to make business.** Bought a lot of books and a lot of software tools, whatever; and lot of MLM... you know those programs.

Unfortunately, I was losing a lot of money, but at the same time I give myself a little hope, I think that if others could do it, why can't I do anything? I might get at least something. I tried, and I got a couple of moneys when I joined ClickBank. I got maybe few hundred dollars, and sometimes \$50, but it was just an

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excitement, you know? ***It encouraged me to continue with the business.***

But at the same time, **I kept on spending a lot more money, because I needed to get more information of how to do it properly, because I was losing a lot of money in just advertising more than anything,** and buying books.

I want something that can teach me how to start and how to run that business properly without using a lot of money and a lot of my time. I kept on reading those things, and found out that some of the programs that I buy, they are very useful, they helped me a lot.

Some of them were just really repeated, you know? **But fortunately I learned that when you have an opt-in mailing list, it's an advantage.** Without an opt-in mailing list... if I have a website that, I don't have a good sales letter, I can advertise that site through the search engines or whatever, but I lose the people by few seconds when they are with my website, they usually go away.

I was thinking, is there any way to bring these people back? So, I went to purchasing an autoresponder, and from there I started to do a lot of advertising of affiliate programs and all that.

Why did you decide that affiliate programs were a good way to make money?

Well the problem is, **I don't have enough time for myself to develop e-books.** Well, I have enough experience in computers. I was a senior programmer in Oracle and Java and all these things. I can write a lot of scripts that can sell, but thing is time; I am busy all the time and there is no dedicated time to do programming of software... this is my area, you know. **My area is programming and if I start programming, I can make a lot of money with this, but the problem is time.**

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So I thought I should go to easier parties like information products... products on my programs, or go and join some affiliate programs where I can just easily get money and split whatever.

I found out that affiliate program is much better; I just go there and just grab a link and... with the [ClickBank](#) ID and just try promote it with my own good letter for emails, which is the grabbing sort of letter. **And I give them a sort of advice**, because usually, when you send people emails, they usually feel like it's lots of hype, and you want to sell us and you try to promote in a way, you buy that product or something, you try to think more about that product.

And you see if it's useful, and you just mention that after, what you feel about that program. And you leave them themselves, they'll... ***especially when you have an opt-in list, usually people, they have already trusted you, they usually buy from you...*** and this is what I go with it.

So, how much do you make now as just a [ClickBank](#) Affiliate?

From [ClickBank](#)... you know, the funny thing is, it's not a stable thing. When the niche is new, usually people grab it from anywhere they go; and **when it gets a little older it's already being spread everywhere.**

So it's just like **\$2,000 a week, sometimes a little more, sometimes a little less** depending on that.

There is one point, one point is that the product being offered free by others as a bonus, this also creates a lot of problems that you... **if you try to promote something that everyone is receiving for free, you lose money.** So you have to run and find another one, which is then even newer.

So, what you got to use here, there is a software called – actually, I have it in my computer -- it's called [Affiliates Alert](#). This program actually, it helps me to know what are the products that are available there that are more sold and, you know... **so I go and grab it fast**

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and try to introduce it to the market, try to run, but usually I find people already started, but at least better do something than sit on it.

So, affiliate program means that **you have to run and be at least one of the fast people to represent that kind of a program.**

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT	PUBL	AFFI	CC	NAME
2006-04-29	13:41	CNJNR475	PYPL	SALE	011	\$5.19	HARIB		GB	GREEN.PATRICK
2006-04-25	06:43	7J8xxxxx	CARD	SALE	001	\$15.48	123SECRETS	HARIB	OM	SHAQSY.HARIB
2006-04-25	03:58	CDDVW1S4	PYPL	SALE	008	\$4.28	HARIB		GB	COX.IVAN
2006-04-24	21:07	VSZxxxxx	CARD	SALE	001	\$15.48	123SECRETS	HARIB	US.OH	MINIX.GLENN
2006-04-24	17:51	CJFxxxxx	CHEK	SALE	001	\$15.48	123SECRETS	HARIB	US.TX	BATAD.DAVID
2006-04-24	15:55	C4Rxxxxx	PYPL	SALE	001	\$15.26	123SECRETS	HARIB	NZ	STEER.GORDON
2006-04-24	09:28	CZGxxxxx	PYPL	SALE	001	\$15.26	123SECRETS	HARIB	MX	ARDETTX.ADOLFO
2006-04-24	07:55	J4Sxxxxx	CARD	SALE	001	\$15.48	123SECRETS	HARIB	US.NC	WERDEN.WARSEA
2006-04-24	01:48	CFLxxxxx	PYPL	SALE	001	\$15.26	123SECRETS	HARIB	GB	GREEN.PATRICK
2006-04-21	18:03	JLTxxxxx	CARD	SALE	001	\$15.48	123SECRETS	HARIB	US.PA	STONER.KENNETH
2006-04-21	02:34	CM2xxxxx	PYPL	RFND	001	\$15.26	123SECRETS	HARIB	GB	COOPER.DAVID
2006-04-20	17:48	92Jxxxxx	CARD	SALE	001	\$15.48	123SECRETS	HARIB	CA.BC	STEINWERT.HANS
2006-04-20	15:50	927xxxxx	CARD	SALE	001	\$15.48	123SECRETS	HARIB	US.FL	RABORG.CHRISTOPHER

Secondly, if people try to sell the products very cheap, the problem is, even though the information is very genuine, you will ask yourself, why is it so cheap? They don't sell much when it's too cheap; I mean, you don't sell much when it's too expensive unless you have very strong sales letter or very strong background, already been known and all these things. So, you have to know the pricing.

There is a lot of things, there is a lot of games about it. **And trust comes only when you know, when you start playing around with it; then you know what to do.** Not changing it, just you have to always pick it. And not just put it there and run away, like people say, "oh, doing less work and you get a lot of money in your ugly thing". No, there is nothing like that.

You have to keep on checking; you have to put a lot of links, you know, they call them tracking links. Where you know there is a lot of click there, and why they clicked a lot and they didn't purchase, and then is there anything I should tune in this, **better sales letter, or is it something to do with the information that I put there, or**

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whatever. Or the product is already going free everywhere, you know, you have to pick all the time.

So, it's not saying that affiliate program is just, put a link and go away. No, you have to also go for Pay per Click, you know, like [Google](#) and whatever. So, this is what I do actually.

OK. So when you say a product being too cheap or too expensive, what is too cheap and what's too expensive?

Well, when you see a program or information that is there on the Internet, actually they introduce it, usually people don't give all details, they don't give you software, they give you a trial version or something. Just like an info product, they just tell you basically in the sales letter, this will do this for you, or you get interested but if you find, it's just \$5 for \$4 you said, why is it? You wasted... you did all this genuine kind of program and you're selling it for \$5, I mean, there is something behind this. Usually you don't buy it, no?

But same information, you like it so much, they put it's a proper price, like let's say -- **depending on the market also, you have to check it** -- let's say it's selling at \$37, or more reasonably 45, 47 whatever; something you say, "oh, well, I can go ahead and... because it looks good".

And pricing also usually, you put something like \$200 or 190- something and then you just cost it and say, this kind of thing, people like it, no? I think I'll reduce it to 47 whatever... 40, 48 dollars or whatever. **They like to grab things like that. And at the same time, they learn something from it.**

But if you put it expensive like \$300, \$400, and you know, people like to have something at least out of it. If you can, give them at least a bit of that information, like for trial, you know, they check it and see how it will work with them. Or, you introduce to... you become someone who is famous like, you know, all the famous people online. At least people can say, this guy is famous, I know him and he is making good money and is... ***I am already with his opt-in for long time, and he***

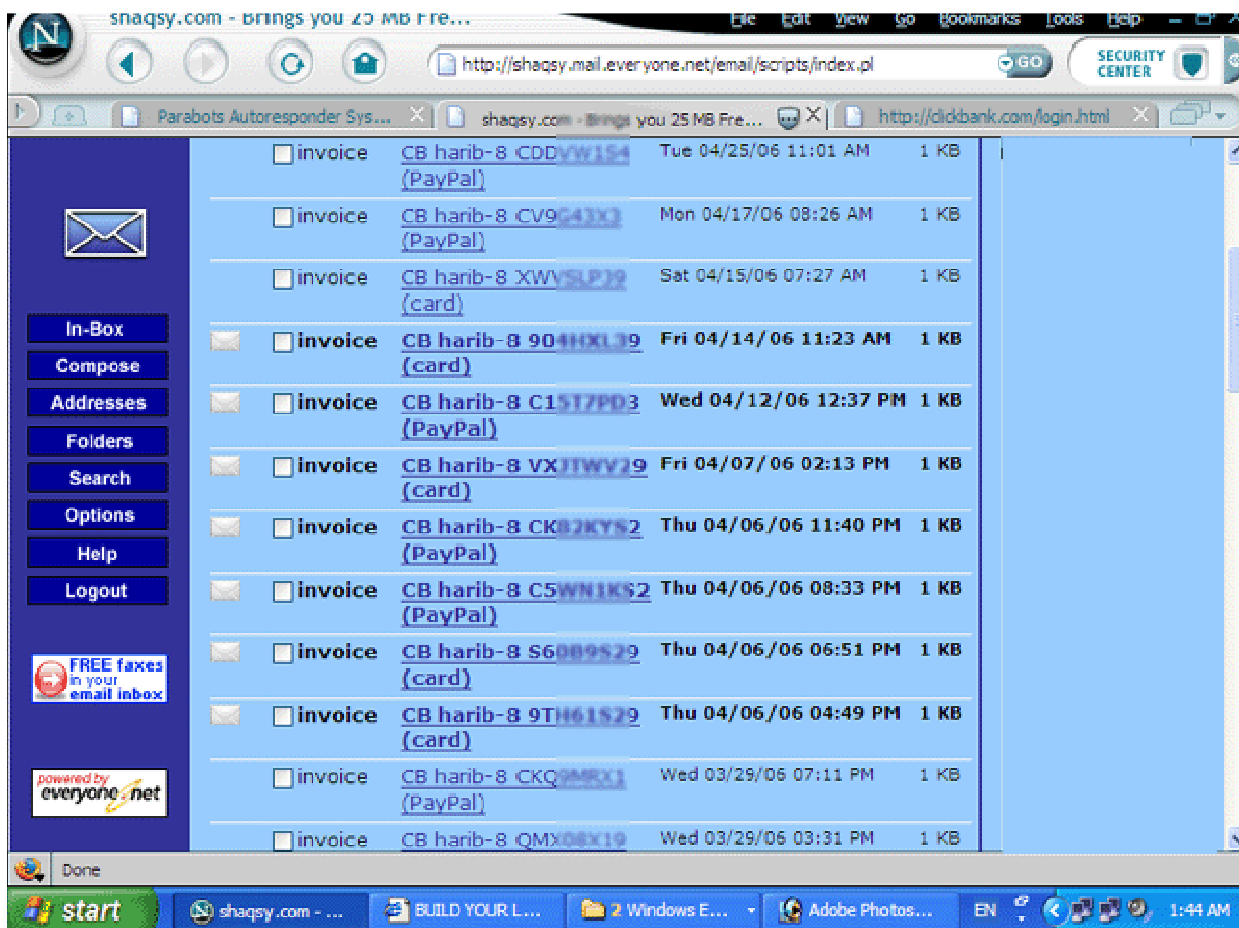
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is giving me a lot of free products, free reports, and I am learning. They will make risky sort of investment on that.

So, people have to wait and see the situation, not just jump in and sell it the same as that. **Sometimes you can have your product fairly expensive though.** Can, that's what I said. Can, depending on the type of product and what you are in the market. How trustful are you with them... and usually comes in, well like in your opt-in mailing list.

They usually, when they have opt-in themselves, that means they already trusted you, and they have seen the flaw, they have seen things that you have given to them, the ideas that are genuine. **There you can consider selling things.**



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I guess for ClickBank, the top price is around \$97. So, if you are selling in that, kind of 47 to \$97 price range, then that would be pretty high end for ClickBank?

ClickBank is usually up to \$50, actually, that's why people try to put the adjustment to, at the beginning, and actually 49.9 or whatever dollars, and then you can request them actually to have more, depending on your product. But usually, most of this product... info products that are available here, they're that ClickBank tried to reject... for some reason. These are the sort of... whatever you have, a product which is very expensive, you can use as a sort of merchant or whatever. You already got the process to do it.

But ClickBank's advantage is that you have a lot of ways to... even if you have your own products, you can make an affiliate program out of it easily, and it's manageable. And secondly, ClickBank itself you find a lot of products that are available, everybody is dumping it there; **and they are good products, most of them...** if you go through it, then you'll learn it's not very expensive, you know the limit is there usually. **Whoever is a little more... they have approved it. So the information is usually there, it must be good...** be approved by the ClickBank merchant.

So when you are picking a product to promote, what commission level are you looking for?

Usually I don't like anything below 50... actually 60 above, I go always to 70-75%, depending on the value also, if you're just \$27 and you go for 70, still it's alright, but not as good as going for 100 or 50 dollars at least, and you get 70-75% which is good. And if there's other places you go where, oh, you have a product that it goes above the 50, OK; and 70%, 75%, also you are getting something. **Usually go for something higher. Just one sale means good, more than selling 5 of them at a few dollars, you can sell one product for \$50 and you get 75% in your pocket immediately.**

What specific products do you promote right now?

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Well, for now actually, I was working on other things also. I have plenty of products with me. **I can't actually give you exact, but I have products like templates, the nice profit systems, or some in several markets...** a lot of them; 2003's resources, 2006 resources, and many other products which I have, even sometimes I put them just recommended sort of products, like I have here: **recommended fair products, and in the middle recommended good products, recommended best products.**

So, up to... **the best products means things that I already bought or I tried them myself**; and these are the same discounted things too. I give them free, my people know, can I give them some free products, and I give them some links too.

So, this is the way I make a lot of money. **But they get something for free... they become open minded and they're happy, and I sell few things here and there.**

And the good thing about the internet actually, \$1 is a lot of money. \$1, depending on how many people you have in your opt-in. If you have 10,000 people and each person buy for \$1 that's good money. **I am trying to say that it's the number of purchases... more important than the amount.** Amount is OK if you have higher, but point is, the number of purchases can make the same difference.

OK, you mentioned that you are giving free stuff to your list, what exactly do you give them to get them just to sign up for your opt-in list?

Many reports that I have with full rights to... and then actually I have joined some kind of monthly membership. Places like [List and Traffic](#) and [Nicheology.com](#). **So, these places like that, you know, you get your free new niche private label resell rights, where you can just sell them and rewrite them, if you do then you publish your own.** These kind of things, and sometimes I put all my own ideas in it.

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This kind of place I get more of the things that I give for people free, reports and books whatever I get... what they give you with full rights. And they profit from that, at the same time they check out other links that are equivalent to that product, have the later relations.

I tell them OK, for example, you have an e-book now, or you have the e-covers; worth actually so-and-so amount, but I am giving you for so-and-so amount, you can just get them. Same thing that you have there, and **after that I can sell them something else also**, and then they can go to the mailing list to manage or whatever.

Depending on the product that I gave them for free, they might want to get something which goes along with it; and that's the best way to sell someone, instead of just selling them something to do with an e-book, and then instead of selling them something to do with the different kind of niche completely. You don't want, give them something different and sell them something different, it doesn't work that way.

So it has to be targeted to the niche of the same product that you're selling?

Yeah, that's the best way to do it, yeah. Usually they say, "well since I bought this one, I need something else to go along with it, I have this information now, how do I... how do I do a cover?" **And I sell something that's related to that same product; at least it goes along with it, instead of giving something different**, that's what I say.

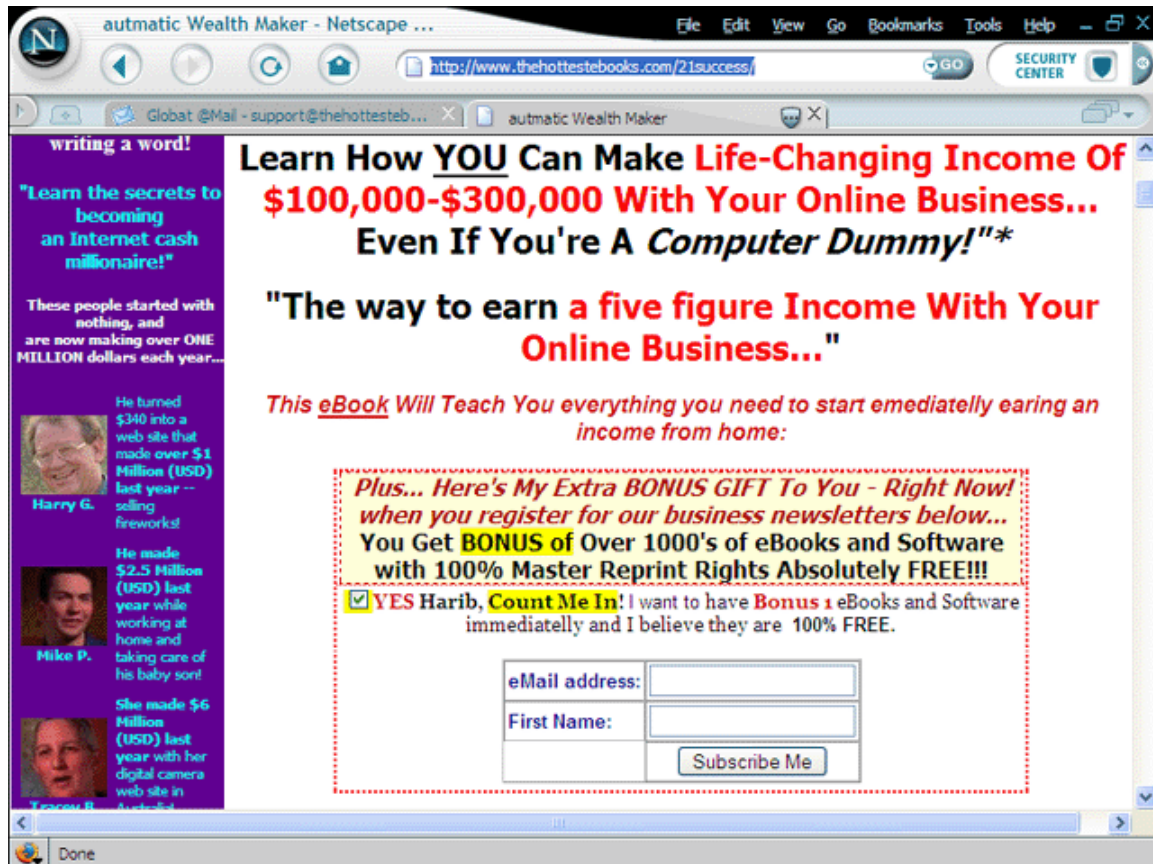
When I signed up for one of your opt-in lists, it wasn't just one product you were giving for free, you had a whole page full of free products.

That is when you... **that's an incentive for someone who just opts in... a different concept completely.** When you come into my... you agree to join my list, by joining, you get lot of products. This is just as

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an incentive. At the same time, I have a lot of newsletters inside my opt-in, where I can... **some of the newsletters come in with the offers, I give them free software... free scripts, free information.** At the same time they download there on the internet site. **Some of the sites have got already other links to buy products, that goes along with the same product.**



And I have a way of putting the link that doesn't... because a lot of things are going on with the [ClickBank](#) these days, people, they take it and change the name and, you know and start buying it through their own and split for their self, whatever. So the way I do it is just like, I am trying to, **like I am giving them an advice and I have a JV, sort of a JV with someone with the product and I am trying to get them to buy from me...** and they know that I am buying these products already. **I already have a JV with someone and they cannot tamper with it.** How I do it, actually.

So to get them to sign up you give them hundreds of dollars worth of product, and then you continue to give them free stuff as long as they are member of your list?

Yeah, I do that always, and today I have a lot of things I am going to give them actually. I have a lot of things that I am supposed to sell them. I don't want to sell them, I want to give them, I want to make them more happy. **It's not a matter of just me making money, it's just pleasing them because I promised them to give them something.**

I have to be genuine with them, I have to give them something, and at the same time when I have something to sell I introduce them, and usually it comes this way, it's the quality of reciprocation process. You know? ***It's a reciprocation process where you give things to people, people they feel obliged to give you something back another time, you know?*** This is sort of psychological thing.

What niches in particular do you choose to promote products in?

Well, **Internet marketing is my favorite one actually.** I do a lot of information on how to get... for example, you have a site, it's like having your shop or your business inside your house, and nobody knows what you are selling.

Usually people, many people open their websites and they are trying to sell something and they are wondering what happened, nobody is coming to buy something from them. **So, I teach them that things like that, you need to expose yourself, how you do it, you have to go search engines, you have to do Pay per Click, you have to do this and that.**

So, I get more information of how to get more people – it's not just getting just a click through, people just like that. ***You get people to your product according to a niche kind of a keyword that you use.*** For example, if you are selling cars you have to promote everything that go along with a car or you put the keywords of

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something to do with the cars, and people come then. **Whoever clicks it, you pay for that Pay per Click, but at the same time you grab them and give them some bonuses here and there, and then try to give them newsletters, sell them something.** So, marketing is more of my favorite.

Secondly, I have few other small, small stuff like, well I don't want to say it, that's my favorite actually, but I do them; I get money here and there. But it's not that interesting for me actually, I just put it there because people, some people ask for this and that and they get here and there and whatever.

Also I have another good thing that I found out. If you have an opt-in, I think I should have talked about [ClickBank](#) more than opt-in, but actually they go related because **without an opt-in email, you are going to pay more than that you are selling in your [ClickBank](#).** Because every time people click there, **sometimes only 1% buys out of 100.** So, the whole money is going to [Google](#) and whatever, while you just earn back your money or maybe sometimes not even.

So, what's having an email? They say, having your own opt-in or mailing list is like having gold. **And they say the money is in your list**, usually they say, every program I go in, they say, the money is in your list, and they give us why is the reason you have to have people with you.

How big is your opt-in list right now?

Oh, **it's a secret thing**, man. I don't want people to kill me on this.
(Laughter)

So it's pretty big.

I don't want to be saying 1,000, 10,000, no, but I have something, which is big enough. **I am proud of it.**

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OK. When you try to sell a product to them, are you giving a review and saying, "I tried this and it's great," or do you just give the link... "go try it out?"

Oh, no, no, no you cannot just tell them. **You give them your opinion; that's the aim of the whole thing.** You give them good product, or good advises. **You give them reports, you give them free information how to develop themselves to make their own business. At the same time you have the opportunity there to tell them, if you need one of those information, even to make it better, you go to this link.** You know? You go here, this fellow sells that product.

That's the perfect way to sell. But if you give them a link they might go out and in and tomorrow everyone who leave your opt-in, that this guy is getting us to sell us. So, this is the way to put it, **you have to advise them, you have to always read those things properly.** You have any questions with their offer, you call him or you email him and say, your product looks great, but I feel like there is some weakness here and there, and how do I go along with that?

They will give you at least a reply, when you talk about their product. But usually when you ask them about, you have used another, they might not even answer.

Do you ask them for free review copies?

Usually they don't send me the full review, but they usually tell me the shortcuts and do this and that and that and use my built-in affiliate email, give them images and whatever. But actually they love the equation when you have a problem there, that this really does this and that, but you have to do this and that. And you feel like you already know things... ***when you ask people things they give you a little more of their attention and they try to give you something again.***

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So, when you first started out trying to make money on the Internet, and you were starting to build your opt-in list, how long did it take you to get to the point where you were making thousands of dollars a month, thousands of dollars a week?

Well, it took me years.

Years?

All I could... yes, years. Yeah, years... from '98 I had only maybe 50 people, something like that. 2000 maybe 120, 150 and then they delete themselves, I didn't know what I am doing. And in 2003, something like that, I got about 400 people and they left with maybe few only. I said, what's going on with me? I mean, ***I am getting people, I'm giving them information, and they are running away.***

I found out the weakness was, I am not updating properly for latest information in a market. I was just giving them something that already they have already, some of them. I learnt things from doing it. And then after some time, by 2004, 2005, I got selling, I got a lot of people... even to thousands of people. And from that time, even a \$10 is a lot of money to me, you know for... **just one product I can just continuously full week send it to people, and get a lot of money, I don't have to change another product.**

Another thing is, you don't have to promote everything, in fact. Then have one product for a full week and get money from it... enough. ***You don't have to jump to too many products; you can have it even for full month, and once in a week you can send it, and you get the money, you know?***

If the product is genuine, and the people like it they'll buy it 100%, but if a product is just not good, you can send it even daily, you won't achieve one click... one penny out of it. So, depends on the product; if you see it works very well, don't jump... **works very well, you continue with it... until you see there is no response on that, or**

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reduced to 50%, then say, now I think they will get fed up of this, and you start getting doing to other things.

And don't send the same e-mail subject and whatever, you have to change pitch a little bit, "oops," you know, like, "well, I forgot, you know. Maybe some of you didn't receive this information, it's quite important that you read it," and ***just re-explain again the same, but change it a little bit.***

They feel like you didn't want to bother them again, but you are just saying maybe others didn't receive it. You know, you have to learn from doing it actually... that's what I did, actually; and I failed many times but I learnt a lot.

OK. So, in order to get the traffic to your pages where they're signing in for the opt-in lists, you mentioned that you use Pay per Click; is there any other type of advertising that you use?

I have quite a few of them. I don't want to mention them otherwise I will... they might get me into trouble... Hmm, yeah a little complicated.

So I went to [Google AdWords](#). I think [Google](#) is the best, but the problem with the [Google](#) a little bit, you know, **they change their pricing; that's the only thing that irritates me actually.** I mean, sometimes I get an e-mail saying, "about your ads," and I check what it is. They say well, keywords... and they change the keywords, they raise it to another .5, I don't... I mean, it's terrible.

You already have your advertising going for the whole few days, and after some time they tell you the keyword is not, you know... do you have to raise to you this thing, I mean it's supposed to be same, from beginning right? This is the problem. **And actually they're charging a little more.**

But that's why you have to have your own opt-in to maintain your people, otherwise every time you have to bring people to buy. But for me now, even I stop... I can stop using [Google](#) and I am happy this way. I have to maintain my people, give them... like they say, feed them.

What about placing solo ads on somebody else's e-mail list?

I have done that. **I have done that many times.** I think that's the best part... that's a very good idea. I have done that with Michael G... Mike G. or something is his name. He is good in that. **I've actually got a lot of responses from that, and they really trust that guy so, when they trust that guy you get a genuine business in your products.** Because they really trust the guy, so when he directs them to you, you get them, you can opt-in them, you know, you can... whatever. So, I done that once, but I didn't really want to spend it every time for that; I am ready for another fun thing I can do it again.

Another thing I use viral e-books here and there. I have also links that checks it... a lot of people have, you know, clicked on it. So I am getting... **viral e-book, it doesn't die, you know?** It goes here and there, and people buy it when you are even sleeping, going, whatever you are, and people give it to each other for free, and that's the wonderful thing actually.

So, when you are talking about viral e-books, how exactly does that work?

It works this way; you give them a book, an e-book which is very useful. **They like that book; they read it... it gives them some value, it gives them something they can use, they can do from it, actually.** So, they can produce from it.

But at the same time, you show them to other vendors, saying that these vendors is good; this can do that for you. **At the same time, that link is your affiliate link inside that book. So, whatever they click back, they go and buy that product, you have money.**

So, that e-book I distributed to others as a genuine sort of thing for them to learn something for free. And sometimes when they decide to buy, they are not going to buy away from my own... you know, affiliate program. So this is a trick actually, but it's not a trick; **it's**

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something that I need to do it, to get something back from what I've given them as added value.

Yeah. So could you create your own viral e-book, or do you have to get one that the vendor has created?

Most of the time I get from vendor, but normally it's already being distributed so much, so I am doing my own now, viral books. I've done few of them, I've sent them out, but the problem is the information I put, you know, it's already what's known here and there, so I am trying to make a new one now and change it.

Before I used to get a lot of clicks and a lot of money. Now it's reducing its sales, in fact I can see even from my links. I am introducing a new one now.

How much does it cost to send out a solo ad on someone else's list; or can you do a barter deal where maybe you trade an emailing on your list for an emailing on their list?

Well, the guys like that, I trade mine with them, they will say, "I don't want your email". They have thousands more than mine; maybe I have 50% of theirs. **They have hundreds of thousands; so I can not compete with them in that part.**

Maybe I can say this if I have my own genuine product, I can JV with them. The best way to sell is just you give them, say, "OK, I have produced this product, you do whatever you want with it and then tell me how much you are going to give me out of it. But keep my links and whatever." ***So we can share, me and the person who has got a big list, you know? He sent to his list; I just sleep and get money, that's the perfect way to do it.***

But I am working on those products as well... I am working on a very good product which people can build their own web pages easily, they can do a lot of things, they can make [ClickBank](#) affiliate programs, just

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like... one click like that, you put a name it makes the whole web page with your own full links.

I have done that, but I am trying to check it and recompile it. And they're viral, so many other things, which is coming up. They call it PDF files, you know, with a lot of advertisement in it. And I bought scripts, I bought something which is very good indeed, with the full rights to reproduce it, and I am going to make good money. I will have a JV on that, definitely, because much more, less headache also.

OK. So, if you have a product that you reviewed yourself, you know it's a good product, but maybe the sales page isn't that good. What do you about that, and how do you know if the sales page is going to convert?

You see, whenever you see a lot of clicks to your web page and no sales, definitely you have a problem there. You say to yourself, see, now people have clicked to your page... thousands of them, and you didn't get sales or maybe you get sales up to 10%, or 15 to 30%... that's not good; something wrong with the web page. So you check your sales letter... something wrong with sales letter... **you tweak, you change the sales letter**, or you make at least three pages of sales letter out to five, to six, and links to all of those five of them, and see which sales letter that you produced, that converts more sales.

When you find that one which is converting more sales, you remove the others and you change the others all to the same of at least one, and wait for another few days, and then click another one, click another one. ***So, there you can find out actually which sales letter works perfect.***

And usually, when you change it, it works even better than leaving it like that. So this is the way to... the clicks come while doing it and you have to change it, you have to see it, you have to adjust it. **People, when they come to your website, usually they don't have time to read things; they want to see, what's in it for me actually?** I have a problem here, I don't have money and then, what is in it for

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me? Now, you want to sell me something, I don't want it. What are you going to do for me?

You have to tell them, this is the way, you have something that will solve your problems, you solve this kind of problem, then they start to think, "yeah I have this problem, and I want to solve it," you know? "How do I do that?" Yeah, wait, wait, I will tell you now in a minute, just read my sales letter, I will tell you how to solve that problem.

After the end, he explains few details, he manages to get in his head, "this guy has got something, let me check it." Go and check it, more information, or invite whatever, ***but you have to be very fast when you attract them, you have to put things immediately***, with the bullet words saying, this is what you'll get you, this is what you'll get you, this is what you'll get you, so they don't have to read the whole story to find out to your solution. There is a lot of ways to do it.

Besides building trust with your opt-in list members, how else would you prevent your ClickBank ID from being stolen?

Well, [ClickBank](#) ID's... actually the problem is really, when you use your name directly, you know, your ID with the whole hoplink and everybody sees it. Even someone who is new will know that it is a person's name and whatever. So, the best way to use it is as some script and have a PHP script run, or you can have some kind of a JavaScript, which actually, it links it to a product, but it doesn't show that this link actually is not yours and it's somebody else's, and you are just an affiliate.

That's the only way you can sell; because if you show them that they can go down there, and they ask for affiliate link again and do it. But if you show them that this product is yours, they don't bother to do that... even if they say that guy is genuine, I'm just selling the ad, it's so high, you know. ***But if you are trying to sell him something from somebody else, they want to check that guy... the person's product***. Is it true maybe you are selling more than that person or not? There is a lot of things comes in their head; ***why is he doing this, why doesn't the guy who is selling it sell it to me?***

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So they try to cut that down and see the full link, go to direct website and try to do it from there... you know, it's very messy. **I think best you do is just to always not to show your URL.**

And another thing is, if you can get an affiliate program, the person who is selling it, he gets two pages... one main page which everybody can sell it as an affiliate, second page, after joining up as an affiliate, doesn't have an affiliate link, where a person can just turn here and there and try to change it. So it's like a JV sort of thing; he goes in there, they see the same website name, whatever, like global.com.

They don't see any subdirectories, but they didn't know that the way you went there, there is a subdirectory there for your affiliate name. And it goes through that product and they see that the end has no such a thing as an affiliate thing in it, you know? That's the very genuine, you can... they will buy it directly, they don't have to bother themselves.

But if they knew there is a subdirectory or something like that for the URL, they'll say why don't I go to main and see? A lot of tricks, a lot of things you have to do; **or sometimes, you use your own, and let it redirect there without changing...** you know, there's a lot of ways to do it. But the only way to make money with [ClickBank](#), because everybody now is using it, changing it, and trying to play around with it.

What's the biggest mistake you made when you first got started in ClickBank Affiliate marketing?

Yeah, by trying to use my ID, and everyone is looking at it... I am trying to tell them, anything affiliate is good for me, you know. That's the wrong thing to do. ***You can't sell something that you want; you try to find out what people want behind the market; that's the only way you are going to sell.***

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

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Biggest mistake other people are making? I am not sure but there are a lot of other mistakes, and **I think they are doing same thing like what I did before.**

Like buying products... I am not talking about now the [ClickBank](#) thing, **buying from [ClickBank](#) or from anywhere, information after information after information, and never use it.** I have done that mistake, and there are many people I think they are doing the same thing. **They just look at their hard disk, they'll find thousands of products, they never read them.**

You know, you get excited, you buy something, after that you keep it there, you read a few pages and never used even what is inside it, you never read to the end. I mean, ***how can you improve yourself that way?***

And the next time you feel like other people are selling you something which is not right, because you didn't read properly, you didn't even an interest up of that. Unless you get excitement to read something from Internet, but you don't read it.

But these days I am... **if I get something, make sure I read to the end, try to see why he writing like this,** I'll not permit even though his information is a little corrupt, but I know the weakness there, and I learn from reading that particular information.

Yeah, it's almost like people think just buying the product, they can almost download the information into their mind, like they don't have to read it to get the information.

Yeah, they have to read it. ***You don't read it, you can't actually do what's written in there, you can't learn something from it.*** Most of the products don't give you a direct sort of way of making business, or doing some solution, they'll make something in your brain that you have to think, you know? "Oh well, he said do it this way," but if you don't read it, actually.

They want like, 1, 2, 3 solution, no... "now put your card"... you know, a domain name, "and now do this, and now do that, and now feed the

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information, now write like this," nobody can do that for you. "Now write this email, now send this to people, now wait for the response, now do..." You know, it's not possible. ***You have to use your own way, you know. That's the way it is.***

So, when people are finished listening to this interview, what's the first thing that they should do on their quest to become a top ClickBank affiliate?

Well, I think they should go to your site. ***The rest of your website, I think you have the good information for them there.***

You are getting information from people who are really... have tried, have gone through a lot, and really have delivered, you know, they know what they are doing. So, they will learn a lot from your website.

Second thing is that, because you are not like we are billionaires, you know? ***We are talking from our own problems, and we are talking from what we experience, until we arrived to this position.*** So, we are making thousands, but doesn't mean we are millionaires already.

Your website have got genuine information for people who are trying, who are new. I think they should go... if I have to advise anyone, I'll advise them to come to your website first thing first, to **learn something what's going on there in it, and what problems people are facing, before they start wasting their money;** that's the thing, they can just go through to our website, will get some free information there. I'll give [our mailing list](#), and you can direct them to us here. Your website is very beautiful.

Well, thank you very much. And thank you for sharing all your experiences with us today, Harib.

ClickBank Success Story #3 – Costa Dedes



Name: Costa Dedes

Home: New York State, USA

Websites: SwapClix.com
OnlineStartupGuide.com
Crickens.com

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

I actually started working on the internet back in 1996. **I developed my first product in '97, received my first check couple of weeks after I developed that product.**

Since then I realized that I can actually make money on the internet and I kept on working and plugging away at it. And then early 2001, ***I started talking to a couple of internet marketers and they actually pointed me in the right direction of building my list and how to do some search engine promotion tactics, and basically from there I got into affiliate marketing and it just kept on growing.***

So it actually took you a few years after developing your own product before you decided to try being an affiliate?

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Right, most people actually go the other way around. They actually start affiliate marketing first and then develop a product. I never had a lot of success with affiliate marketing, so what I did was I developed a product and well, end of '96, towards '97, I uploaded the product to AOL's file directory, and I mean at that time, there as barely anything on the file directory, so I mean everyone was downloading.

I was getting hundreds of downloads a week, and I was charging \$10 for the upgrade, so people were... the only way I could accept payment was checks. So I got a check in the mail every once in awhile from people. ***And then I learned that in order to start an affiliate business, the best way to do it is to grow your list. I started adding opt-in boxes on all my websites.***

So why did you decide to go from vendor to affiliate?

I'm still a vendor, ***the affiliate side of it is so much easier, you don't have to deal with customer support.*** All you do is really set up a website for a certain niche and write a few articles or have a few articles written for you... I use [Elance](#), or if you know someone who writes good articles, you can use them.

And you just work on them to get ranked on the search engines and what not, and build your list for that niche. And then really all you do is send out an email to that list and you're done doing the promotion. ***You don't have to worry about customer support for that product and you can walk away with check in hand.***

What are some of your websites now that promote ClickBank Affiliate products?

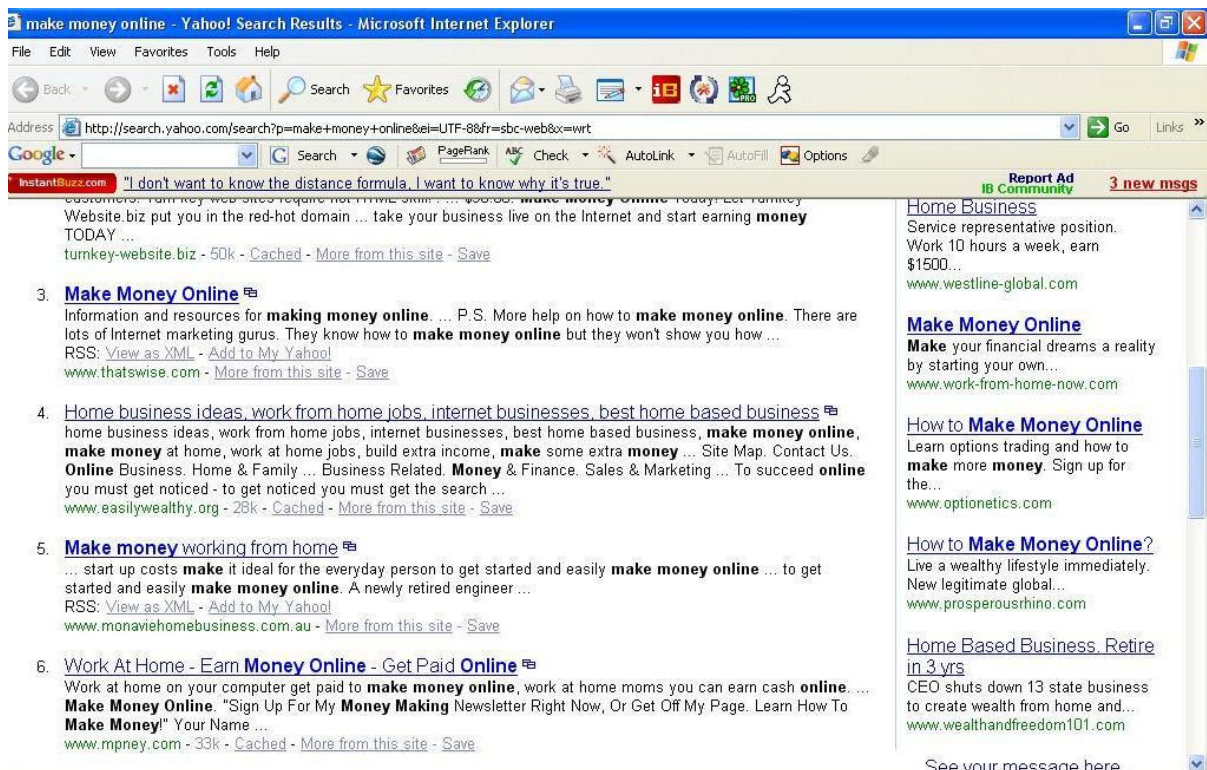
Let's see, on and off, one of them is [Crickens.com](#), it's an article site, and it's basically anyone can upload articles on there and **every once in awhile, I'll just run like, the ClickBank banner on the top of that, to see what happens.**

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And then I have a bunch of niche sites. Off the top of my head, I can't even remember some of the URLs. One of them is mpney.com which actually right now, I'm using to push one of my own products but I can change the links on there at anytime to push different products.

I actually used that site and I got ranked on the top of Yahoo for "make money online", I'm on the first page. And then for "work at home" and stuff like that, I believe I'm on the second page and "make money", I'm on the third page, and those ranks are coming up.



How much do you make just as a ClickBank affiliate, not as a vendor?

Just as an affiliate, depending on how often I do an email promotion... let's see, ***I sent out an email two days ago for one of the ClickBank products on one of my niche sites and it netted me***

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about \$2200 from one email. I did promote that site about four times over the past two months. In total I believe was about \$8000.

Found 339 orders processed in Mar 2006.
 Total amount: \$6025.12

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT	PUBL	AFFI	CC	NAME
2006-03-31	15:05		PYPL	SALE	002	\$43.37			US	
2006-03-31	09:15		CARD	SALE	004	\$14.75			ZA	
2006-03-31	09:10		CARD	SALE	002	\$43.37			US.GA	
2006-03-31	07:43		PYPL	SALE	002	\$42.74			GB	
2006-03-31	03:24		PYPL	SALE	004	\$15.18			CA	
2006-03-30	22:54		PYPL	SALE	002	\$14.53			GB	
2006-03-30	20:20		CHEK	SALE	002	\$14.75			US.NJ	
2006-03-30	19:55		CARD	SALE	006	\$14.75			US.NY	
2006-03-30	19:47		PYPL	SALE	004	\$15.18			US	
2006-03-30	18:55		PYPL	SALE	002	\$43.37			US	
2006-03-30	17:48		CARD	SALE	002	\$14.75			US.CA	
2006-03-30	16:52		CARD	SALE	006	\$43.37			US.OR	
2006-03-30	15:49		CARD	SALE	006	\$14.75			US.NJ	
2006-03-30	15:46		CARD	SALE	006	\$14.75			US.GA	
2006-03-30	15:34		CARD	SALE	004	\$14.75			US.NC	
2006-03-30	14:39		PYPL	SALE	006	\$15.18			US	

So every couple of weeks, you send out another email campaign?

Correct.

Why not more often?

I don't like to flood my email list. What I do is I'll write a newsletter with a lot of information in it, start selling these people on different ideas of what they can do, depending on the niche. Let's say we're working with the "make money" or the "work at home" niche, **I'll send them like a two page newsletter.**

They give them lots of examples of how to set up a home business and how to set up web pages and stuff, **and then once a week or so, I'll send out a promotion for a [ClickBank](#) product or if I'm working**

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with someone else, with a joint venture, a partner, I'll promote their product for them as well. It just builds the trust.

If you keep sending them ads, they're just going to look at you as a spammer and ignore all your emails and never open them. ***But if you send them a newsletter that's actually interesting for them to read, they'll open your ads no matter what and if they're interested in the ad, they'll click on it and you can get yourself a sale.***

How much do you think it's possible for a newbie to make as a ClickBank affiliate?

It really depends. ***If you really get into it and you go hardcore with it, you can make a lot of money.*** A lot of mistakes are, I see a lot of people just promoting with [Google AdWords](#). ***They just use this ClickBank hoplink and they send the user, the person who was searching on Google, right to the ClickBank site. The problem with that is, that's a one time deal.*** And basically you sent a potential customer away from your hand into someone else's hand and you'll never be able to touch that customer again.

What I recommend doing is setting up a catcher page, basically you set up a [Google AdWords](#) campaign, give them a little teaser information and say, do you want more information, enter your email address and your name, click here for free information or click here to continue or what not. ***And this way you build yourself a list, and that one customer can potentially earn you thousands of dollars down the road as you promote other ClickBank products.***



How big is your opt-in list?

I've got a few of them. **My biggest one is about 25,000.** They're all double opt-in. My smallest one is probably like 500 and all the way down from the 500 to the 25,000 list, ***their response is depending on the niche, I just promote different products depending on the list.***

Once you started as an affiliate marketer, how long did it take to get where you are now with a big opt-in list and making thousands dollars every time you send out a campaign?

It took me about a year, to build the list to the point where I can send anything out and basically, I'll get quite a big return. I was afraid when I first started building my list and I had a couple of hundred people, or a couple of thousand of people on it, I was actually afraid to send out [ClickBank](#) promotions or promotions for anything just because I didn't know what was going to happen.

But over the time, I learned it's expected of a newsletter owner to send out advertisements with the newsletter. So that's what I started doing and I mean, if you put a lot of effort into it and you spend a little bit of money, you're going to grow your list fairly quickly.

The fastest way I've seen to grow your list is using joint ventures. If you can find someone else who has a related website, email them or give them a call on the phone and see if they're willing to set up a campaign with you. ***And you can grab tons of subscribers that way into your list.***

How exactly would that campaign be set up?

Let's say you have a website relating to weight loss. And there's another website that also has like health related, you know, they have a section about weight loss in there. **What you can do, the easiest**

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thing to do is create a small e-book. You know, I'll write something up in Microsoft Word and convert it to a PDF or something, or have someone else write it on [Elance](#), you know, maybe 10 pages, 20 pages, something really simple. But it'll give them a background information about weight loss.

And then go ahead, I would recommend calling the website owner because I'd get tons of emails everyday and most of the time people are asking me to partner with them, and I don't have the time to read through them all and reply to them all.

But when I have someone call me on the phone and say, listen I'm so and so, I'd love to work together with you on a project, here's my contact information, this is what I've done in the past, let's get something together. **I don't think I've ever said no to anyone who's ever called me on the phone.**

So I would highly recommend calling someone on the phone, having a product ready they can give away, and then on your website, say, you have an opt-in list again and say again enter your name and your email ***and then as soon as the person enters the name or the email, you basically send them to the download page*** where you can say, here's your free report, click here to download it.

And basically in that report, you can actually include links to [ClickBank](#) products right in the report, so you have your back end product promoting for you and you're growing your list as well, so it's a quick way to grow your list and make some sales upfront.

So are you asking all the newbies listening in to give you a call and joint venture with you?

If they've got something that will get my attention. I mean, most of them seem like they're afraid to call people on the phone, and all the phone calls I've ever received were from people that were well established. I don't think I've ever received a phone call from someone who's just starting off. ***But if you're out there listening, and you have a good idea, feel free to give me a call.***

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So when you first started sending out the ads to your list, what was the response like?

The first one I ever sent out was, I think I had maybe 500 people on my list. I was expecting maybe one sell. I think off of that, I made a little over \$500 and I was promoting a \$49 product and it was well, I guess a \$32 commission. So it was better than I expected. ***And like they say, like a lot of email marketers out there, they say you can expect to receive \$1 per subscriber on your list. So it came out to be about true with that mailing I did.***

When did you first see those affiliate commissions start to skyrocket?

When I started doing joint ventures. Before I did joint ventures, I really, I was just getting small [ClickBank](#) checks, you know under a thousand dollars for the affiliate side of it, **but as soon as I contacted other people that owned larger websites and said, hey I've got this great free e-book, or I've got this great resource for you, that's when I noticed my subscriber list exploded, and I then I was able to send out emails basically, once a week, every other week, just make money on supply and demand I guess.**

What did you think when you first saw that happening?

I was pretty amazed. It felt like I found a new way to print money. ***All I had to do was push a button and the money would come in, in a week or two from [ClickBank](#).***

OK, so in a nutshell, the tactics that you use, you already mentioned opt-in lists, Pay per Click, and search engine optimization... any other tactics that you use?

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Forums, I'll go onto forums and you know, I'll answer questions and try to get, I'll have a signature link and direct people to my website. I mean, I'm not spamming or anything, I'm actually giving assistance to people in the forums who see my signature link, they'll click on it, head over to my website and they'll take a look at that, if they're interested, you know, they'll sign up or buy or what not.

What else do I do? Let me think. ***I'm really big with search engine optimization and the list building.*** That's really my side of it.

How much time do you spend in the forums, answering questions?

Lately, I've been spending quite a bit of time because I'm getting ready to launch a new product, that's on the other side of affiliate marketing I guess. But I'm just trying to grow a presence. **But on average, I think I would spend maybe ten hours a week total.**

So how do you decide if you're going to use search engine optimization and get the free traffic, or if you're going to do Pay per Click?

I actually start the campaigns at the same time. **What I'll do is I'll start up a Pay per Click campaign, at the same time I'll set up my SEO campaign** and as my search engine traffic, my free search engine traffic increases, ***I'll start pulling back my paid search engines rankings until I get like, as close as possible to 100% natural search engine rankings as possible,*** and then drop my Pay per Click campaign off the other.

I think everybody probably wants to get free traffic instead of paying for it. So what exactly would be involved in a SEO campaign?

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The first thing I do is I create the site using the Meta tags and the H1 and H2 header. **I add links at the bottom to my other websites so I have backlinks, I have like a net of all my sites, they're all linked, interlinked together and then I'll just have content created or create content on my own.**

And then after I have the website set up and it's all optimized with the HTML, ***I'll go out and find link partners, either using my own sites linking back to it or I'll actually purchase links from link brokers or email website owners and try to exchange links with them.***

What exactly do you put in the Meta tags?

You've got a couple of the Meta tags there, usually the keyword one works well. **You don't want to load it up with too many of them but you'll put like probably maybe 10 or 15 different keywords into the Meta tag for keywords.**

I found out if you're using a local site, [Google](#) has picked up a new Meta tag. I believe it is, let me pull it up here... **if you're running a local site, it can actually tell [Google](#) what zip code you're in and what city you're in.** So when people type that in, it actually cross references it to figure out if it's a local site.

So it'd be like metaname, zip code, and then it can put in all the zip codes in the area and then name city and then you can put in your city name, and they also have state and country Meta tag. **And it can tell Google or Yahoo what area your website is targeted for, this way you can actually target a specific city from your SEO projects.**

Besides putting the keywords into the Meta tags, would you also put them into the content on the page?

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You don't want to put too many in there, there's a percentage ratio that's your keywords versus your formal text on the website. If you overdo it, [Google](#) will just target you as spam and ignore your website forever and you'll have, never get any search engine traffic. ***There's a fine line between spam and optimization. So you got to be really careful with that.***

What is the percentage?

It really depends on the niche. I mean I've seen 10% works alright. It's all over the place. What I recommend is looking at your competition's website. **I'd go into Google, and type in your keywords and then see what their site looks like and then look at the top ten and compare them and see how many keywords they have in their content.** And that should give you an idea of what you want to aim for.

How do you find those keywords in the first place?

I use a tool called [Good Keywords](#). **It's actually a free tool, and basically you type in your main key word and then it'll print out hundreds or even thousands of other keywords that are related to that and it actually uses [Overture](#), or I think it's [Yahoo](#) now...** I think Yahoo bought [Overture](#).

It uses their database to figure out what people have searched for in the past and then it gives you their results.

What are some specific ClickBank products you promote that do well for you?

I just recently promoted Nick Marks' [Forex Enterprise](#). And that seemed to do very well. He's also got another product that I promoted before him, and I actually did really well with that. **I think from one**

mailing on that one product, I don't remember the exact name of it, but we did, in total sales, about \$6000 in one mailing.

And there's some kind of acne product as well?

Yup. That was Chris Gibson's [Acne Free in Three Days](#), what I did with that was... **it was my first little experiment with my SEO campaign and I actually got an email from their affiliate manager thanking me for the sales.** That was a couple of years ago, I actually did that.

And all I did was basically set up an RSS feed and create a little content site that got ranked, I think it's like number five on Yahoo for "how to cure acne" right now. ***And with that site, we just sold a bunch of copies of his product, and it's pretty cool, that was my first little experiment with SEO and [ClickBank](#).***

How would you pick a niche like acne?

I just scroll through the [ClickBank](#) Database, see what looks good to my eyes, and if it looks good, I mean it doesn't look like a complete lie, I'll start working on a little product, I might do a little background check to see what the market looks like for it. **I knew with the acne product, I mean there's thousands of people that are interested in how to clean up their acne so I figured I would be alright in that niche, so I did well with that.**

How exactly do you determine if it's a quality product?

Sometimes I'll email the owner of the website and ask them if I can review a copy of their product. **Other times I'll try to look up the background information, I'll grab the author's name on the website and do a [Google](#) or a [Yahoo](#) search on it to see if there's any negative remarks on him, him or her.**

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And it's basically just read through the copy to make sure it doesn't look like a complete lie. Because I mean there's tons of [ClickBank](#) sites on there, like you have the "work at home" where you... it charges \$50 and you can type at home.

I mean those sites, you know, what they do is they just give you a PDF file that says here's how to set up an [AdWords](#) campaign, thanks for the \$50. ***You know, those sites you don't want to promote because you'll ruin your reputation.***

Do you start to see refunds on products like that if you do promote it?

Yeah, I mean if you look at one of those type at home products, they pay you like 50 or 60% which should be like \$30 a sale. But then if you actually look on [ClickBank](#), there's a couple indicators telling you what products are good to promote, and one of them tells you, if you look at... I forget the exact name... if there's a dollar sign earned per sale, if you look at actual earnings per sale, it'll say like \$10, whereas if you actually calculate the 60% out of whatever they're charging, it looks like you should be earning \$30. ***If you see that, it means stay away from it because they're getting tons of refunds.*** So that's a good indicator of what to promote and what not to promote.

Found 56 orders processed in Mar 2006.
Total amount: \$1854.55

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT	PUBL	AFFI	CC	NAME
2006-03-31	10:11	xxx	CARD	SALE	001	\$31.85		7	4 US.TX	
2006-03-30	22:30	xxx	CARD	SALE	001	\$31.85		7	4 AU.NS	
2006-03-30	08:59	xxx	CARD	SALE	001	\$31.85		7	4 US.MA	
2006-03-29	19:58	xxx	CARD	SALE	001	\$31.85		7	4 US.MN	
2006-03-29	13:04	xxx	CARD	SALE	001	\$31.85		7	4 US.AK	
2006-03-29	12:30	xxx	CARD	SALE	001	\$31.85		7	4 US.MI	
2006-03-29	11:55	xxx	CARD	SALE	001	\$31.40		7	4 GB	
2006-03-29	09:03	xxx	CARD	SALE	001	\$31.85		7	4 US.CO	
2006-03-29	08:14	xxx	CARD	SALE	001	\$31.85		7	4 US.WA	
2006-03-29	07:42	xxx	CARD	SALE	001	\$31.85		7	4 US.CA	
2006-03-28	22:06	xxx	CARD	SALE	001	\$31.85		7	4 US.OR	2
2006-03-28	19:20	xxx	CARD	SALE	001	\$31.85		7	4 US.TX	
2006-03-28	18:25	xxx	CARD	SALE	001	\$31.85		7	4 AU.WA	
2006-03-28	17:06	xxx	CARD	SALE	001	\$31.85		7	4 US.NV	
2006-03-28	16:38	xxx	CHEK	SALE	001	\$31.85		7	4 US.CO	
2006-03-28	16:33	xxx	CARD	SALE	001	\$31.85		7	4 NZ	
2006-03-28	11:24	xxx	CARD	SALE	001	\$31.85		7	4 US.FL	
2006-03-28	11:02	xxx	CARD	SALE	001	\$31.85		7	4 US.IL	

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When you're building your opt-in list, what kind of things would you offer for someone to give up their email to you?

It depends on the niche again. With my acne website, I actually set up, I got a free PDF file, from [PushButtonHealth](#), and what I did was **I... it was a Word file and I split it up into a couple of PDFs and I said click here and download this free guide on acne, clearing up your acne, and so I used that to grab subscribers.**

For like the work at home niche, **I'll basically just offer a free business newsletter, weekly newsletter, and that seems to work well.** You can offer, you know there's software programs out there, stuff like that, you can offer... so basically you just look for, I mean I'll go on [eBay](#) and I'll find resale rights for some products that are related to the niche I'm marketing in, and I'll download some of those, and I'll use those as giveaways or I'll contact someone and ask them if they have giveaways and I'll use their giveaways to promote their website also. ***There's a bunch of different ways to get people to sign up.***

What other niches have you promoted products in?

I've got a bunch of local sites, so those don't really do [ClickBank](#) too well. **Really the work at home, the health niche, and I mean I've done some like... like virus scanning stuff I guess.** I don't think I have anything on [ClickBank](#) for the virus scanning. I did a lot in the health industry. [ClickBank](#) stuff.

When I first started out, that's basically what I worked in was the health stuff and [AdWords](#) and list building and then I moved over to the work at home stuff, it seemed like to be a pretty popular niche.

And since I already was into it, I knew how to get around everyone else that was promoting the same stuff, ***I knew how to grab the attention of the people who were searching on [Google](#).*** I was able to jump ahead of everyone else.

How do you grab their attention?

We came up with a way to make some pretty interesting ads on [AdWords](#) to grab attention, and really, **I mean I'm sure everyone's heard of the guy who did it, the [Rich Jerk](#), he's the one who promoted, he's the one who shared the idea with everyone else out there.** But basically you create an ad title on your [AdWords](#) ad that people aren't expecting to see.

I mean if you do a search right now on [Google](#), I'm sure you'll see a couple of them out there because, as I said the [Rich Jerk](#)'s shared that with thousands of other people. And that's really what you want to do. You don't just want to say, click here to make money, or cure your acne now. **You want to get something that will be a little bit more interesting to the person that sees it, so they don't just skip over you.**

So if you're promoting, let's say the acne product with [Rich Jerk](#) tactics, would it be something like, "Hey pizza face, click here?"

Yeah, pretty much. Exactly. Because everyone would be like, they'll see that and all the other ads around it will be like, you have acne, you want to clear it up? But you see, "Hey pizza face", you're like, umm alright, let me see what this is all about and you click on it. ***Your click-through rates will go higher up, and you'll spend less per click on [AdWords](#), so you end up getting more visitors for less money.***

Are you sending those visitors straight to the merchant page, or to your own landing page?

I'll send them to my own landing page, ask them for their email address, and their name and then send them to the merchant page.

Do you ever include, like a review or anything on that page?

Yeah, I'll include a review on it, like a paragraph or two. ***Just generally outlining the [ClickBank](#) product that I'm promoting.***

And so you're just collecting their name and email on their way through to the merchant page.

Right, and then I'll set up an autoresponder, or down the line if another product comes out, I can always email everyone who signed up and say, hey look what I have, it's a new product, check it out. ***It'll give me some more sales on that one customer that I would have lost to begin with, if I just sent them directly to the merchant.***

What kind of conversion ratio do you get, both from the people landing on your landing page and giving you their email, and also the actual sales conversion?

I got to say, I'm really bad at tracking my conversions. I don't have any numbers at all. I'm bad with that.

A lot of people say track and test, track and test. So... you don't?

I track in my head. ***If I'm spending more money than I'm making, then I stop the campaign or I edit it.***

That would be a good clue, yeah. Well, what kind of conversion ratio, you must have a clue on your email offers, because you know how big your lists are.

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Yeah, let me just pull up the calculator here and figure out my last one. **On my last mailing I actually had a 27% conversion.**

Wow.

Yeah. Pretty high.

Yeah. And so I would imagine, if there's a 27%, that's the actual sales conversion?

Yeah, but that was for one of my smaller lists. It wasn't for the big one. **My big list is quite a bit lower than that, because it's not as targeted.**

So then, if you're getting a 27% sales conversion, what percentage of people actually clicked through to the ad?

That I don't, I don't even know. I don't have any tracking stuff on that...

It would have to be a pretty high percentage I guess.

Yeah, it would be. Like I said, it was really a niche market and it was really... just a closed off area so...

What was the niche?

It was a home and family related, one of those in there. I don't want to give it away.

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OK, so after you've done one email campaign for that ClickBank product, are you done with it?

It depends. If the author contacts me and says hey, I noticed your sales. Let's work together again, here's a higher percentage... sure I'll do it again. **Other times, I'll just, you know a week or two later, I'll remind the people who didn't purchase it that, the product's still out there and the offer's still valid if they want to go check it out.** And I get a couple more follow up sales on that.

What do you do to stand apart from all the other affiliates that are promoting the same product?

I try not to promote the same products as everyone else. I mean, when everyone was promoting the [Rich Jerk](#), I mean there was thousands of people that were promoting him, and I stayed away from him. ***I would find other people who I thought had better products, I would promote them.***

But if I do have to promote someone that everyone is promoting, like I said, I come up with those funny ads for [AdWords](#) or I'll put a personal touch on it to my email list, I'll personally review the product and give my own opinion on it. **This way the people who are buying it know they're getting a good deal because they know someone they trust has already reviewed the product.**

Or you go into the forums and talk about the product with your affiliate link?

Right. You've got to be careful with that because **some people consider that spamming.**

Oh, OK. And then how do you prevent your ClickBank hoplink from being hijacked?

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I actually set up my own website, it's sort of like [Tiny URL](#). You can type in any URL you want and it converts it into a smaller link that's encoded so no one knows that it's a [ClickBank](#) hoplink. **And I've been using that for the last couple of weeks. It seems to be working pretty well.**

I can actually, since I own the site, I can actually check the stats on it and see how many people clicked on it and what not. **I'm thinking about introducing the tracking to just regular users as well.** I just got to do a little bit more PHP programming and so other people can use that function. But the website is [aifan.com](#).

Before that I was using [tinyurl.com](#), but the problem with that is a lot of spam filterers are starting to stop that URL from coming through.

Oh, really! What about the other related ones like [runurl](#) and [zippedurl](#)?

I haven't tried any of those yet. I know Russell Brunson has [LinkBrander.com](#) which is pretty cool. **It allows you to cloak your links and send traffic to other sites, and as well, it places another little ad on the bottom of the window, promoting anything you wish.** So you get sort of two ads in one there.

Now with the shrunken ones like the [tinyurl](#) and those kinds of things, that's just a re-direct, so when they actually get to the site, they can still see the hoplink. Do you think it still prevents them from stealing it at that point?

Well, basically when you go to a website, if you use a [ClickBank](#) site and it takes you to the website, it'll say hop= and what not, it'll say your affiliate URL, your affiliate ID. **If anyone changes that, it doesn't do anything because it doesn't reset the cookie.** The only way they can reset the cookie is if they know the original YourID.theVendorID.hop.ClickBank.net.

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If they know that URL, then they can reset the cookie, otherwise, just by changing the affiliate ID in the window, in the address that's shown at the window, it's not going to do anything. **It won't hurt your sales because it's not going to reset that cookie.**

So they actually have to go out of their way to do that.

Yeah, they have to figure out what the vendor's ID is and then they'll have to figure out how to set the hoplink up and **if they're not familiar with [ClickBank](#), they're most likely going to be able to know how to do it.**

When you're choosing a product, what's a good commission level that you're looking for?

Anything above 50%. **Recently, I've been looking for 60% and up. The one problem with that is, you get into the refund rates.** You get the higher refund rates because the products sometimes aren't as good.

I can't say they're always not as good, but you're getting into the products that they just throw it together and offer a higher percentage rate just to attract affiliates. You just got to be careful with that.

And what kind of price point on the product sells well?

Depending on the niche again, \$49 to \$99 seem to do well on [ClickBank](#). I've seen a couple of them for 29 that sell well. **But really the 49.99, 49.97 you know that price range right there seems to do really well with [ClickBank](#).**

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Now I know you mentioned that if you're spending more than you're making, then you know that you're spending too much. But just as a general rule, if you were going to bring in, let's say \$5000 in sales, how much would you spend on advertising for that?

If I was doing strictly [AdWords](#)? I don't look at it that way, I guess. **I look at it as how many subscribers I bring in and the long term money that those people can bring me.** Because I mean I can spend \$5000 upfront and you know, break even or lose a couple of hundred dollars, and over two months, ***I'll double that money without a problem, because I have all those subscribers in my email list now.*** And I stop my [AdWords](#) campaign or what not and I just use my email list to generate income.

So besides the Pay per Click, and you also mentioned buying links on other people's pages, what other kinds of paid advertising would you do?

I'll do ezine advertising, I'll do the solo ads, I've tried banner advertising, it doesn't seem to work as some people claim. I just love email advertising. **I spend most of my money on solo ads and top position ads and sponsor ads for email advertising.**

But if you've already got a huge opt-in list, why do you need to buy solo ads on someone else's list?

Because there are people you'd never ever be able to touch, other people that have spent time growing their list, ***they have people on their list that you'd never be able to get onto your list.*** People will trust the other people... like say I advertise on a website that's related to work at home niche, and this newsletter that's going out has tons of good information and it like goes out on time every week at like, on Wednesday night, and these people just love this newsletter.

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When you put a solo ad in there, I mean you're guaranteed that those people are going to be looking at this email because they're expecting it and they're just happy to read this information, and they see something that is coming from this trusted source. So they think that hey, let me check out this site they're recommending, and they go to it and they're happy with the site and they click through it and purchase the product.

How do you pick a good ezine, or a good list to advertise on?

That's pretty hard to do, it's sort of hit and miss. I've had a lot of times where I'll spend \$500 and I make absolutely nothing just because the email is junk.

What I try to do is I try to find people that I have heard of before or I know personally, and I know that their list will work. Or I'll see, you know, some of the sites will offer guaranteed click through rate or something like that. And I'll try to go with those sites.

But there are a lot of spammy ones out there that say like send an email to 3 and a half million people once a day or something. Or blast your email ads off to 5 million people a month. **You see that, and I mean I would stay away.**

What you want to look for, is you want to go type in your niche on [Google](#), so you're typing your keywords that you're looking for, **go to the top ten sites and see if they have a newsletter.**

If they do, go down to the bottom or go to the contact or something like that and look for advertising and send them an email and say, "I'm interested in putting up an ad on your website," or "I'm looking to do a solo ad on your newsletter. If you can, send me the rates, and I'd like to work together with you". **And I mean, those are the sites that actually work well because you have that newsletter that's related to that niche.**

How much would you expect to pay for that?

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Depending on the subscribers, anywhere from \$100, I mean I've seen them all the way up to \$3500. **So it really depends on the number of subscribers in the niche that they're in.**

If I'm paying \$100, how many subscribers would be on that list?

Probably like, anywhere from 1000 to 2500, **it would be double opt-in of course, so you know that they're actually real emails.**

What's the biggest mistake you made when you got started in ClickBank affiliate promotion?

The biggest mistake would be, **when I first started, I would just take a hoplink, throw it up on AdWords, use a generic ad and spend a couple hundred dollars on it**, expecting to make money and then see absolutely nothing and wonder why.

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

Basically the same thing. I see a lot of people that don't understand that their email list is very important. They just send traffic right to the vendor's site and hope that the vendor closes the sale. ***And to me that just doesn't make sense, because you're sending a potential customer away that you're never going to be able to see again.***

So, you never send them direct to merchants?

No, I'll never do that anymore.

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

I think, I mean, content sites are always going to be big. Email marketing is going to be big. I think it's sort of going to stay steady with what's going on now. **I think more and more people are going to start getting into it and realizing that there's a lot of money to be made with [ClickBank](#) marketing.**

So I think there's going to be like a lot of content and niche websites popping up, that are going to be promoting strictly [ClickBank](#) sites. And I think those [ClickBank](#) malls are going to start to fade away as people will realize those [ClickBank](#) malls don't work too well.

Some people say they do work well, but I guess it depends how you promote it.

Yeah, I never had luck with them. **Most of the people I've talked say, they'll make a sale here and there.** With a lot of the people I see promoting them, all they do is they put up their main web, like main mall page, that says here's a list of products, and expect people to click through them and find a product they're interested in or do a search and find a product they're interested in, and that just doesn't seem to work well.

So it's not effective because they're not actually pre-selling the products?

Right, and they don't know what that person is actually interested in. **So you're just sending them to a generic site and say, "hey, I hope you find your product. Good luck".**

So what about making like a custom ClickBank mall type of thing where you have all those links but also personal recommendations on the products?

Right, that's what I see happening with the content sites, like people are writing reviews about specific products and posting links to those ClickBank products, and just providing relevant information instead of just pointing out a link. **That seems to be working well for a lot of people.**

So after the listeners are done either listening to or reading this interview, what's the first thing you think they should do in their quest to become a top ClickBank affiliate?

First thing I would do is sign up with an autoresponder so you can start building up your email list. Then start contacting some of the vendors who are top ClickBank vendors and ask them if you can possibly review their site or if they can give you more information on their products, so you can write a review on it.

And then from there, I mean you **just start into the AdWords promotions and start building your list and providing relevant reviews to the people that are coming to your site through AdWords.**

When someone's just starting out with those AdWords campaigns, how much do you suggest they would spend?

When I first started out, I think I was budgeting myself \$25 a day. ***Nothing more than what you can afford to lose, that's what I got to say.*** If you can afford to lose \$25 a day, go ahead and do it, if not, if you can only afford \$10, try \$10. **Just until you get the hang of it, you know what's going on with it, and then you can start increasing your budget.**

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So, I guess when you first start out, you're paying that \$25 but you're not necessarily making the \$25 back in sales.

Right. The first time you do it, you're most likely going to lose that \$25 and then say, I'm never going to do this again. **But I recommend taking that as a learning step and as tuition I guess, and say, "let me see how I can fix this," and learn from there and keep plugging away at it.**

For how many days would you spend that 25 bucks?

About a week.

And if it's not pulling in 25 bucks a day and breaking even at that point, then you're doing something wrong?

Right.

What final words of wisdom do you have as people are out there, to keep in mind as they're trying to become a success?

Everyone fails. Don't be afraid of it. It makes you stronger. I failed many times and I pulled myself up and I've learned from it, and I just kept on growing.

Well, thank you so much, Costa, for sharing all your tactics and techniques with us.

ClickBank Success Story #4 – Stephen Luc



Name: Stephen Luc

Home: South Carolina, USA

Websites: CBNicheBuilder.com
KeywordNichePower.com

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

Sure. **About three years ago, I started Internet business early in my college years.** At that time I worked as a grocery store bagger, and I got a work injury, so I was unable to work. So, I had a find a way to make money for college.

The first 3 months, you know, ran into get rich schemes, pyramid scams, and a lot of failures, but that did not stop me. Later, I found eBay -- most people go on eBay and they start reselling e-books and things like that. **So what I did was, I resold e-books... from that to web hosting, website businesses, or anything I could get my hands on to resell.**

Along the way, I gained valuable Internet marketing experience. And so, after a while, I did resell rights and all that. **So I got into affiliate marketing.** Currently, I create software projects that revolve around, you know, making life as an Internet marketer or affiliate marketer easier. One of them is CBNicheBuilder and another one is a keyword research software called [Keyword Niche Power](http://KeywordNichePower).

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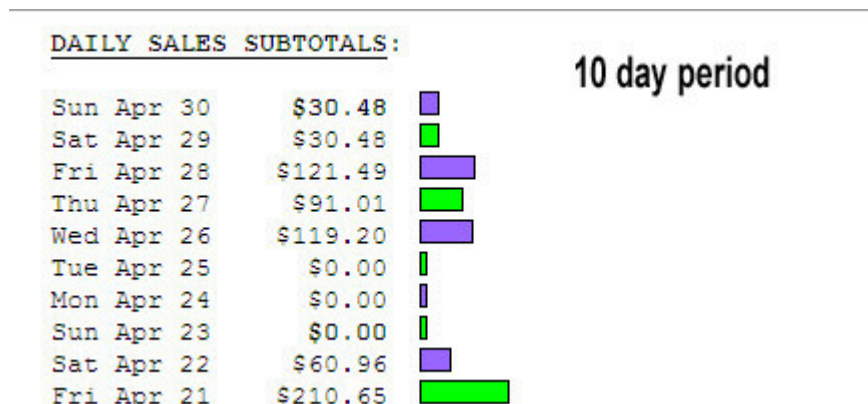
Why did you decide to get involved with affiliate marketing, and why ClickBank in particular?

OK, I guess I'll talk about affiliate marketing first. I had a little background beforehand selling, reselling products and stuff. **But at that time when I started, I didn't have a product, and I jumped in... when I saw affiliate marketing, you don't need to have a product and you can sell someone else's product and make money off of that.**

So the reason why I went into [ClickBank](#) affiliate marketing... I went through different affiliate networks like [Commission Junction](#), and other things; **but the thing about [ClickBank](#) is it has digital products and for me it was easier to sell than compared to tangible products, you know like, things you sell on [eBay](#) like shoes and stuff like that.**

How much do you make now, just as a ClickBank affiliate?

Right now I make at least \$1,000, but it can vary per month. Sometimes it can be more, sometimes it can be less. But I guess that's because I am selling my own products and I am also doing affiliate marketing at the same time.



Right, so just the affiliate money coming in?

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Yeah, just the affiliate marketing money coming in will be at least a thousand.

How much do you think it would be possible to make as just a ClickBank affiliate?

I think there's really no limit to it, maybe a billion? Or a google? I don't know. But I mean, there could be... ***there's a lot of people out there that are making a few figures and doing really well with it, so I don't think there is a really limit on that.***

OK, so from the time you decided that you were going to get into affiliate marketing, and you decided that ClickBank was a good go with the digital products, how long did it take you to get to where you are now, making at least a \$1,000 a month?

When I first started seeing income that was maybe one year ago; but then again, at that time I did not have like a step by step plan to follow. And so everything was done by trial and error. **So, I think if you have a step-by-step plan, sort of like your site, then it'd probably be a few months.**

So, a year ago you started seeing the income come in, but how long before that did you actually start the affiliate marketing?

About a year.

So it took about a year before you actually started seeing really good results?

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Pretty much. Like, it was going steadily; it wasn't going like, drastically from 0 to a 1,000 or anything. **So I'd see \$10 here and there, that kept me motivated, and then after a while you'd see hundreds and then you'd see thousands, after a while.**

What did you think when you first started to see those increases?

I was ecstatic because you know, I was in college. **So, you know, for a college student, \$30 here and \$40 here is just like, awesome.**

So, in a nutshell, before we go into the actual details of it, what are the tactics that you use to drive traffic to your affiliate sites and convert that traffic into sales?

As far as traffic generation, I use search engine optimization, I use blogs, I use things that search engines like, because I like to rank my website at least top 10 on the search engines; and I'll show how to do that as well, later on.

What about any paid traffic or paid advertising?

I have tried PPC in the past, like paid advertising; ***but generally, I found that if you can get traffic from the search engine, which I did for free, I do free traffic.*** That generally works really well.

Do you use any opt-in lists?

I don't use opt-in lists. **It's a good forum to use but you know, I kind of stay with the search engine area.**

OK, what ClickBank products do you promote?

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The ones that I promote mostly, it can be different niches, but I normally sell software products just because I'm a computer programmer myself so I can kind of relate to it. **E-books are good to sell too, but I guess my niche would be software.**

When you are choosing software products to promote, what are you looking for?

I look for problems that people have and how the software can solve that problem. If you get a sales page you can find out its benefits, but another good way is to actually contact the person producing that software and say, "hey, you know what, I am doing a promotion and I want to test out your software and see how it goes". **Or you can just buy the product but, you know, it doesn't hurt to try asking too.**

Are there any specific software products that make you the most money with ClickBank?

I tend to focus on search engine optimization software. One good software is [SEOElite](#), another one -- can't think of the name, I can think of the vendor ID. I think it's [Xpatrol](#). They sell search engine software as well.

Now, once you go to the sales page, what is it that you are looking for, that tells you, yeah, this is a sales page that's going to convert well, and it's worth my time promoting this one?

OK. Yeah, **sales page is very important because it's sort of like, the last step in the conversion, whether or not the visitor turns into a customer.**

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What I look for is a good headline. Does it display either the problems and the solution? Or does it just display the features? ***So you want to look for a good headline.***

You want to make sure the sales page doesn't take the user's focus off the main page, you know, links that go out to the outside pages, and things like that. ***So you want to get a page that has less distractions on it.***

You want to see if they have bonuses, right? **You want to make sure the bonuses actually fit the niche**, because you will see a lot of times that sales pages, they'll be selling like, say, dog training, and then they'll be selling a bonus that has to do with cats or peanuts or something.

So, you want to make sure you focus on track, and you also want to make sure... you want to have a way like, pages with opt-in email forms. **Because a lot of times, they'll actually take the commission away from you. So for all the hard work you put into it, you know, you want to make sure you pick the right product with the right sales page and everything.**

How do you know when you see that opt-in box, because I think some vendors actually somehow keep a cookie, and if anyone goes back during the opt-in process, you still get the commission. But I'm not sure that they all do that. So how would you find that out?

You can also opt-in to their email list and see, check it out for yourself first-hand. And another way you can do is this, you can opt-in, and let's say three days later you go back, because technically, when you visit the page, you can visit it with your hoplink and all that, so technically, your affiliate ID would be stuck into the [ClickBank](#) system and some sort of cookie is on your computer.

So let's say that you opt-in to the list, three days later you click on one of the links inside the email, and what you can do is, you can go back to the page and you can click as if you are paying your item; and keep clicking until you hit the sign-up page where you pay

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money, ***scroll all the way down to the bottom and you'll see, affiliate ID and your name.*** If you don't see your name then you might not want to promote the product. That's a good technique to use if you want to see if your [ClickBank](#) ID is still there or not.

OK. So when you are actually picking your product, how do you decide what a good commission's going to be, and what's a good price point that the product's selling at?

Alright, sure. **I guess I go for at least 15 or 20 dollars, just because I figure if I am going to promote it heavily, you know, I want to make a certain commission.** I don't necessarily focus on the commission percentage, I tend to want to find out what the actual earnings is, like, for example, let's say a product is selling 75%, I'm like, yes! But it only charges \$10 so you only get 75% of that.

But let's say if you are selling a software and they only give you 50%, but the software goes for \$50. So in essence you get a \$25 commission. ***So I tend to want to focus on the earned sale actually.***

Now you said you're looking for software to solve a problem that the people have. How do you figure out if there's a demand for the product that you want to promote and if in fact people are looking for that to solve their problems?

OK. I use technique keywords. Keywords can really tell you, if you want to do a research on a market, what you can do is, you can go to [Google](#) and type in that keyword, let's say a general keyword like "free traffic", right? And then you type in the word "free traffic" and you see you know, this big number of searches, and then you can use, let's say **you can use an [Overture](#) tool that allows you to take a general keyword, split it up into specific keywords, and you can get the word count,** and that sort of gives you a good feeling of the market field, and you know how big it is, how small it is, and all that.

So now, once you have your product that you want to promote, what kind of affiliate pages are you setting up on the Internet?

All right. **Right now, I have set up what we call affiliate websites.** I have a tool that I use, that I made, called [CBNicheBuilder](#). What I do is, I just go through... I can take free article, free content, or even write an article about that niche.

And then what I'll do is, place my affiliate link, you know, below it, so you sort of increase your conversion rate because you are giving your viewers what they want, and the solution being the affiliate link converts really well.

So, once you've got your pages set up, let's break it down step by step. How do you get the traffic through search engine optimization? Because everybody wants free traffic.

Yeah, I knew I wanted free traffic when I was in college, but... **the reason why I focused on free traffic is, well, of course it's free.** And... so you want to know how you get traffic to your websites, right?

Yeah, how do you get it there?

OK. **First you want to know what search engines want. You know, what do they want, what do they like?** So, if you know that, then you can rank pretty high on search engines; **and the best thing you want it to rank on top 20, or top 10, and I know it sounds hard, but it's not hard.** And I'll show you how to do it.

What you want to do is, **you want to focus on content;** you want to make sure that your website has, you know, you can take free articles from the free article website, and you can write your own articles, so it's really free.

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What I do is, **I focus on building my website to have content, like RSS feeds, and free articles, and things like that.** And you also want to use Meta tag keywords for your website, just to make sure when the search engines do come to your website, they know what keywords you want to rank high upon.

Another technique would be naming your domains, your sub-domains, your blogs, your file names, by using the keyword that you want to rank high upon. So let's say that you want to rank high upon... I'll use "free traffic" again.

But let's say you are promoting a [ClickBank](#) Affiliate website that has products on it that focuses on the niche "free traffic." So, trading a domain is actually a good point because you would name your domain free-dash-traffic-dot-com, and that would ultimately... normally those domains rank very high within several weeks, or even less than a month. ***So, it's good to name your file names and everything on the keyword that you want to rank high upon. That's a technique that I use.***

When you're saying you include RSS feeds, what exactly are you doing with those?

RSS feeds are XML feeds or anything that you can do updates on, sort of like you see Yahoo, if you go to [Yahoo.com](#) you'll see their news feeds and those news feeds are updated constantly.

So what happens is, when the search engine spider comes to your website, it finds these RSS feeds that are constantly being updated, and every time it comes back, it sees new content, in the sense that the RSS feeds are being updated; ***and so when it sees new content, it's going to push your rank a little higher and higher and higher.***

Does the spider care that it's duplicate content that other people might have on their websites as well?

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I guess that's a topic of discussion there, but some websites like [Google](#), yeah, if you do have duplicate content, it may penalize you, but then again, you can take the article content and you can write your own articles, or you can take private label articles, and change them around. ***You can change different keywords here and there just to boost your rank.***

I guess the question that a newbie would have is, where do you find private label articles?

Actually that's probably the biggest trend right now, is private label articles. And it's like everybody is selling it because **the great thing about this is you can change it, you can purchase them and you can change them anyway you like, put your name on it, just throw links on it.**

And the way to find them is, for a newbie, let's say you just go to [Google](#), type in "private label articles" or something specific like, "cheap private label articles." Let's say that you want to focus on a certain niche like, "search engine optimization", you want to say, the keyword, "private label articles", and things like that.

I mean, you'll pretty much find so many membership sites out there if you type in a word. ***So they're very easy to find, things like this, since it's such a big trend right now.***

OK. Now, you also mentioned the Meta tags; how important are Meta tags these days, because some people say they are very important, and some say they are not really important?

Yeah, I guess, in essence right now... I mean, the way search engines work is -- or, at least we know the basics to it -- is **they come to your website and they do look at your Meta tags.** There's other Meta tags like the description tag, title tag, and they'll look at those too; they'll look at your keyword.

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The thing is, some search engines, **they'll look at your Meta tag and then they'll look at your content, and they'll compare the two.** And they'll look at your title tag and they'll compare that with the content.

So, if your content has your keyword density... let's say you have the word "free" in your keyword Meta tag, and if you look in your content, and you have the word "free" 5 or 6 times, then your keyword density for that keyword goes up. **So, it sort of like, compares it, sees how good of a website you have, focusing on that niche, or focusing on that keyword.**

OK. So, what if you have a site and you just fill it with "free, free, free" all over the place; what's too much?

Yeah, that would be consistent of spam...

So, how do you know, like how many "frees" do you include before it goes from good keyword density into spam?

I think there is actually a keyword limit; I can't think of it off hand, but this website I use, it's called SubmitPlus.com. If you go to that website, there is a Free Website Tool that actually goes in there and it tells you whether your Meta tag keywords are too long, or too short, because it can be too short, it can be too long. ***There is a limit that you want to get in the middle.***

Now, you mentioned picking domain names that have the keywords. Are you actually registering a new domain name for each product you promote, or are you putting, like niches together with one domain name?

Yeah, I am putting niches together for that one domain name. I definitely don't want to -- unless the product really converts well, you don't want to go all out and start buying 100 domains here.

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So, yeah that would be a good technique, is to focus... do your research first, but with using the keyword technique. **Find the products that you want to promote, that are good converting, and put them all on that one website.**

And you can make different pages for each product; **you don't have to put 200 products on that one front page, because that would be a link farm, which [Google](#) would not like either.**

So, how many products should you put on each niche site?

Yeah, that would be a good discussion because you kind of don't want to overwhelm your visitors either. ***You kind of want to give it to them gradually.*** So, let's say the front page has 3 products... 3 products, or 4 products, or 5 products is good enough. **You probably don't want to go further than that, because you don't want to overwhelm your visitors too much.**

Do you have a specific example of one of your own niche sites that you can tell us what the domain name is, and how many products you are promoting there?

Let's see, off hand... I have a few example websites. I got so many out there, I can't really think of one. I have one that sells travel.

OK, so on your travel affiliate site, how many travel products are you promoting on that?

Whole site, 6 or 7 maybe. I mean it's not a big niche. So... and I am not as familiar with it, but probably 7 of them.

Because I actually go through every product and read them and make sure they have good sales pages and all that.

Right, so you are not just randomly sticking every ClickBank product that has to do with travel...

No, no. **Because if you get one that's really distracting on there your conversion rate would probably decrease.**

What about the site that you promote SEOElite through?

Yeah, actually what I do is, **I don't actually have it on a domain name, but I take another technique you can use here is this, you have one website, or you have blogs.**

Blogs are good to be used too, because they're probably the tastiest food for a search engine to eat. But blogs, because they're high ranking, right? And that's what the search engines love; so what I'll do is I'll take a website... **it doesn't have to be a domain name or anything, but I'll take one of my general websites and I'll generate pages, and I'll add a link to that blog.**

When you use your blogs, are you using a free service like a blogger.com, or are you actually putting blogs on your main site?

Yeah, I actually use blogger.com and the reason why is because blogger.com, they have a feature where you can submit it to, I think it's Weblogs; **but because it's Blogger, you know, their page rank is so high anyways that your blog can be searched in or spidered within a few... you know, within a week.** Or you can do it within 72 hours as well.

How many Blogger websites do you actually have?

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That's a big number... at least 20. Because what you can do is, you can create a lot of blogs like, you'll have a blog account... **and then you can make, let's say 10 blogs that just surround a specific niche.**

And you can write an article, and then you can change those keywords in that article just to fit those specific keywords. ***So in essence you are driving all that traffic that is specifically focused towards that niche.***

And blogs tend to have really high traffic too, because you get better rankings with blogs too. **Best technique, you can put a link on the blogs, and drive that traffic to your actual domain.**

All right, so you are driving the traffic from the blog to your affiliate site, and then from there you are hoping to drive traffic through that site to the vendor page?

Exactly.

OK. What about just putting a direct link to the vendor page straight from the blog?

I probably would not recommend that because, you know, you can get thieves stealing your commission. You want to go into that or...

Yeah. How do you stop thieves from stealing your commission?

OK. The best thing to know is to know how they steal it. They don't actually steal it, you know how you type in the AffiliateID.VendorId.Hop.ClickBank.net?

If you type in that, and you forward it to that page, you normally get the web page hoplink affiliate ID. **The way they steal it, is they don't change the affiliate ID; because what happens is, it actually locks into the [ClickBank](#) system.** What they do -- and you

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can figure this out actually if you can do a test, like earlier I talked about, you can actually go to that payment page, and you can see your affiliate ID all the way at the bottom on the credit card page? And so the best thing is probably to do a redirect, because you want to protect the vendor's ID; **because what they need to steal you commission is a vendor's ID, so they can duplicate it, they can put their AffiliateID.VendorID.Hop.ClickBank.net.**

So what you want to do is, you want to use redirect. Now, you do need to have like web hosting to have redirect; and what I mean by redirect is, you know, if they click on your link, it hits something on your website and it redirects from your website. **They don't actually hit your website or see it, but you know, in the back end they hit it, and they go directly to the vendor's page.**

So, what about going back to your blog and having an article, and then including the link that's actually the redirect link to the vendor page?

Exactly, that would be a good technique there.

OK. So what's the benefit then of taking them to your affiliate site as a middle step? Because you could write a review on the blog and then take them direct to the vendor page.

Yeah, that's a good technique too. **I guess that's a different technique here in that you can use blogs, you can use your own affiliate websites.** Blogs are good for driving traffic you know, because you can... let's say you use blogger.com right? And you want to rank high on a keyword; what you can do is name it, whatever keyword-dash-keyword.blogspot.com.

Now, the only difference between blogs and your website is, your website you have more freedom to it. With blogs, you can only add articles, and do this and that. With your website, you have more freedom, editing the website, whatever way you want to do it, and things like that. So it is really up to you. **Blogs are probably the**

best step for someone just starting out though, without webhosting or anything.

OK. So I guess including, like the RSS feeds and the other things you were talking about earlier, or video content, audio content... you really need that middle step website in order to do that kind of thing.

Yeah. Exactly, because I tried to... **I think I tried to put some scripts on it, on [Blogger](#), but it said, "error, error..."** OK, I am going back to my website.

Now when you say you have about twenty blogs, are they, like, Stephen Luc talking about this, or is it just random no-name blogs?

I would say the most percentage of them are no-name blogs. Or, maybe half and half. **So I have some sites with reviews on them. You know actually have my name on it, because when you do write [ClickBank](#) reviews, you should put your name on it because...**

It lends some credibility to the review.

Exactly. So it's sort of like, **branding your name, and helping the customer at the same time.**

Are you more likely to brand your name in certain niches than others?

Yeah, probably... **I try to brand my name mostly in internet marketing type stuff, like search engine optimization, because that's where my expertise is.** So I don't want to people to be

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thinking, I am expert in dog training or whatever, because I want to be able to help the person.

So, the travel site; would that one be branded under you?

Not necessarily, because if somebody has a question... **like, a lot of times I will make a blog about search engine optimization, and people will ask me, or email me, questions they have before they purchase the product as well.** You know, just to ask about it. Now if my name was on a dog training website and they started asking questions about that, I probably wouldn't be able to help them.

Right. So if you are promoting products in these niches that you don't really know a lot about, how are you actually choosing the profitable niches?

OK. Another good way is to, I guess, you go into the [ClickBank Marketplace](#) and you... say you search for "health and fitness," right? **And ClickBank now has a feature where you can see the payout stat, the earned/sale, percentage earned/sale, referral rate, gravity and all that?**

So, it's good to look at that, find your niches, and you can see... referral rates just means how much money the publisher is making from the affiliates. And it tells you your own sale, how much you are going to make by average, tells you the gravity. **So, the stats are right in front of you. So, it really takes out the guesswork when you are trying to find products.**

OK. Now, if you're writing reviews of products that you want to sell, would you only point out the positive points, or do you include what you don't like as well?

I think it's good to point out both negative and positive because that makes it an honest review; and it makes it real, because if you only go

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to review and you see, this is great, buy it now, or whatever... you are kind of going to get skeptical. ***So I think reviews that are negative and positive, but more positive than negative, they convert better than just purely positive.***

What if you just like the product so much, you've got nothing negative to say about it?

That's a good question. I guess that if you use the product, you can tell an example how it's really affected your life, you know... so they can actually see, or you can tell a story that actually helped them, or helped you, which in turn will help them. ***So you can just say, you know, I really don't have anything negative to say about it. Because most people can really tell if you're lying or not.***

So if you are really writing an honest review, you tell it as it is from your heart, then they can really tell. Or actually, people... you know, ***if you go to a website, and you see too much hype then you kind of notice that it's too much hype.*** Like, "Get rich in one day. Invest a dollar, earn a million dollars!" So, you can really tell.

What's your sales conversation ratio like on your websites?

I average 3 percent, 4, or 5... around that range.

What percentage of traffic to your affiliate sites do you think comes from your blogs?

That's a good question... ***probably 25%. But it's really hard to track unless you look at your web stats everyday.***

OK, so some of it's coming from the blogs, and some of it's coming direct from search engines. Is there any other way that you are driving traffic to your sites?

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Let's see, I think that's it. **I don't use PPC or anything, because I never really did well with it.** I know people that do really well with it, but I was in college, so I had to find free traffic, so the only free traffic I found was from search engines.

And before that I read a lot of things about search engines, and ***most of the quality traffic comes from search engines anyway, you know, because that's where the PPC comes from too.***

Did you try Pay per Click and it just didn't work for you?

Yeah, I tried [Google AdWords](#), and I kept losing money. So, I was like, forget it! Because I spent a month just trying to just take action; read a book on [Google AdWords](#), and things like that. **And apparently, the only way to rank high on them is, if people click on your [AdWords](#) and you're bumped to the top.**

But I never really wrote really good copywriting or anything like that, but... you don't need to know copywriting or anything, but, somehow, that just didn't work for me. **I was able to drive big traffic from search engines. That way I get a better return on investment there.**

But you must have had people clicking on your ads, or else you wouldn't have lost money at it.

Yeah, it did; **I did have people clicking on it, but I didn't get any conversion or anything.** There is a way to check your web stats, and I checked it quite frequently; and most people that would stay on the page for like 30 seconds or something. Really not worth it. ***So, I went back to the search engines, and that's where my expertise was.***

So, basically the only thing you were doing wrong is just not writing the perfect ad for that targeted customer.

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Exactly. I wasn't getting them to stay on the page or, whatever I was doing wrong. But I think what I did was, I just mentioned the features and I said, buy it now for \$43 or whatever.

And I think most people use a technique for [Google AdWords](#) just to get people to click over, but at that time... **I could probably give it a chance now, so I'm not discouraging you not to use Pay per Click, because some people use it; they do really well with it.**

When you first started out, besides the Pay per Click fiasco, what was the biggest mistake you made when you started with ClickBank affiliate promotion?

Probably promoting products that don't really convert well; don't do my research, you know. So, I think that's the biggest mistake awhile back when I was a newbie.

You know, I would just jump on the bandwagon and start promoting, which it doesn't work that way. You have to do your research first. Whether using as a keyword technique, or any other techniques out there. So, I think that's probably my biggest mistake.

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

Probably spending too much money on advertising, as well as jumping on the bandwagon without using any step-by-step plan. So I think that your listeners are really going to do well, seeing that you've got resources on your site to help them, and since they have a step by step plan.

So, it's good to do research before you jump onto the bandwagon or to that niche. So, that's probably the biggest mistake I have seen.

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All right. So, you created CBNicheBuilder to help out affiliates; what exactly does it do for them?

I can start from scratch here. When I was first finding products and stuff, I was manually getting content and manually creating redirects for every single page. It took me, like several hours just to do one website.

So, after a while, I was like, "This is too long, and there's got to be a better way." So, I got the idea, make affiliate websites.

And so what my software does, it allows you to take a database; like health and fitness, or marketing an ad. **It allows you to search the database for certain keyword niches.** So let's say you want to do it on [Spyware](#); and so what you do is, type the word [Spyware](#) in there to get all the products that deal with [Spyware](#).

And then you can also search further; let's say you want to make at least \$20, because you don't want to promote products that pay you lower than \$20 or anything like that. **So you click on \$20, get all the products that fit that criteria: [Spyware](#), that are at least \$20.**

You can also search for referral rate. My upgrades are going to be like gravity and all that in the long run. But it mainly helps you find high paying niches, which is important. **And in doing so, you can also double click on the product; it will actually forward you to the page.**

You use a technique of, whether it's a good headline, whether it's a good sales page. **If it's a good sales page, and you like the product, you want to promote it, you can check it,** there is like a checkbox next to it. So, after you have checked all your products, say, and you go to the next page which you build an affiliate website.

The great thing is, you can take any template out there, so if you have an existing website, say, and you want to add to it, you can take the template and you can add a token, which [CBNicheBuilder](#) uses. You can place that token anywhere on that page and you can create pages out of that; and [CBNicheBuilder](#) allows you to create, whether it's

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HTML site maps... what it does is, **it creates a site map, and on that site map, which is sort of like your affiliate website, it creates redirects.** So it helps you prevent commission theft. There is no way you can really prevent it 100%, but you know, there's different techniques you can use just to prevent it from happening.

But after you pick your page type, fill out your affiliate ID, number of links per page you want, and that's it. **It generates all those pages within a matter of seconds; you just upload that to your website and then you can use, you know, free traffic techniques to drive traffic to those websites, and do different techniques to have a high conversion rate.**

Cool. And what exactly does your keyword software do?

The keyword software... what you can do is, let's say that you want to... well I'll use the "free traffic" again, since I've been using it. Let's say that you go to Google, type in "free traffic," and let's say you get 4 million searches, and you want to rank high upon that.

So, what you want to do is, you want to find keywords. So what it does is, it allows you to take a website, let's say, search "free traffic", pick a website on there, type the website in my keyword search tool, and what it does is, it finds the Meta tag for that keyword.

Now, I also have another feature if... a lot of sites don't have Meta tag keywords, some do. **So, for those that don't, I have another feature that measures the keyword density;** it takes the title tag and it compares that with the content on the page, and like, gives you the keyword density.

And it allows you to save these keywords in a text file. And after doing that, what you can do is, take those keywords that you found, because those are general keywords. And you can make them more specific; so you plop it in this other tab and what it does is, is it actually finds for every single keyword it searches, it creates an Excel file or text file, and **it gives you the word count of every single keyword, specific keyword.**

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So, it kind of gives you... basically what I do to do keyword research, and I can give that to your [customers for free](#).

When people have finished listening to this interview, what's the first thing they should do in order to become a [ClickBank](#) affiliate success story?

First thing you want to do is, you want to... if you don't know anything about [ClickBank](#) yet, or you kind of know a little bit, **first you want to sign up as a [ClickBank](#) affiliate of course, you need your affiliate ID.**

You might want to go around the [ClickBank Marketplace](#) just to figure out products that you like. ***I normally like to pick out products that I can relate to***, because whenever you are creating reviews and all that, products you can relate to, you can sell better, because you kind of have the drive to write about it and all that.

And I'd also recommend that the listeners go to your website, read the e-Books and all that. Actually take the action to actually read it, probably print it out, probably be better. **Print out the e-Book and all that, mark on it and all that, because you know how they say, writing out your thoughts are better than reading it off the computer.**

So that would probably the first thing to do. **And then learn about traffic generation after that.**

Do you have any final words of wisdom as they're out there trying to build their traffic, and trying to get their sales?

Sure. ***If you stumble onto any road blocks, just keep kicking them out of the way.*** Don't give up if you don't succeed in a month or two, that's normal.

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But stay motivated, because most importantly it's take that action, take the plan that your membership site has, and take action.

Don't let it sit on your computer; I have seen that so many times, I do it too sometimes. You know, you buy a book, in the past, and you're right in the middle and say, "hey, here is another product," and you buy that product, and it goes on and on.

But another thing is probably get expert advice. There's a lot of people out there that are willing to help you, and just... it's good to do it alone, but you know, ***the reason why I succeeded later on and I didn't succeed earlier was because I didn't get advice earlier.***

So the fact that your [ClickBank Affiliate Confessions](#) website has a [forum](#) to get expert advice, that's great too.

Well, thank you so much, Stephen, this has been very valuable information.

ClickBank Success Story #5 – Miles Baker



Name: Miles Baker

Home: Fort Collins, Colorado, USA

Website: MarketingWithMiles.com

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

Sure, I started probably ***about seven years ago, I started trying to do anything I could to make money online*** and I started messing around with eBay and I started purchasing different books and different e-books and started learning basic web design, and it just kind of took off from there, and I started to sell different types of software online and was successful with that. I sold how-to e-books.

And to make a long story short, **today I do a lot of consulting and marketing and affiliate marketing, and I have a website called MarketingWithMiles.com**, which is basically a blog where I help others learn about marketing online.

Why did you first get started in affiliate marketing, and why ClickBank?

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Well it's funny that you ask that because ***I actually started because of [ClickBank](#)***, because I had fooled around online and I had a lot of failures, and there were periods of time where I didn't even get online at all, and I had done some stuff online **and then about two years later after not really doing anything online at all, working various jobs, I got a check in my mailbox for \$7 and some change, and I was really excited**, I was like, "wow, where did this come from?"

And it was from [ClickBank](#) and I couldn't remember exactly who [ClickBank](#) was, and I got online, I was like, "oh yeah, I did some stuff."

And I apparently placed some free classified ads online somewhere out there on the internet, and somebody apparently bought something that I had promoted like two years ago and I made a \$7 commission, and that really motivated me.

I mean, even though it was such a small amount, only \$7, it was just ***the fact that I got that and didn't have to work for it*** and that it was just out there, sitting out there and it made me money. So I thought, you know what? ***What would happen if I really put some effort into it, and that's where I started.***

And how much do you make as a [ClickBank](#) affiliate now?

Well, let's see... **I've made over thousands of times that \$7 so... I do pretty good, I make a full time income online, it's in the thousands.**

Per month?

Yeah. Oh yeah. I'm not up to the big guys, ***I'm not making a hundred grand a month yet but... I'm determined to get there so...***

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How much do you think it would be possible to make just with ClickBank?

I think anybody could get online and start making at least a couple of thousand dollars a month with a little bit of effort.

And once you get to that point, **all you have to do is duplicate your efforts, work a little bit smarter and you can grow it.** It's mostly a matter of time and determination.

And sometimes people get a little bit lazy when they start to make a comfortable amount of money, so... but if they're motivated beyond, you know, making beyond about 10 grand a month, I mean **the sky's the limit really.**

How long did it take you to get from that first \$7 check to making thousands of dollars a month?

I'd say probably about a year and half after that, because I did some different things and yeah, it took me awhile, but that wasn't real focused effort. **I'd say once I started really focusing what I was doing online, it took me about six months.** Maybe.

Once I started focusing in on doing it, and that was still part time because I couldn't afford to do it, you know, full time. So it was just part time in the evenings. It can be done sooner with the right

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direction, I mean ***if I knew then what I know now, or even half of what I know, it would have made a big difference.***

Yeah, of course you have to learn it step by step though.

Right, right, exactly. Exactly.

What did you think when you first saw those commissions start to skyrocket?

Well, you know when it happened, **it happened really fast because my goal at first was to make \$100 a day.** I figured if I could make \$100 a day then, everything would be great. And it happened, and then it started to happen faster, and it really just took off. ***I mean it was really, really exciting.***

So in a nutshell, what are the specific tactics that you use to promote your products that you're going to pass on to the listeners today?

I would say, **Pay per Click marketing and the way that I kind of go about setting that up, and choosing the right products...** those are specific tactics that I use and they're probably the most important. There's lots of ways you can market, and then **also collecting an email address.**

What specific ClickBank products do you promote right now?

I promote a few of the entertainment... although a lot of the entertainment is kind of in the grey area because there's a lot of these MP3 download sites, so I mean, **they're kind of in the grey area because they're promoting the programs as if you could**

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download all this music for free, but in reality you're just getting a peer to peer program and some help and assistance.

So I promoted some of those and **those are hugely profitable, and they're hard to stay away from**, but I try to move into more products that are a little bit, you know more legit, not so much in the grey area of legality and whatnot.

I do career, that's been real successful, some career products. ***I do a couple of products for cover letters and resumes that are real successful, that's a huge market.*** I never realized how huge that market is. So, that's a good one.

What else do I do? **Just some other random hobby stuff, and a little bit of the making money ones, if there's a good one.** So kind of a little bit of a broad spectrum there.

OK, so let's start with choosing the product. How do you know that you're actually picking a quality product to promote?

Usually it's something that I've bought or used. The first thing that I ask is, "would I buy it for myself?" You know, if it's not something that I wouldn't buy for myself or wouldn't recommend to my closest friends then there's no interest in it for me.

It also has to be professional looking, the site has to be professional. You have to look for pages that have a clear sales process on it with a headline and you know, I want sharp looking testimonials and good graphics and, it has to at least look like they know what they're doing.

Because there are a lot of products on [ClickBank](#), that if you promote you're never going to make a sale, because a lot of people, they'll put [AdSense](#) ads which are basically ads that you don't make any money off of if you're promoting their site, but they make the money.

So you really want a focused sales letter and a good product. And a lot of times, I'll even talk with the vendors themselves, and I'll

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ask them if I can get a copy of their product, or just ask them about the product in general, kind of develop a little bit of a relationship with them.

Most all the products that I'm an affiliate for, I have some sort of relationship with, or it's just I've emailed them back and forth or talked to them on the phone. ***I try to develop some kind of a relationship because if you do that, they'll give you more tips, and sometimes they can give you some extra sales tools.***

If they don't give you the product to take a look at, do you buy it?

You know, not always, and this also depends. Because I do some sites that are just optimized for the search engines and they're kind of like article type sites, and I just kind of pick them out and I'll throw them on there. **With those, I'm not really so much concerned with the conversion rates because I'm not paying for the traffic, so I just make sure it looks like a quality site and then I see what happens with the sales.**

If I start getting a lot of refunds, then I know it's a crappy product. Because I don't feel like I'm so much, you know, **for some of those sites, I don't feel too responsible for having to pick legitimate products.** I mean, really that should be [ClickBank](#)'s job, but we won't go into all that.

So are those little niche sites branded as Miles Baker sites?

No, no. They're just no-name sites. ***Yeah, anything under my name I try to review and definitely make sure it's good because it's my name that's out there,*** but some of these other sites, I pick products that I think will be good but I just don't have the time to review all these products.

I mean some of these sites I put together, they'll have 10, 15 different affiliate programs on there and I don't have time to manually check all

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of them. **I just kind of look at their site, make a good judgment call, look at the ranking in the [ClickBank Marketplace](#), see how it's doing.**

So those are kind of done a little bit quicker, ***whereas the products that I promote on my site that has my name on it, those ones I definitely look into if I recommend them, because I feel like I'm putting my name on the line then.***

When you're looking at the ranking in the [Marketplace](#), are you picking the most popular products?

No. To me that's irrelevant because, I've seen some popular products, **with the way that [ClickBank](#) ranks everything, you don't know why that product is in the top ten.** Because they could be doing a ton of advertising themselves, the vendor, you know.

And I try to look at what the affiliates are doing, but you have no idea. I mean, a lot of those products could be coming from spam. **They could be spamming 2 million people, and they've had a good month so the product is up, but if you're not going to do that, you're not going to be successful with it.**

The most important criteria that I look at is the website itself and the product itself, and then I take that into consideration after those things. **And just because it's popular doesn't mean that it's a great product.** It just means that you know, it's being marketed right.

But if you're going to market it through Pay per Click or however you're going to market it, **you might not be able to match the way that it's being marketed,** the way that made it so high in the [Marketplace](#). If all that makes sense.

Can you think of any particular products that do really well right now?

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Yeah. **Well usually there are some good ones in the top ten, but you kind of have to pick through them.**

But all the entertainment, those MP3 sites, download sites... **even though those are a little bit questionable, those really do well.** Really well.

But I won't be surprised if those get banned, and just between me, you and the listeners. I mean, **you can promote them but they're going to have somewhat of a high refund rate, but they still make a lot of money.** So all those products do well.

There's some other products I've been looking at too, that have to do with copying DVD movies for a PlayStation portable.

There's another product that I was just going to set up and start testing with Pay per Click. **It allows you to record streaming audio off your computer, so if you want to listen to a radio station, you can record it into a MP3, or whatever you listen to on your computer.** It makes it easy. So I imagine that one will do really well.

Just because the popularity of them. **It seems that the products that have the widest base, if they're good products and they have good marketing on their website, usually do really well.**

What about one of the products that you promote to your own list?

Well, I mean I'd have to look. **I promote a lot of different ones.** Yeah, there some ones that I've actually done pretty good, that are related to the Tarot field, and that's not my marketing, obviously, list, but I have various other lists. But yeah, **like psychic kind of stuff, I mean just small niches.**

I actually have a product that I sell on [ClickBank](#), called [Audio Maker Pro](#) and it allows webmasters to put audio on their website. **Well there's also other competitors, and so I promote the other competitors as an affiliate to my list too,** because you know, after

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so long if they're not going to buy my product, I might as well make a little bit if they're going to buy someone else's.

So that's a tip for anybody that is an affiliate but also has a product on [ClickBank](#), is to ***follow up and promote other related products, or even your competitor's products because, maybe your competitor has something that you don't have, you might as well try to get that sale.***

It sounds like the secret for you is in the volume of products. The more products you can promote, the more money you make.

Yeah, usually. I mean I've had products that do really, really well but **it really just depends on your marketing base.** You know, what kind of website or market that you're in.

You know, if you're marketing through Pay per Click, then you can experiment with all types of things, ***whereas if you have a website on Tarot cards, you want to stick to all the good Tarot card affiliate programs.***

Are the tactics different for promoting marketing and non-marketing products?

Yeah, I would say so. **I think the marketing products, like the how to make money online or how to blast your ad to 10,000 people, people are little bit more skeptical I think.** Just because that whole area has a little bit more skepticism in it. ***So that's why it helps to kind of brand yourself or put your name on it.***

And sometimes you have to give a little bit of an extra, as an incentive, kind of pre-sell those products. But again, it kind of just depends on how you're marketing it.

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If I was going to market a money making product or marketing product versus, you know like a dog training product **on Pay per Click, then I would probably do them somewhat similar.**

Yeah, you mentioned that you like to use Pay per Click, but then you also said some of these article type sites, you'll use SEO. How do you choose which you're going to use?

You know, with the Pay per Click, I try to pick products that are... have a little bit less... well, I guess that's not true. **That's a good question, because sometimes I'll pick some that have less competition and sometimes I won't.** It's just kind of a trial and error thing with Pay per Click.

You know, I'll just look for good products and I'll see how many people are promoting it. Like with dog training, for example, there's like 10 review sites on [AdWords](#) that review all the same products, so that I wouldn't get into.

But you know, with music, there's a ton too. But there's also a ton of music products and a ton of people searching for music. So with Pay per Click, I guess I just kind of... **just kind of trial and error, kind of look at the competition.**

Whereas with search engine optimization sites, like article sites or blogs, I kind of just pick an area or topic that is kind of general enough that it'll have a lot of content that I could write about and then I just kind of pick the products from there based on whatever that topic is.

And how exactly are you optimizing the content to get the search engines to send visitors?

Lately I've been using [Word Press](#), which is a free... basically it's a content management system and you can get it at [Wordpress.org](#). And you basically, if you have a website, you can download this [Word Press](#). It's basically a script and they have the famous five minute

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install, I believe it's called, or three minute. **It's really easy to install and what you do is then you can start adding articles to it.**

And once you start adding articles, you can kind of rearrange how it looks and it just kind of manages all the articles and organizes them by date. **So once you get [Word Press](#), [Word Press](#) is pretty optimized in and of itself already, once you start adding articles to it.**

And there's some minor tweaks you can do but I have some [Word Press](#) blogs that have done really well. **My [Marketing with Miles](#) is a [Word Press](#) blog and I haven't really had to tweak it very much to get it optimized for the search engine.**

And a lot of the articles come up as number one and some of the tricks that I use is, I do like titles. **I'll try to put the keyword in the title of the article, because the search engines read that.**

And then I'll try to **use the keywords that I'm kind of targeting or related keywords in the article itself.**

And you know, **I'll still use like the Meta tags which are like the description and keyword tags and [Word Press](#) has all kinds of what are called plug-ins which are basically, allow you to add things to you site real easily.**

So for every article that you add, you could easily add your keywords too. So you know, type in the article and then under it, they'd have a box, put your keywords here, so there's a lot of flexibility with it and ***I'm moving all my sites actually to the [Word Press](#) system, just because it's so easy to manage and pages are almost automatically optimized for you.*** Just a tiny bit of tweaking is all you need.

How do you pick the keywords?

Well, I have a really cool process that I use, and it's a little bit detailed, but to make it short, I use two tools. I use a tool called

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Wordtracker.com which is just a website. And you type in a keyword, like credit cards, and then it will give you all sorts of different related words.

It'll tell you how often those words were searched, the estimated 24 hour search totals, and then ***it'll also give you something that most people don't use or know about which is called KEI. Stands for Keyword Efficiency Index.*** And this magic number basically tells you how easy it's going to be to get into the top ten on like Google or Yahoo or MSN for that particular word.

And basically what you do is you get all those words, and then I put them into a program called [Keyword Results Analyzer Word Tracker Version](#). Basically this program will sort all the data that you get and what it'll do is it'll sort it in order of KEI, and that KEI number will tell you, you know, how easy it is to get in the top listings.

So then what you'll do is you'll just base your articles or your pages on the words with the highest KEI scores. So like an average words would be like a KEI of 20. A really good word would have a KEI of like 100. Well, when you use, you know, a combination of both these programs, you can sort them all out. And you can find words with like a KEI, I had one of like a KEI of like 4000.

So those words are really easy to get into the top ten of Google if you base a page around it. And the KEI formula, it's kind of complicated. It bases how many competing sites there are and how many searches and all sorts of complicated stuff **but to make it simple, the higher the KEI, the better.**

And it doesn't guarantee you're going to get in the top ten, but you have a much better chance. ***So I use those two tools and that's how I choose my keywords.***

Now if you're going with Pay per Click instead of search engine optimization, do you like to send them direct to the merchant page or do you have your own landing page?

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I do both. I do both. Usually I'll do my own landing page to kind of test out different products. **And I'll have them on there in a different order and kind of see which one is getting the best conversion rate, and at that point sometimes I'll move it off and just do it on its own.**

It just depends you know, if somebody else is advertising that product and using the [ClickBank](#) hoplink directly, then you're going to have problems because, like [Google AdWords](#) **won't allow two of the same links.** So you'd kind of be competing with them, so if that's the case, then it's better to do your own landing page.

But if it's not, **if you're the only one promoting that affiliate program then you've kind of lucked out and you can just send them straight there.**

But I also like to collect emails sometimes too. So I'll do that on my own landing page. Sometimes I'll advertise different affiliate programs and then I'll also have a subscription form for a newsletter on there.

OK, so once they hit your landing page, typically they would see maybe a couple of articles, or is it just like a squeeze page?

Well I do something pretty unique that I know other people do, and I'll sometimes place [AdSense](#) ads on those pages and what that helps me do, is that allows me to test... **What I'll do is the [AdSense](#) at the top and then underneath I'll have four or five of the affiliate programs with brief paragraphs about what they're about.** Kind of like a pre-intro to what the site is and what the product's about, and what that will do is I'll get a lot of clicks on the [AdSense](#) so it will help me break even without me losing money if none of these products are converting well enough. So I really mix things up a lot.

And then if I find that one of those affiliate programs is doing well, then I'll bump it up toward the top of the page so it gets more of the clicks. And I'll see how it's doing, but by putting the [AdSense](#) ads on there you're kind of lowering the risk because you get

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paid anytime somebody clicks on there whether they buy or not, and you get people to click on the [ClickBank](#) affiliate links and buy.

So I have pages out there that I advertise on [Google AdWords](#), and they have [AdSense](#) and [ClickBank](#) links, and the [AdSense](#) will help me break even, and then all the profit that I make from the sales from the [ClickBank](#) is just all profit.

Typically where would you see more clicks go? Through the [AdSense](#) or to the [ClickBank](#) products?

It just depends on how I put them on the page. ***If I put the [AdSense](#) toward the top, you get more clicks. If you put the [ClickBank](#) links toward the top and kind of make them stand out more, you'll get more clicks.*** You can totally determine where you want your clicks to go just by kind of playing around with it a little.

And then on the side, I'll have a side column a lot of the time and then I'll put maybe a couple of other affiliate programs there, or some links to some actual articles just to give the page, and the site a little bit more value.

And then on those other pages with articles, I'll put more [ClickBank](#) affiliate programs on them. ***So basically everywhere they click, is either going to make me money or take them somewhere that makes me more money.***

So on these parts that are pre-selling the [ClickBank](#) products, what kind of copyrighting tactics are you using to get them to that merchant page?

Well, for example, I do one that's about cover letters and somebody was already advertising this product through [AdWords](#) directly to the merchant, and I think it was the actual owner of the program itself.

And he had a great headline for his [AdWords](#) ad, so I just used that on my page for the headline and then underneath it, I just

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took copy from his website. So you know, sometimes I'll change it up a little bit to make it sound good. But usually I just take existing, you know existing copy from the site, if it's good. Usually it is.

Because I'm only picking decent products, and decent products with good sales letters. So I just kind of, you know, piece it together from whatever's already out there. I don't really do a lot of original stuff.

I don't really do, at least for Pay per Click, any reviews, any review sites or anything. Because to me, it's just kind of something I haven't done yet, I guess, and I haven't needed to. ***So I just kind of do a little brief, couple of sentences.***

There's one thing you do that is quite unique, creating your own banner ads.

Yeah. And I'll do that because there's a lot of programs out there that just, the banner ads suck or they only have the sizes of 468 by 60, which is like the most common one. And I like to do that because you can blend it into your site, and **usually I'll just take the graphics off of their site and I'll make my own little banner ad** because there's so many times when I've been looking for, you know, I have a spot on a page that I say I need a banner ad, that would be a 100 pixels by 100 pixels would fit here.

Well, good luck finding one because you know, a lot of [ClickBank](#) vendors don't really have a good selection of banner ads, so I found that if I make my own, at least it gives me a little bit of an edge. And a couple of them have done pretty well.

But I like to do that just because I'm pretty handy with making the graphics. And you don't have to be a pro but you know, some of these really popular programs on [ClickBank](#), they only offer you one banner and it just sucks. It looks horrible. ***So it gives you a little bit of an advantage.***

What graphics program do you use to create those?

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I use [Fireworks](#), which is created by [Macromedia](#). But you don't have to use that. **You could use any basic program because there's nothing special for the banners that [Fireworks](#) does that you couldn't get with another program.**

So let's talk about collecting the email addresses. What do you do to get people to sign into your opt-in list?

I've done lots of different things. Usually I offer something for free. **Sometimes I'll just word it and kind of do it as a pre-sell to another product, and collect their email and then send them right after they submit the form, right to the product.** And then sign them up to a newsletter.

Always something free to entice them to join. Yeah, I think actually all the newsletters I have gives something whether it's a recorded MP3 or it's an e-book or just telling them that they'll get something free when they go through to the site that I'm going to promote.

Like I've done email newsletters where basically I said, you know, **learn how to do this and get this for free and then send them directly to the affiliate page right after that.** And some of them buy it, some of them don't, but I have all of their emails and then I just promote other products.

It just all depends on what I'm doing. **Because you know, if it's under my name, if it's like marketing and stuff, I'll be a little bit more concerned about how I'm presenting it.** But you know, with a lot of the other stuff that I do online, that's not under my name, you know it's almost just a numbers game. If people want to sign up, they sign up for it. If they don't, they don't. If they want to unsubscribe, I'll remove them. You know, just kind of like, move them on through.

So then, do you have to create a different newsletter for each niche that you're promoting?

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Yeah. Yeah. I do. I do.

Where do you get the content for that?

You know, **some of them, I don't do a lot of content.** One of them, I have a huge newsletter that I started a long time ago that has to do with entertainment and DVDs, and it's got, I don't know how many members, like 40,000 subscribers or something, and what I did is ***I didn't want to develop all this content and keep worrying about having to send it out, so I set up autoresponders.***

And what I did, you know, I was pretty impressed with myself for coming up with this, but it's really simple, is basically I took a webpage, and I called it such and such newsletter, and then what I did is ***I used RSS feeds which basically allows you to take content like new stories from other sides and put the headlines and stuff on your site.*** So the way the newsletter looks is it has a title, and then it says latest news regarding such and such entertainment.

And then I have another section under that, latest news from such and such whatever and then under those I have just the RSS feeds which are links to different articles, and under that I'll have maybe, ***promote a couple products and I did a featured free software of the month.***

And then under that I took an article that I got for free from I think GoArticles.com, there's a lot of places you can get free reprint articles and I just set up... I took about a day and a half and I set up 25 of them, of these pages, and then I put the links into my autoresponder so that every two weeks, it says, you know, your newsletter is here, click here, takes them to the web page. ***It's got updated news on it. It's got an article, it's got a free software so it's got some value and then it promotes some programs.***

So the whole newsletter for the whole year is already set up and I don't have to think about it, and then you know, the sales just pop every now and then and they come through.

And it's the same link every time?

Well, you can do it that way, or the way I did was that I actually set up 25 different pages, **but the only thing that's different on each of the pages is the article and the free software program of the month**, or of the every two weeks. Yeah, so it was a little bit of effort doing that but you know, then anyone that subscribes they have a pretty nice, it's a nice looking newsletter with updated content for an entire year.

And then through that it promotes different [ClickBank](#) products on it. And then in between when I send those newsletters out, I do offers, and I have about, I think for the first 10 weeks there's an offer in between each one of those newsletters.

And the only reason I haven't done any more is that I've just been too lazy to keep writing more offers. **But you know, once you get that email address, it's totally amazing because you can market to them anything you want, and once you get enough subscribers, just about any time you send something out, you'll make money.** I mean, I can only remember once that I sent something out and made nothing. And I was totally shocked.

How many products do you promote each time you send out an email?

Just one. I totally focus. Through a lot of testing and trial and error, because I've done a lot of email marketing for the past several years. ***And I notice I always, always without a doubt, always do better if I have just one totally focused offer on one product.*** Always. And I'll include the link like twice in the email. And always.

I've never done as good with promoting, you know, two or three products. How some people will have like a newsletter and they'll promote one product or two products. **You know, if I do some sort of special offer or just totally focus the whole email on just one**

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offer, I make more money than doing two or three or four products combined.

And then how often do you send an email to each list?

I try not to do it too often. It depends, usually every week at the most. So I'll never do it more than a week. You know, sometimes, I'll wait two weeks. **Because I just don't want to bombard them and have them unsubscribe.** If you start bugging people too much then they're going to say, I don't want this. All they're doing is you know, giving me a bunch of sales letters.

So if you kind of throw some sort of value in between there, like what I did with that newsletter. And even just, you know, a tip, or saying here's a great free software program that you can get, and send them off. ***Just kind of do those in between your messages. You know, it keeps people happy.***

I just, you know, a lot of it I just kind of base off of what I personally would do or how I would respond to getting emails. And when I get, you know, **when I sign up for a list and all it is, is just a bunch of sales messages, I end up unsubscribing pretty quickly.**

What's your sales conversion ratio like, both on the email offers, and on the websites as well?

You know, on my email offers, this is going to sound bad but I don't really know. And to me I guess it's just something that I haven't had the time to delve into because for me, it's just something that I haven't done. **So I don't know on my emails really what it is, because it's been so long since I've tested it.** I guess I've gotten to a point where, you know, it's pretty successful whenever I send out an email. So I don't, haven't focused too much on that and I know I should.

For Pay per Click, usually 1 in 100 is good. If it's less than 1 in 100 it just depends on how much I'm spending per click and how much

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I'm making. Like I have one product that probably I get 1 in 150 to every 200 clicks I'll make a sale. **Which isn't really good, and I've tried a lot of different ads for it, but it's still doubling my money, so I mean I can't complain about that.** I usually like to try to get 1 in 100.

So what's the threshold for deciding whether you're spending too much for what you're making on the Pay per Click ads?

I usually strive to double my money at least, but I have some that is around probably like a 30% return on investment, so anywhere between that and doubling my money. It just depends on how much money I want to spend, you know.

Because for example, I have one Pay per Click campaign and I think last month I spent around 1500, I'd have to look it up, and I made like probably around 2200 or 2100, I think. So you know, spend 1500 to make 600, it's pretty good.

But if you start doing too much, then you're not going to have the money to spend because you can spend a lot of money on [AdWords](#), that's for sure.

And I've had the problem before where is if you start to spend too much, well you have to wait to get your money, you know, you have to wait from [ClickBank](#). **It's not like you get that money that day and you can turn it around, so even if you're doubling your money, you know, every day, it's going to take time because you're going to have to pay [AdWords](#) and then you get your money later, so you have to have money upfront that you can keep turning around.**

When we were talking about the search engine optimization, you talked about the content and the keywords, but what about the other things people talk about like getting the inbound links or trading links to get more traffic?

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Yeah, that's really important. **Inbound links, I try to trade links and then I also like to write and distribute articles with links in them.** You need to get around, usually around 30 links, inbound links and then you'll start noticing some results, **but if you don't have any inbound links then your results are going to be pretty dismal.** So that's definitely very important.

Some article directories don't allow affiliate links. So when you write an article, are you putting your actual hoplink in there?

No, **I'm putting a link to my site and then I have products on my site that promote it.** Yeah, that's the best way because when you do that, you're developing a site, and then you can switch out.

You want to develop, and this is the whole key with, even with Pay per Click, with email and with your search engine optimized web site, is ***you're developing a marketing method, and then you can switch out any of these [ClickBank](#) vendors.***

Because I've had it happen before. They just, they go belly up or disappear. You don't know why the website's down and all of a sudden you're going to have to find another one. **So if you set things up with that in mind, then you can switch them out.** Or if they don't perform as well as you'd like them to, you can test another one out.

But if you have that method where it's, you know, it's sending emails or you have your website where you can do different [ClickBank](#) products on it, **then you're not depending on it so much, and you have your own method of marketing which is always consistent.**

The links on your site that are going to the [ClickBank](#) merchant, are you just putting your hoplink there or do you cloak it somehow?

I do a redirect which is pretty... it's called a, **basically just a basic 301 redirect is what it's called,** and you can set it up if you have a

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website, your web host should be able to help you set one up and then once you learn how it's real simple. So like with my [Marketing with Miles](#), it would be marketingwithmiles.com/ebook, and then it would just redirect to the hoplink itself.

Because [ClickBank](#) does have the flaw that people can steal your commissions and it's pretty near impossible to stop anyone from doing that so it just depends on how much effort you want to put into protecting it. But it's not a huge issue, not with me anyway. You know, you lose a sale here and there but you got to concentrate on making 10 sales or 50 sales or 100 sales.

You know, you can't worry about the small little sale that you're going to lose just because you didn't cloak a hoplink. I mean it's good to do, but it's not where I put my focus. ***I put my focus on where's the money's coming from. Not worrying about losing a dollar here or there.***

What kind of price point and commission level are you looking for in the products?

You know, it doesn't really matter too much. **With Pay per Click I guess I'm a little more picky just because you're paying to advertise**, whereas when you build a web site or you have some sort of existing form of marketing, like an email list, then I'll do anything, you know, more money is always better.

But you know, **I've promoted products where the commission was only \$8.73 and I made a lot of sales so... and the percentage doesn't really matter anyway.** Either way.

Just what really matters is how much you make and how many you can sell, and if you're doing Pay per Click then you got to be, you know, doing enough to make a profit. But I don't really, you know, if one person's paying 75% and the other's paying 25%, you know it just depends on how well they're both converting in the long run, is what will make a difference because you might end up making more money with one that only pays 25% commission.

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You know, or 18 bucks versus one that pays 27 but you make twice as many sales with the one that does 18 so, I really just focus on the product itself and their website before I even look at how much they're paying. ***Because a good product will always sell.***

What's the biggest mistake you made when you got started in ClickBank affiliate promotion?

Just one? Well, I've made a ton of mistakes. **You know, one of them is just not having a system. You know, not having a plan.**

Another one is not backing up all my stuff, and another one is not starting and collecting an email address earlier, or for various different niches. That really should be your primary focus because if you have that email, you know, I was even thinking today, because I had a large email list a long time ago, that I lost because I didn't back it up.

But I was thinking you know, well I wonder how many emails I'd have if I had, when I started this, several years ago. You know, how many emails would I have by now, if I started collecting them and backing them up. ***I mean, I'd be in a totally different position from where I'm at now.*** It's amazing, so you know, not collecting emails, not backing up, and you know, not kind of following some sort of system or developing a system.

What are the final words of wisdom that the newbies should keep in mind as they're out there trying to become a success as a ClickBank affiliate?

You know, **don't expect too much too soon, and don't expect something for nothing.** Don't give up and don't get frustrated because this business is not for people that get easily frustrated, because there's tons of problems, and **eventually you'll get to the point where you'll realize that another problem is just another day** because you're dealing with the internet and you're dealing with trying to figure different things out and you're constantly learning, so

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you know, ***he with the most patience wins basically***. If you're determined to make it, then you will. You just have to be patient and take your time and not expect to make a whole lot right away.

Just learn. ***Spend your time learning and educating yourself and not letting things bother you, when little things go wrong.***

Because I've consulted for a lot of people and they see sometimes what happens is, these people will be all gung-ho and then they'll start encountering problems and then they'll just slowly self-defeat themselves. They'll just, you know, get into a mindset of, "man, this is another problem. Oh, I can't figure this out. Oh, I can't figure that out. This is too hard." ***It's not hard. It just takes time and patience.***

Thank you so much, Miles, for sharing your expertise with us today.

ClickBank Success Story #6 – Anik Singal



Name: Anik Singal

Home: Maryland, USA

Websites: AffiliateClassroom.com
BetterGPA.com

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

Myself first, my name is Anik Singal. I am at the time of this recording 22 years old. I started online doing internet marketing and things of that sort, late 19... when I was still in college. **And I started as part time, just kind of you know, more a kind of goofing around type of thing, just to see what the internet was all about, and trying to start a business.**

As I got to see the opportunity more, I really, kind of got hooked, started to enjoy it, started to see some really big potential. I got involved in affiliate marketing myself at that point. And I started, you know, promoting programs, and doing fairly well.

I also started consulting and helping businesses with search engine optimization and marketing and other things of that sort. But the biggest thing I really realized at that point was for anyone to learn affiliate marketing and get involved, it's really not that easy. It's a pretty complicated process. **I mean, there's really only a couple of books out there on the topic and they can be kind of**

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hard to get through, it's a lot of information and sometimes you need more coaching and help. And I was lucky that I had a couple of mentors who helped me out. But not everyone gets that.

So I kind of started to realize that there was a need for a more of community set up, with updated training because one thing we know is that the internet is very dynamic, changing every day. ***You know, marketing that worked yesterday may not work today.***

So, in October of 2004, we did a little bit of a beta launch after spending over, maybe 7 or 8 months planning the website, which is now AffiliateClassroom.com. We did a beta launch, we did a test of the market to see if there really was any room for our service, and within 3 months we tripled the results we were thinking we would get. So we knew that there was really a need for the service we were providing, and in January of 2005, just a little over a year ago, we did an official launch.

Basically what [Affiliate Classroom](http://AffiliateClassroom.com) offers you is updated training on how to become an affiliate marketer. How to build a website, how to generate traffic, how to promote conversions, all by promoting other people's programs without ever having to have your own product, without ever having to ship a thing or do any customer service.

So you build a website and you promote other people's products. And that's what we're going to teach at [Affiliate Classroom](http://AffiliateClassroom.com). Really the unique aspect behind us is we have a software system that we developed which is web based. And that could allow you to do step by step training.

You don't have to take a bunch of different things at one time. You know, you don't have to read a whole 300 page book. **You just do one simple baby step at a time. Just read the next step, comes with a lot of instruction, and then you do it.** If along the way you have questions, you can email our support or you can go on our 24/7 forum.

We do monthly interviews, case studies; we have a whole marketing library, so if you have questions related to search engine optimization,

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instead of buying a 100 dollar book on it, you can just go to our library and download one of our guides for free.

The list goes on. I mean, we also offer all sorts of material and content that's updated every month. And that's really what we are. We really like to look at ourselves as a professional organization. **Any profession, any industry you'll go into, will have a professional organization for that industry. That's what we are for affiliate marketing.**

So what was it about affiliate marketing that attracted you to get into it in the first place, and then make it your whole work?

Well, actually, it was that thing I just spoke about. ***Being able to generate revenue without having a product, without having to do customer service, no inventory, no shipment, no processing, no headache. Nothing.***

I mean especially we're talking about [ClickBank](#) so; you know **you're looking at being able to generate a substantial portion of the sale**, 30 to 50%. In some cases, I've seen [ClickBank](#) give like 90% commissions.

For not having a product. I mean you don't have to do anything. ***All you're simply doing is letting someone else do all the hard work for you, you just need to promote the traffic and get the sale.*** It's a great way to start on the internet.

Note how I say "start", I'm a big advocate of "don't place all your eggs in one basket". So look at me, yes, affiliate marketing is still a big part of my life. But I'm a merchant as well. I have programs; I have websites where I sell my own products. ***But I always tell someone that if you want to start on the internet, you've got to start through affiliate marketing because that's the amount of risk.***

You don't actually have to invest in the creation of a product. You don't have to invest in getting your own payment process set up, and all those headaches. ***Learn how to do it through affiliate marketing.***

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Then once you know how to generate traffic and promote conversions, **now you're free to go out and make your own products at that point, because you took out a big part of the risk.**

How much do you make now, just as a ClickBank affiliate?

You know, I got to tell you, it actually varies. I'll give you a perfect example. Last month, there was a couple of different products that came out that were launched, so we did, you know, actually there was one main one and then another one. So I did, **it was a nice month for doing that buzz marketing and I generated over \$32,000 for just one month through ClickBank.**

But on an average, ***you know on a worse case scenario, I might make between 10 and 15***, and like I said on a particularly good month, where some of the merchants that we promote come up with new products or come up with new programs, well you know, we might top 30.

Found 253 orders processed on 21 Mar 2006.
Total amount: \$15359.87

**New Product
Launched - Just 1
E-mail!**

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT	PUBL	AFFI	CC	NAME
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$60.22				
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$61.01				
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2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$38.12				
2006-03-21				RFND		\$60.22				
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$61.01				
2006-03-21				SALE		\$61.01				

How much do you think the average newbie could expect to make?

Well, it's more of a time scale. So, can we rephrase that question and say like a newbie starts today, how much can they make in x amount? Give me a date range.

How much can they make within 3 months?

Within 3 months. I think if they would start today, build a website, it's going to depend a little bit on the strategy they decide to go after. If they decide to go after a Pay per Click strategy, which means they can immediately begin getting traffic and they know how to capitalize on that, I think within the next 90 days, it's very comfortable to say they could be making... now given this, before I say this number I want to throw all the things out there, **they have to be spending a good amount of time everyday, learning and doing the work for it, but if they are doing all that, you know, I think it's very comfortable to say they could be making between 3 to 5 thousand a month consistently.** If they've given it 90 days of a lot of work.

Now if they decide to put up a website and they're not going to do any form of marketing other than search engine optimization, it's going to take them 90 days to get any ground in the search engines as it is. So, they might be making a lot less. But you know, they might... **as soon as the search engines end up kicking in, then they'll make up for it, but it really depends on the form of marketing.**

But I see the people who come in, who dive into internet marketing, really work on it. ***I've seen people in 90 days go six figures. I've seen people in 90 days generate a consistent 1500-2000. But I'd say right around 3 to 5 would be an aggressive yet doable goal.***

What are some of the common myths about making money as an affiliate?

One of them is that it's easy. ***I don't want people to say it's easy. I want to say it's simple.*** It's not easy because you still have to learn and you still have to put in the time. And you still have to put in work.

Another myth is that affiliate marketing is dying. You might hear this from people saying, "oh, you know, that's starting to go away because email is going away". No it's not. ***I told you I made 30 some thousand dollars last month, it was simply thanks to email.*** Because we did what I call buzz marketing, which is where you push the product, ***we created a bunch of buzz about it, and then I sold it to my existing lists.*** I could never have done that kind of revenue had I not had those lists. So that's another myth that email marketing is dying.

You'll hear lots of other myths such as "it's too hard to do search engine optimization", or a lot of times, really new individuals getting involved will say, "oh, anything worthwhile, or any niche worthwhile, doing has already been done". Not true at all. ***As a matter of fact, I very recently just found a niche that's very active.*** Lots of potential, and barely tapped.

I'm talking, you could use, I wish there was more competition in there, right now, it would make my life easier, but it's a great niche to be in right now. ***So, that's another big myth that I face a lot, is a lot of people have the assumption that you know, anything worth doing has already been done.***

When you first started out, how long did it take you to get to the point where you were bringing in enough money so you could quit your J.O.B.?

Ooh, you know I might not be a good example to use on this because it took me quite awhile. And the main reason was because I told you I was in college. As I say, splitting my time between school and drinking and... going out. I didn't spend too much time seriously on internet

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marketing, but I'll say I started, **once I seriously got into it and I really started investing in x amount of time every day, and I made goals and I really went after it, I would say it took me about six... five or six months before I really made, before I really had my very successful venture**, in which I promoted a certain software.

Even that software actually, selling that software was a fluke. I ended up seeing an opportunity, and I just took a shot on it and it ended up doing really well for me. But after that, **I was lucky because I made some money which I was able to re-invest in the business.**

You have to know that I started with a hundred bucks. I started with almost no money, of which I used 10 of it to buy a domain name, another 20 of it to get hosting and it worked out perfectly 'cuz one of the softwares I needed was, at that time was 100 bucks, and I talked to the owner of the software and got it from him for 50.

Ended up learning how to use the software, did decent, can't say I did very well. I used it to build some stuff, and built some traffic, and you know, I was making like a few bucks here and there on some sales, **but because I learned how to use that software I was then able to turn around and sell the software, and that I did very well on.** And that's when I really developed my whole affiliate strategy.

And that was when I always developed what I coined in the industry and what I'm known for, and that's called the affiliate upsell. Because what I used to do is I used to sell the software and I kind of took a shot one day, I said you know what, what if I sell the software and then I go back, **because people that are buying the software, they're not going to use it. I know they're not.**

Because it's kind of complicated. Took me a week to figure it out, and you know, I'm young and I'm more used to computers, so the other people who are buying it are probably going to look at it, they got sold into the dream but then once they've bought it, they don't know how to use it, they don't know how to implement it.

So what I started doing was, [ClickBank](#) has a really cool feature where they let you see the email and the name of the person who purchased through your affiliate link. So all I would do is,

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you know, every day I was getting about 5 or 6, anywhere between 4 to 10 sales. Now the commission on that product was like, I think it was like 60 some dollars, so it's not a bad chunk of change for a college junior.

But what I would do is just turn around and just click on the person's name and the email thing would open up and I was doing this all manually, just shoot them an email saying, hey person x, you know, thank you so much for buying this software through me. Just to let you know, because you bought it through me, in case you have any questions, I'd be more than glad to help you out. Blah blah blah.

By the way, if you would rather just have me do it for you, click here. ***It took them to a page which I up sold them a \$500 consulting service. And I kid you not, I had about a 10 to 15% conversion rate.*** Meaning 10 to 15% of the people who purchased through my affiliate link came back and purchased the \$500 consulting package.

So you can see how I kind of meshed affiliate marketing and just like regular merchant marketing. I created my affiliate upsell and that made me so much money in about 60 days. **Which I was then able to take that money, re-invest it into other projects, build up other websites.** And then also provided the initial capital to help me build up [Affiliate Classroom](#).

How much easier would that process have been if you had created an opt-in list and a squeeze page instead of doing it manually like that?

Oh my god. **Well you know, you don't even have to do that anymore. There's scripts out there.** One of them specifically done by a guy named Kaviraj, who I wish I knew at the time. He has [a script](#) that logs into your [ClickBank](#) account every hour or so. **And it actually checks all your sales and your affiliate sales and depending on what product they bought, you can schedule that script to send out specific emails to these people.**

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And if they bought product x, it'll put them into autoresponder y, send out x email, blah blah blah, depending on... I mean it's genius, but you know... yeah you're right, I could have kept it even simpler, but it would have been harder for me to build that autoresponder because there was no way to place someone into it after they've purchased, because you know, I'm an affiliate, I'm not the merchant but using this script, **I as an affiliate of [ClickBank](#) can place people into specific autoresponders, even after they've purchased through me as an affiliate.**

I'd be careful doing that because, you know, you don't want to put people in autoresponders without having them opted into it. **So you can send them a follow up email especially if you're going to give them something for free, or you know, give them a little bonus, 'cuz who's going to complain.** But then maybe in that email ask them to opt-in, so you are building an opt-in list of customers.

But, oh my god, let's just go back to the basics, ***if you have an opt-in list, selling anything and everything is ten times easier.*** That's just a ground rule for everything for me.

Where would people get that script you're talking about?

I'm sure he won't mind if you email him. Kavi is his name. His email is webmaster@ultimatemarketingcenter.com. Just write him an email, he'll probably send you a link, he's a great guy, an awesome person, I love him.

That's the hosting package that we recommended in [Affiliate Classroom](#) because I've used it for three years and I'm very happy with it. ***But he develops lots of little [ClickBank](#) scripts. So if you need a little affiliate script for [ClickBank](#), he's got it. If you need other stuff for [ClickBank](#), he's got almost everything.***

Now this whole affiliate marketing game, it's a little complicated going in, but you say to stick to the KISS rule... Keep It Simple. How can we do that?

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There's a few things. **One, pick one strategy.** This one still plagues me till today, I swear. Every conference I go to, I come back with a 110 new ideas and new things I want to do. **I always end up finding out that I suck at everything else, except for what I'm good at and I should just stick to it.**

There are people out there who make money from Pay per Click, so they don't even have websites they just do Pay per Click marketing. There are people out there who are great at search engine optimization. There are people out there who make money with [AdSense](#), so do [AdSense](#) marketing. There are people out there who are [eBay](#) people or whatever.

And you'll consistently be thrown these stories. And you'll want to detract yourself and go off and do something... stick to one thing. **Start finding out what you're good at. I know what I'm good at, and that's my strategy.** And I build sites around that.

Another way to keep it simple, especially when you're beginning, this is a big problem, I have a habit until this very day. ***Don't go for very technical solutions. Keep it simple.*** For example, when I started, I wanted my own autoresponder. I wanted it on my server, I wanted it full control so that I could build this feature, that feature, blah blah blah. **And today I have a big problem at my hand, and that is I have a huge list sitting on one of my servers.** The deliverability rate is half because my server's been blacklisted because of this and that. And I don't know what I'm doing when it comes to email management.

Whereas what I should have done is used a service like [AWeber](#) from the very get go, my deliverability would be twice, I'd have all these new features built in that they ended up building in anyways. And it would be cheaper for me, it would be easier for me. Life would just be simpler, but I didn't keep it simple. I tried to make it complicated, ended up costing myself a lot of money in the front end. I pushed my business back by three months because I waited for that to get developed. It cost me more money, and today it's just more of a headache.

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That is a very simple example. **Use the tools that are out there.** You know, use the hosting packages. Use the autoresponder packages. Use current scripts that have been done. **Don't try to develop your own stuff.**

And if you're just starting now, don't go for a really complicated high programmed PHP, you know, dynamic things jumping around left and right website. **Go for a simple site.** All you really need to start in affiliate marketing, if you don't want to do search engine optimization, is a one-page site or two-page site, with a little opt-in box on it, and we talk a lot about this in [*Affiliate Classroom*](#).

This is the simplest way to start, all it has is a headline, a couple of bullet points and boom, name and email. And then a thank you page, that's why I said a two-page site. So you're building a list and now you do your marketing through your list. You're going to start generating revenue.

Now you can use that revenue to hire a webmaster, build up a little bit more of a site, and now maybe you can start building up little bit more of pages, go after search engine optimization. You know, lots of different ways to do it.

Or you can start from the beginning by building a site with aims at search engine optimization but instead of getting a complicated site and trying to put up 500 pages at one time, build it up a few pages a day or a few pages a week. Simplest way to keep it simple, is just that, keep it simple. Just do things the easy way, don't make them complicated and don't try to do too much at one time.

Out of all those strategies that you mentioned, which ones do you personally use?

Personally I'm a big, big, big fan of the opt-in list building strategy. And what I'll do is I'll take a site... I'll just tell you what I did with the most recent site, because this is exactly what I do.

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I take a site, build up a really nice homepage. I start adding original content, articles, and what I'll do is I'll create a separate folder. For example www.sitex.com/newsletter. **That page, the newsletter page, is just going to be a really small opt-in page. It fits on one screen. You don't have to scroll either way, and it's just a headline, couple of bullet points, name, email.** And what I'll do is all the traffic I paid for, Pay per Click, email marketing, you know, solo ads, banner ads, forum marketing, anything to do where I have a direct traffic, I'm going to send it to my newsletter page.

Just 'cuz that page converts at like 10, 15, 20%, right, depending on the niche. It can be anywhere... this particular niche is 10% and it happens to be great. Other niches I've seen as high as 35%. ***But my point is, rather than sending it to my homepage which might convert at 1%, I go ahead and grab over 10% of those people that sign up for my newsletter.***

And through that newsletter, they're going to eventually get to my homepage anyway. Because my thank you page is my homepage. So they land on the original page.

Now I'm building my newsletter. That's great because I can continue to market to that traffic for life, instead of having to pay for it one time and only having that one chance. **Now what I'm doing, however, is because I'm putting original content on the homepage, I'm also building my search engine strategy.**

So here's what happened with my latest site. And you'll have to excuse me I might get a little technical and you have to remember, I have taken it to the next step, so you don't have to do everything that I talk about, but I built a site... and also by the way, I have full time webmasters now so they kind of help push things along.

So they build the site.

Yeah exactly. But you know, I'm going to try to... **I'll tell you what I did, and I can tell you the second version of it which would be how I would have done it if I were three years ago.** What I did now, is I put up a site, the main page of the site is a blog. And I'll tell

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you why that is, and I have a really nicely formatted site, nice navigation site map and everything, and I put up, I launched the site with about 30 pages.

Now, I gotta tell you, [Google](#) is going to take awhile. **[Google](#) is not friendly to new sites, so I don't even worry about them anymore.** They're just going to take too long anyways, and they'll eventually come around. So I built my pages correctly, of course, using the proper tags and format and making sure they're keyword optimized.

Now I put them up and I started blogging. ***After I blog, I do a thing called ping. It's automatic.*** It just lets the servers across different parts of the world know, "hey I've just updated this blog, come check it out." What happens is by doing that, search engines start to find out, start to find your site, and they'll start to index it. Well, I'll tell you my site's been up for about 2 weeks, [MSN](#) is all over it. [MSN](#) has indexed every single page, and it's started sending me traffic.

And I found out, I'm ranking really well for some pretty good keywords on [MSN](#) as it is. **All because the pages were built correctly, the blogging and pinging is done well, and the pages on my site are original content, they're not ripped content, so the site's already getting credibility.** [Yahoo](#) has already indexed about a half of my site, and [Google](#) has already visited my site and we're getting ready probably to maybe get indexed soon.

Now I checked my traffic logs, turns out [Google](#) has actually been already sending me some traffic. And that's probably [Google](#) sending me traffic from other parts of the world. **So although I'm not indexed in my part of the world, where I'm checking to see if I'm indexed, I might be in some other part.**

Bottom line to the story, it's been two weeks, original content plus some blogging and pinging has actually started getting me some traffic already. ***And it's already making a little bit of money, and I'm just getting started.***

Now, three years ago, how would I have done this? **I probably would not have invested the money in having the blog built in to my main site.** So what I probably would have done is kept the site as

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simple as I can. Build it myself using [FrontPage](#). ***The key is not the site or the design. The key is the content.***

So the articles would have been written, I would have put them using a very simple design, and I would have started any blog, free blog outside. Using anything like [blogger.com](#) or whatever. ***And then every time I would add, I would do a blog, and I would do the pings which are all automatic, and I would just make sure that it's always linking back to my site.***

That way it would still somewhat get the same effect. It's not going to be 100% but it's good enough to start. ***So keep it simple. Good enough to start.***

Blogging and pinging you know, continues to be a very integral part of my strategy except I don't do it the way most people out there talk about doing it. ***So I'm not spamming and I'm not having a bunch of crappy blog posts, just pinging the heck out of servers everywhere.*** My posts are actual real information.

And I tell you, I've built those sites too. I've built those sites where you have nothing but scraped information and you RSS to blog programs and what not. I don't know what it is. ***Maybe it's just karma, but the sites that I build with original content with good intent, with good news and content, they always tend to do better and much quicker.***

So once you put that good content on there, can you then include your affiliate link and sell some products that are related to the content?

Oh, of course, otherwise what's the point? I'm not doing this for free. It's not charity. ***All the articles and all the content I put in there always have some back end goal, and that is to get a sale of something.***

I got to be honest with you, the current niche I'm working on, not a good niche for affiliates, why? Because it's not very highly developed. There's actually not that many products to sell.

What is it?

I can't tell you. Good try. I'm not giving this one away. This one is, you know, there's some good physical products, but there's not very good information, informational products. So I'm actually developing my own. **So when I write half these articles, I don't have anything to promote other than [AdSense](#).**

But the process is the same, even if I make my own products, I would link it at that point. ***I would pre-sell through the article, then I would link out to a sales page.*** So yes, and my other sites I've developed, that is exactly how I sell.

You know, not only do you sell doing those articles of content, but of course you're building an email list. So you have a follow up series, usually a 7, 10, 15 days. That goes out to these people automatically. **And then you do a weekly newsletter or a bi-weekly, or every other day, or whatever schedule you choose.**

But in almost all of my mailings, even if it's just pure information, there's some sell in it. There's something, some link to click that will make me some money.

When you're talking about building the pages the proper way with the tags and the keyword optimization, how exactly do you do that?

Sure. I'll go over the basics. Now this is open argument and I'm sure I'm going to get 10 emails from people saying aah, that's not right. **This is how I do it, it works for me. Place the keyword that you're optimizing that page for in the title tag.**

Place it in Meta tags, so there's two Meta tags that are important. Meta tags which are keywords. That's literally you're trying to tell the search engine what your site is about or what that page is about. Most, [Google](#) could care less what your Meta tags are;

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they don't even look at them. [Yahoo](#) still seems to care and [MSN](#) I think still seems to care some too.

The second Meta tag is called description, where you just have a quick one or two sentences that describe the page. Make sure to put the keyword that you're optimizing for in both the Meta tags.

Put them in the title tag, and then when you're writing your actual page, there's what we call the headline tag. It's the H tag. That is very, very important to have your keyword in your headline. Search engines are looking at it this way. **If the keyword is in the headline of the page, it's showing up big and black on the screen for the reader. The page probably has something to do with that keyword.** So it's very important that it be in the headline.

And then of course, throughout the rest of your page, you have to have it spread throughout very well. ***Things like images, if you put images on that page; it's great to name the image by that keyword.*** So just do it once, don't overkill it. But have one image on that page that has... well, I'll give you an example. If we were using the keyword dog training and then I'd have a picture and then I'd call it dogtraining.jpeg.

So things like that... have links on the page. **You got to have outgoing links on the page.** So maybe I'd link to another page on my own site, or another page on another site, but the hyper link, the text of the link would say something like "more information on dog training". **So you got to have that keyword in your link as well.**

You got to have the keyword spread throughout the pages and in certain areas. And that's the basics, we can get more technical. There's other areas it could be placed and people will you know, some search engine optimizers will go crazy and start placing it like, you know, as the third word on the page or the fifth word, which works best? I'm not that crazy. **I'm more of a build the page, get some incoming links, and move on to the next site and the search engines will finally come around eventually.**

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Now when you're building your opt-in lists, are you sending them to different lists for each niche you're promoting? Or are they kind of all going to one main database?

Oh no, different. Absolutely. It wouldn't work the other way. Because my niches are so spread across the whole spectrum. **I have multiple lists, that's why I love [AWeber](#) because you pay them one monthly fee and you can build as many lists as you want.**

And so I have multiple lists and it's great because you know, they're all targeted. Some of my lists, I don't even do weekly mailings. I have an autoresponder set up, I think it's got like 20 or 30 messages in it. **So once someone signs up for the next 20 or 30 weeks, they're going to get follow-ups automatically.**

But what's cool is, let's say I'm sitting at [ClickBank](#) and surfing around and all of a sudden I come across a cool product and it has to do with niche x. And I'm like oh, you know, I have a list on that. I can throw out a promotion right away. ***That's like printing money. Money will come, you know, it's soon as you do the promotion, in the next five minutes you're going to start seeing sales.***

So what's neat about having lists across the various niches is you know, sometimes you come across new products that are like, oh wow, I have a list that can promote that to, and you just send out a promotion.

What are some of the niches that you promote to?

I tend not to talk about this.

You didn't talk about the one, but maybe you can mention these ones...

Yeah, I don't talk about... **the reason I don't mention most of it is because of the fact, and I think if you talk to anybody who's**

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kind of in the spotlight when it comes to marketing, they won't talk about their niches, because the second I say it, there's definitely going to be other people. Obviously internet marketing is one of my niches. I actually have a few different lists in internet marketing.

A couple of my lists are very small and very low key and I actually don't talk about them. I don't give them out. I build them very differently, and I'm always doing funky testing on them. So people don't know it's me. ***You might be on that list and you have no idea it's my list, but that's because I'm testing new strategies.*** In case I screw up something, I don't want to get in trouble. So that's definitely one of my niches.

I have a few websites in the dating arena. I got to tell you, they don't make too much money but they make some [AdSense](#) money, so I kind of let them be. **But the reason is, I don't do them very actively.** For example, I've read [Rosalind Gardiner's e-book](#). Me and Ros are very good friends and she's a big dating affiliate, so if I really wanted I could, you know, go tweak her a little bit and get her coaching on that, but it's not my area of expertise.

I have a list going in the student niche. **Which is the how to study niche... and if you're thinking of ripping that one off, don't even bother, it's a very bad niche.** Great niche if you want to sell products like SAT, how to study for SATs, how to study for ACTs. For some reason if you want to sell a book on how to study and improve grades, they're not going to sell.

Or maybe it will, just not for me. I can't get it to work and I've talked to other people who can't. **I just recently spoke to one person who apparently is making a killing in it, but he wouldn't give me his website. He knows what he's doing.** But I have a list in that area.

I used to, and I don't anymore, **I used to have a list in parenting.** You know, go figure a 21 year old who has a list about parenting. It just goes to show why I don't have it anymore. But it was actually a very good newsletter. **The reason I got rid of it was it was too much work but the people who were on it were very happy with it.**

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I didn't hide the fact that I was a 21 year old who's never had a kid, but it was more of a parenting newsletter for college kids, college students. **And I used to write it as more of a perspective of a college student telling parents what not to do.** So I had a nice spin on it.

But just it was a lot of work for very little return. So I got rid of that. But that kind of gives you like an idea; ***I'm well spread around the block. I have a few niches that just do very well for me, and obviously I would not talk about those.***

So do you think it's better to concentrate on niches that you have a personal interest in, or does it matter?

To start? Absolutely. Absolutely. ***Start with something you like.*** The reason I'm saying it is 'cuz it's going to take you time to make money. **Make it a thing of passion, and let the money come.** That's what I always say.

Don't make it a thing of money 'cuz you're going to give up in like three weeks because you're going to hate what you're doing. **It's a lot of repetitive stuff. You have to write content. You have to do this, you have to do that.** You have to sit there and wait and no money comes in.

When I started, I started in the student niche. **I started in the whole how to study. I, believe it or not, had some, I wouldn't say I had a passion, but I had an expertise on it.** I'm by nature very lazy but I used to maintain a 4.0 GPA and my friends never saw me studying, and well... I wouldn't say never, but a lot less than them, and on top of that they knew I was goofing around on the internet and I loved playing tennis. I spent half a day doing that.

So a lot of my friends used to come and bug me about it anyway. They used to all ask me questions like, "Well, how do I do this, how should I study for this test? How do I study for that?" I at one point had professors asking me, because students would say, "oh, I got this tip from Anik". So I had professors call me in and say, "oh, can you write about that, and can I put that in my syllabus, or this or that". And it

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kind of clicked one day, and I thought geez, you know, as I'm reading on my internet business, maybe I should just start there.

I was able to spend a few months working on it, making nothing back because it was a crappy niche, but I enjoyed doing it. I still totally have the content and you know, at this point, I could re-license the content to companies. **There's other ways to monetize it, but I enjoyed it so much that I kept at it and eventually I learned marketing through it.**

And even though that wasn't the first niche that really made me my money, I would have never learned anything if it wasn't for that niche and I would never have stayed around unless I really enjoyed what I was doing.

So how many subscribers do you have now across the board?

Hmm, I'd say the biggest list has about 40, between 40 and 42 thousand. **It's a self cleaning list so it cleans out every message. You know, anytime you bounce an email back to my list, it's going to remove you immediately.** And if I didn't have that feature built into it, I'd probably have about 50, 55 thousand people on it.

But I kind of keep it really clean so I can keep my deliverability high. That's the biggest. I'd say on average, you know, some of the niches between 5 and 10,000. Some of my newer niches, just in the hundreds.

I have one niche, you know I only have 850 people on it, but it does well when I do a mailing. Just because it's very targeted. On the niche that I was talking about that I started two weeks ago, I already built a list of about 350, so that one's going really fast, like I told you, it's just a pretty underserved niche that's pretty active.

What do you offer them to get them to sign up for your list?

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The one right now that I started latest actually, I don't offer anything, I just tell them, hey, sign up for this weekly newsletter. But to try to, I'm not happy with the conversion, they're pretty good but I think I can get them higher so what I just did is **I just hired a writer to write like a free e-book and I'm going to give them away.** It's an e-book that has general information about that niche and we gave it a nifty little title. **And I'm going to give it out to them for free for signing up for the newsletter.**

And it's cool because it's going to turn into a little viral marketing tool for me anyways. **I'm going to go out and hand that out to other websites and things of that sort and let them promote it. And that is typical of what I'll do in most of the lists.**

I might give away an audio interview, I might give away free e-book, might give away a free e-course. A lot of the times, I don't give away an e-book or anything but I say, hey sign up for this free 7 day course. So over the next 7 days you're going to get an email everyday. That's cool because people won't give you fake emails then.

A lot of times people will type in fake emails because they think whatever they need is on the next page. So I make it clear to tell them, hey, make sure, you know... **I'm going to email you the free e-book, or I'm going to email you the link to the free audio. So that way, I make sure I get their real email.**

So in the niches that you can talk about, what are some of the particular ClickBank products that you promote that do well?

Most of my ClickBank sales, I got to tell you, are in the internet marketing niche. And you know, I know this is more of a ClickBank call. It's not because in the niches I don't want to use ClickBank. I'm trying to think of some of the ones that have I've done well with in the niches.

There are a couple of good parenting books actually in the niche market that converted well for me during the time that I was in that niche. How to study, my book is in, my BetterGPA.com book is in the ClickBank Marketplace, so feel free to promote that.

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You don't have to sell that as an affiliate yourself, though.

No, I don't, if I could sell it at all.

Do you sell Rosalind's e-book?

[Super Affiliate Handbook](#)? Very well, yes. ***That's a very high converting product. I would recommend her e-book any day.*** In the internet marketing industry, there's a few products that just sell really well for me, you know through [ClickBank](#). Rosalind's is definitely one of them.

Anything by Brad Callen, I do well on. So [SEO Elite](#), [Keyword Elite](#). I'm big supporters of Andy Williams, [Dr. Andy Williams](#), I'll promote his product, they do well.

[Ewen Chia](#), he has a couple of products on there that do really well. I know people who are selling [The Rich Jerk](#) and they're making a killing off of it. I don't promote it just because, the sales letter is like a jerk, you know.

Well, that's the point.

Yeah, I know. And I just, I haven't read it. **To be honest with you, I haven't reviewed the product, haven't marketed it yet.** But I hear the conversions are ridiculous.

So do you always read the book before you promote it?

Yeah, I'm a big, big advocate of that. Well, OK. I'm going to say something that's going to be very controversial. In the, I actually feel bad saying this, but in the newsletters that I actively manage, that I

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like really care about, like my main [Affiliate Classroom](#) newsletter for example, you know that's my baby, I put my heart and soul into anything that goes out in that one. **Yeah, I will always review a product. I don't care if my best friend wrote it.**

And I have, you know, what I actually, obviously being in the industry now for so many years, I've made buddies with a lot of the big names in it and they'll email me and say you know, I'm doing this product launch or I'm doing that, can you, you know, can you sell this product? **And I'll never commit, never commit until I have reviewed the program.**

And if I don't like it, I've had a few cases where it creates a lot of uneasiness, but if I don't like it, I'll let them know. I don't like this, I don't like that, or I don't think this is particularly going to have value to my list, and if they were able to fix that problem then yeah, I'll promote it. But I'm a big advocate of reviewing it.

But now, same time in some of the really teeny smaller niches that I ended up setting up a couple of years ago, because I was toying with something or testing something and I haven't touched this site in two years and it still generates like a few subscribers a day and it's built up to a couple hundred subscribers. I don't send them a newsletter, but all of a sudden, hey I just saw a new product that's added to [ClickBank](#) and it's for that niche. **Yeah, I might send it out, without having really read it or observed it. If I think it can sell, I'll send it, but that's just because you know, that niche is not of a particular importance to me, and it probably doesn't carry my name.** So there's no... you know, if someone doesn't like the product, they're not going to come after Anik's name.

How do you evaluate the vendor's sales letter and determine if it's going to convert for you?

Good question. **First point is rather than evaluate, I just ask them.** And that is, first point, obviously most people will lie if theirs sucks, they're going to tell you some high number that doesn't make sense.

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One thing you can do is if they've been out for awhile, just check where they are on [ClickBank](#). The [ClickBank Marketplace](#) ranks products based on how well they sell. If they're telling you they convert at like 7.5 % and they're sitting like on page 18, they're lying. They don't... or they're getting just like one hit a day or something. **You know, they're just not getting any traffic.**

Typically I'll look at the sales page, there's a certain format, you know, I've done a lot of... one of the things I studied the most when I started in internet marketing was copywriting. I bought every major copywriting course. I read through it all. **I used to be a copywriter for a long time. I worked directly under the brother of one of the best copywriters in the world. So I had access to a lot of top minds.**

So I've learned it, so that kind of gives me an unfair advantage because when I look at copy, I have that... I can kind of get the vague feeling of whether it's good copy or bad copy. **But you're looking for pretty much, good page structure. You know, a website that's well put together. A good headline, strong benefits. Typical stuff that you want to look for in a sales letter.**

What do you mean by page structure?

Oh, OK, well, you know, **you want to make sure that the navigation is aligned.** A lot of the times people who are beginning level HTML, you can just tell because parts of their page cross over to the other parts, and it doesn't look right.

Proper structure, you know, if your sales page has [AdSense](#) on it, you're not getting my traffic. Period. You're not getting my affiliate traffic, because I know exactly what you're doing. You're taking the traffic and you don't have confidence in your own sales letter, so you're going to send traffic through [AdSense](#).

That's bad structure, or I don't like promoting websites if I'm doing a direct sales campaign that has too many links at the top. **Too much navigation stuff at the top, I've noticed sales are lower on**

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those. More distraction for the visitor, so that goes into structure of a page.

Also, if it's a sales letter, I like to stick to simple, you know, middle of the page, drop, just the long rectangular looking page and that sales letter. **So I'm going to look at that, and kind of look at the way it's built. Is it looking professional?** You know, or is it just... looks like someone pulled up Microsoft [FrontPage](#) and typed in Times New Roman for ten minutes and then put it up.

This is really, I can't give you a science behind that question. **When I look at a page, I kind of just sit there and stare at it for a little while, and I almost try to see if they sold me.** You know? I almost try to put myself in the position, did they sell me? Did they at least get me interested?

And then of course, I'm looking at a page, I get a feeling. Just having been in the industry for so many years, having seen so many sales pages, having participated in the writing of so much direct mail material. **You can usually just get this feeling, this sense of whether this page is going to convert or not.** I know that doesn't help anyone listening. But it's the honest reply.

What are some of the specific mistakes that you see them make in the actual sales copy?

Ooh, that's a good question. I don't know, I can't get any off the top of my head. But I guess mistakes would first of all be... **biggest mistake is not having a good headline.** That is a big, big thing I see in niches all the time. **It is very hard sometimes, specifically in very small niches, to be able to convince the webmaster that he has to put up a strong headline.** They'll usually have something like "Welcome to [www.blahblahblah.com](#), Hello!" And it's like, what is that? God, go take one internet marketing course and you'll learn that's bad.

So that's... and we all laugh, but, oh my god, once you get into niches that is so common to see missing headlines. **Missing sub-headlines, don't make it one big sales letter. Break it down into sub-headlines.** That's a big thing I do. And the reason is this, being a

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direct marketer I still never read sales letters. I can't read them for the life of me. Because they're too long and they're boring. So what I do is I scan them. There are very few writers who can actually capture me, and get me to read, and very few niches where I'll do it.

But in every other niche, the sub-headlines is usually what I'll scan. So what I'll do, I'll start at the top, I'll read the headline. I'm like, oh OK, and I read some parts of the paragraph, but then I start reading the sub-headlines, and I actually read the sales letter by reading sub-headlines, and sometimes if the sub-headline is interesting and also says something, I'll read the paragraph below it, but that's how I read the sales letter. ***That's how most people read sales letters.***

So you want to be able to tell your whole story and do your whole sales pitch by just the sub-headlines. That's a big tip for writing good copy and if you're missing sub-headlines, you're probably losing a lot of sales. That's a big mistake I see.

Another mistake that I always see is, I see this a lot in niches of course. **Not offering bonuses. I don't see this as much, of course, as a headline.** For some reason, people catch on to the bonus thing, but they don't catch on to the headline thing. But I've seen that in anything I do, if I offer bonuses, it increases sales by an incredible margin.

So, you know those are some of the general. Other than that, I'm trying to think, of course obvious things like style of writing. **You know, you have to have a copywriter's mindset on it. It is very different writing than writing would be for, you know, an article.** It's very, very different writing. So sometimes I'd see people who just, you know from the get go, they're not copywriters.

At the same time, I've seen some niches where those people who have those websites where I would look at and say God, what a horrible site. **But they convert like crazy. The sites sell like hotcakes.** And the reason is that person in that niche, you know, he built the site according to the people and the way they think in that niche. So it's something about the site, it's been done right for that niche.

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And those are rare exceptions and they happen... all the time I see them. **Or a lot of times, the sites sell really well because of word of mouth.** Their traffic is all word of mouth, so you, know person x told his other friend in the small niche that they're in that this website has great information. ***That person will go to the site, buy the information, and probably won't even bother reading the information.***

So when you're pre-selling products, whether it be in an email ad, or in an article on the website, or a review or whatever, what do you add to that copy that's already on the sales page?

I love sprinkling in testimonials. One of the sites you can actually look at, it's a perfect example to see how I ripped off a sales copy to pre-sell. That is if you go to EasyAffiliateSite.com, and I'm not trying to promote my own stuff here, I just... it's a great example. Because what I did, is I'm promoting Dr. Andy Williams' [SEO Website Builder](#) and what I did is on my pre-sell, I've actually used this software and I really liked it.

So you'll see the headline, which is a very captivating headline. **I wrote it just like a sales letter, I actually, I wrote it as if I was writing a sales letter.** And arguably, I might be able to have higher conversions than even his.

But what I did is he has case studies on his website, and he has some testimonials. **What I did is I took his case studies, and I split them up and I said, OK, he's got three really good ones, or two really OK ones.** So I took one really good one, and one OK one, put them on my site.

What I've done with this now is, that way when they go to his site, they'll see my case studies again, but they'll see new ones too. **So it'll kind of reinforce what I said but I've taken some case studies, I took some of the testimonials and I pulled them in onto my site.**

So yeah, if you go to that page, you'll see how I structured it. **I wrote my pre-sell copy very similar to the main headline and the sub-**

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headlines, the only element I usually tend to take from my merchant are bullet points where they talk about what their product, the benefits, I tend to snip some of those.

Testimonials and case studies, now, for testimonials and case studies, do get their permission. ***Let them know you're doing that, especially for testimonials because there's other people involved in that.*** So I'm very careful about that. What I care more for is case studies. **So anything on that merchant's site that is very captivating, that he might have two or three of, I'll take one of. And I always ask for their permission first.**

So what final words of wisdom do you have to pass along to the newbies that are just starting out in ClickBank affiliate marketing?

What I would really say is the first, of course, the general advice I always offer is keep it simple. It's one of the biggest things I preach.

Think list. I wish I had given this advice. Well, I was given this advice, I wish I had listened to it when I first started, my list would probably be twice as big. **Money really is in the list; it's an asset, especially as an affiliate marketer.** You really don't have an asset because you don't have a product, you don't have a customer list. **But when you build a newsletter, you have an asset; you have something that has physical value.** You have something that if tomorrow, your website got banned by [Google](#), it doesn't matter. ***You can still bring a check home because you have a newsletter. So think list building.***

I'm going to leave you at that. That's one of my biggest advices is, it doesn't matter if you're doing Pay per Click, search engine optimization, viral marketing, any form of marketing, **funnel it back to building a list somehow.**

Alright, great. Well thank you so much, Anik, for taking the time and telling us what you know today.

ClickBank Success Story #7 – Michael Cheney



Name: Michael Cheney

Home: Aberdeen, Scotland

Websites: MichaelCheney.com
WebsiteMarketingBible.com
Magnet4web.com

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

Sure. **My history with the Internet really stems back to around 1995 when I first got involved, I guess, online.** At that point I was... like most people I have come across, started out developing sites, primarily just as a hobby really, just building sites.

And then, as time went on, I started to realize that the web was gaining momentum; more and more people are actually doing business on it. And at that time I realized that there's a big opportunity there from commercial point of view.

I had done a lot of website building for other people and other businesses. I then moved off into sort of, search engine optimization and helping other people climbing up the search engines and get high rankings, that type of thing. And then I sort of... a moment of realization came when I thought well, why I am doing this for other people when I could be doing it for my own site, and my own products.

That's really when I started to launch my own sites and get traffic through to them; produce my own products and obviously what we are going to be talking about today, which is selling other peoples' products through my sites and through my lists.

Why did you decide to get into the affiliate marketing?

Really, just from doing a lot of research; **I mean, I am an avid reader anyway. I am a big believer in constantly learning and even when you're at the top of your game, to spend a lot of time and invest a lot of money in learning the latest techniques.**

And whenever I've done any kind of research, from the year dot on the Internet, affiliate marketing seems to be the way forward. A lot of people were saying, this is a great entry point into the Internet world, if you like.

And I think that holds true; it's a great way to keep up, once you understand the principles of affiliate marketing and it's far less of a jump to then go off and produce your own products rather than doing it the other way around.

So, the main reason I got into affiliate marketing was, just from recommendations from pretty much everyone else on the web, but also the fact that it's fairly quick to get it established; you can obviously choose your product, tip off and promote that product and you don't have any of the worries or concerns about the support side of it afterwards as well.

And why did you choose ClickBank for some of that affiliate marketing in particular?

No great complex decision I can process on my part, it was really just a critical mass thing, and a lot of people pointing

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back to [ClickBank](#), and almost as if you know, if you are doing affiliate marketing, [ClickBank](#) is the route to go.

And so really as soon as I got in there and trying to get familiar with the [ClickBank](#) technology and how it all works then... and that really became a preferred method. **Obviously there are a lot of other routes out there now, but initially it was purely done on sort of, recommendation really and people saying, "go to the [Marketplace](#), it's easy to find products."**

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

Just as a [ClickBank](#) affiliate... I mean, I have got my own product, obviously the [Website Marketing Bible](#), and that goes though [ClickBank](#), **but excluding that I make around \$10,000 a month, \$7,000 to \$10,000, a month just depends on how much sales I make obviously.** And I would say about 80% to 85% of that is clear profit; and I don't do a massive amount of advertising to sell affiliate products. ***So most of that is profit.***

Found 159 orders processed in Jan 2006.
Total amount: \$7179.68

SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT	PUBL	AFF1
2006-01-31	22:17					\$44.36		
2006-01-31	20:56					\$43.73		
2006-01-31	18:01					\$44.36		
2006-01-31	11:40					\$43.73		
2006-01-31	08:56					\$43.73		
2006-01-31	05:22					\$43.46		
2006-01-30	23:46					\$66.61		
2006-01-30	23:44					\$43.78		
2006-01-30	17:57					\$43.78		
2006-01-30	12:07					\$43.60		
2006-01-30	09:31					\$44.36		
2006-01-30	02:49					\$34.98		

How much do you think it's possible to make as a ClickBank affiliate?

You could easily multiply that by 10 or 100 or more; it really just depends... I mean, I am not a full time... the ClickBank affiliate side is a third of business at most, so it's not where the most of my efforts are actually focused; and it's a nice side business and obviously I do devote time to it... but I am not working on a full time basis, which if I were, then obviously I could generate a lot more revenue.

So, the sky really is the limit in terms of what you can generate. I mean I'm only pushing or promoting a handful of products, less than ten products really to generate that amount of revenue. **So, if I put the time in, then obviously I could grow my portfolio of products and my revenue would grow along with that as well.**

What are some of those ten products that you promote?

That's a good question, which I'll probably side-step to be honest. **I mean, I pick markets that are fairly well developed; and so I know there is a definite need there.** It's a whole mix; I mean obviously I'm from an Internet marketing background, so I am promoting Internet marketing products, affiliate products.

I have also got some off the wall ones there, to do with like stocks and shares, and some golf related products, some food and drink related products. So it's basically... ***it's quite a mix, but generally speaking, it's Internet marketing stuff I am promoting as a rule.***

When you first started out, how long did it take you to get to where you are now, making thousands of dollars a month?

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In the [ClickBank](#) side of things, I have not actually been involved in that for that long. Obviously I have been involved in Internet for ages, but the [ClickBank](#) side, I would probably say, doing it seriously and giving it full attention probably I have only been doing it for about a year and maybe two years at most, and actually learning the ins and outs and devoting time to understanding it and promoting it.

So, yeah, I would say, two years at the very most, and for one of the most successful products I am doing it's actually less than a year and that contributes... I would say 70% of that figure comes from this one product I promote.

So, before we go into the details of your various tactics; in a nutshell, what are the tactics that you use?

Well, I have got a whole series of things I use. I mean, just to rattle up a few... and obviously we can go through these in detail, **but it obviously comes down to finding the right products and giving value when you are promoting the products, and also building relationships with the vendors.**

A lot of people just think, well, find a product or stick up the review or whatever it is, and that's it, we'll make sales, but the key part that I found is actually spent... as in the conventional business sense, which is building relationships with the actual vendors themselves. ***And leverage is another important factor and also learning, which I have mentioned already, is this idea of continuing your education, and on the Internet generally.***

OK, so starting off with picking the right products. What are you looking for when you are doing that?

Well really, it's a combination of things. ***Initially, I find you have got to have something that appeals to you personally.*** You got to have something that you have got a passion for. And you see some people that get into affiliate marketing and they suddenly start

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promoting mortgage products or finance products or whatever, because they think that they are going to have the biggest mark-up, but they've actually got no interest or no passion for that market themselves.

So, it's quite a basic thing to say, but you have got to really pick something that you have got an interest in, or you are passionate for, because at the end of the day you are trying to sell this product. **And if you don't understand it intimately, and you haven't got a passion for it, it's going to come across when you are actually trying to sell or review this product.** So don't... we can all talk about market and picking the right niche market and the product with the best commission rate and all the stuff, but to me if you rewind and go all the way to the beginning, you have got to pick something that you understand and you have a passion for, otherwise you are not going to be able to sell it, and ultimately that's what you are doing, you are selling somebody else's product. ***So, that to me is the most important thing.***

After you've found that passion or you found the product you got passion for and understanding for, then it's a clear case of checking out the various products that are there in that market, going to the site, seeing if the site appeals to you. Again, it needs to be quite personal, it's OK saying, "Well let's go and see what the market thinks, or let me run a serve still people think about". If the product doesn't appeal to you, you are going to have a great difficulty selling it.

Other things I have done in the past, I put a survey out to my list. I have got a list that gets these opt-in videos, and as a kind of a break from these videos, I sent out a survey and said, what type of products or what information would you be interested in? ***Hundreds of people come back and that itself gives me a footprint for the type of products I should be looking for; I then go off and then base a decision on that feedback.***

So, it's different things that you can do, but as I say, my point of view is you've got to have something you understand, you have got passion for, and it actually appeals to you personally, you're going to find it fairly easy to sell then.

What's a good commission level and a good price point that sells?

That's a good question, I have rarely promoted anything less than 50%. **50% now seems to be the kind of the base level, and I know people are moving up from that, and on a temporary basis it's much more.**

In a promotion from my friend [Neil Shearing](#) recently, he offered 70% for I think the first seven days, a 70% commission. And that sort of commission, it attracts people in, it really raises eyebrows and makes you think, well actually in my inbox, I have got 20 people offering me a joint venture and 19 are offering me 50% and this one guy is going to offer me 70%. So, it can swing the ball in your favor, obviously if you are a vendor offering that amount of commission.

As far as the price point goes, that's... and that is difficult because it depends on the products itself. **The type of products I am offering and go for... some are sort of \$20 up to 40... I think the highest one is \$97 from a [ClickBank](#) point of view at least;** so there is a fair range there.

And again if you're just starting off, then the smaller priced items may be worth looking at just because, from an emotional point of view, when you get that first sale, it gives you a massive boost, there's nothing like getting that first sale coming through, and you realize then the potential.

So if you start off and you are promoting a \$197 product, you are going to have to send quite a lot people through that page, to actually buy just because of the cost of it. And it's really just one part in the whole equation; it's very difficult just to say, carte blanche, choose a product of this price.

How do you build relationships with the vendors?

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OK. As I mentioned before, it's relationship building; **what I found is that obviously you have got to make some sales... one sale at least, to actually start this process off.** But once you have made a sale, or two sales or whatever for a vendor, it's quite easy for you then to contact them, because you have made an invisible connection there. You can contact and say, "I just sold a couple of your products." ***That I mean at least, is going to get you through all the noise in their inbox so, that they actually stand up and listen.***

So what you need to do then is, start building relationships by doing things such as asking questions; ask them, what are other affiliates doing to promote your products? What else works? And, I have gone through your sales page but are there any other benefits that you may be not mentioning on that? Do you have a follow up process, what's your support like? **Just try and quiz them a little bit on other things and other angles that you can sell that product on.**

The other thing, when you actually go down this process and you start to get more information from them, you start to build a relationship with them and make more sales, **you can actually then start to make suggestions which I have done in the past, which really sounds a bit cheeky, but you work on their behalf, and it's in your joint interest that things are improved.**

And I have done this with one of my key vendors, and I said, "look, I'm trying this particular technique, why don't you try it and see what happens, because we both make more sales." And what happens is, as you go through this process and start making one or two sales and you open the dialogue and then you go back and forth, what happens is you actually become members of the same team it's not just... you're not just selling his products, you're not selling this person's products; **you are actually working together because you realize that it's in everyone's interest to get this thing right.**

So, to give you an example, because I'm kind of talking about specifics here, but to give you an example, what I did is, I contacted this guy and said, "Look, your sales letter is quite good, but to be honest, there is a couple of things that I would maybe remove, there is a couple of things that I would add." One of them was an opt-in box for this particular site.

He had a great sales page and it was selling well, obviously it was selling well for me and for him, but he didn't have an opt-in box where people could get further information. So, if they weren't directly ready to buy, they were disappearing, which was bad for him and bad for me. **So he included an opt-in box and a free course to back up this product, and it's generated more sales for both of us,** because obviously people are signing up if they're not ready to buy, and he's sending them further follow ups, sending them back to his site with my affiliate link on their cookies, and I am getting more sales and he is getting more sales.

So these type of things can help to build a relationship with the vendor, and it's important, if you are making a lot of sales, you have got to use that and get in touch with the vendor. Don't just think that they will be happy with what you are doing, and that you should be happy with what you are doing; contact them and say, "Look, what can I do to get more from this? What else can we be doing?"

And another example is, I went to one affiliate and put him... from probably say, I was able to see I was his top affiliate. So I said, "Look, I am your top affiliate, I am generating a lot more sales than everyone else, I want more money back, I am trying sending you a mass amount of sales. It's just a simple question." He came down, said yeah, no problems. ***So he is now giving me 10% more because I am sending you a high volume of sales, so it's only if you start to build a relationship like that, that you can actually ask these sorts of questions.***

When a vendor is using an opt-in list on their page, how do you know if the emails going through that opt-in list are going to be connected to your hoplink, or if they just end up in his system and he gets the sales?

Well, my understanding of this... and I'm not a technical person, but they get cookied when they land on his site, so unless they get referred back to his site from another [ClickBank](#) affiliate also promoting that product, then they land on your site and **they're still**

going to have your cookie in their system and you are still going to get credited for that sale.

And with this particular vendor, we've developed such a relationship that he created a specific download page for the product for me... just for me, that includes certain things I have asked to include on the page. **So I guess some of it does actually come down to trust but again, at the end of the day, the technology is there that if people revisit, then I should still get credited for that sale.**

What are the various ways that you promote your websites and get the traffic to them?

There's a massive amount of things I do, I mean **search engine optimization is one, and building a lot of content and submitting articles to article sites, and obviously doing interviews like this, getting people through, and as I've said already, I offer these free videos on my site, the WebsiteMarketingBible.com.**

On that site you sign up for the free videos, and that's a great incentive for people to join the list. **You know, I give away all this information in seven videos, and on the understanding that ultimately I am going to be offering discount products or recommendations or whatever.**

These things can be viral, I've had people say, "Look, I have gone through your video course," which as I say is totally free, "and I really, really enjoyed it. I have sent it to all my colleagues," because it's... **I am a firm believer in givers gain, the more you can give, the more you gain in the long run.**

Now when you start out, it's very difficult to stick to your guns on that principle, because you are cautious of what's coming through the business. **When you get more established, it's quite easy to say now, I am going to give all this away and build up a level of trust and relationship with people that come to the site.**

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So that's some of the ways I use to get traffic. **I don't really do that much, as I say in advertising, not for my own site. I do a little bit of advertising for the affiliate site.**

So what are the paid advertising venues that you use for your affiliate sites?

I use [Google AdWords](#) and also the [Overture](#) network as well. I find [Overture](#) to be honestly a bit clunky. I don't really like it, but it does get me a few more sales. I much prefer the [Google AdWords](#) site.

Anything else besides Pay per Click that you spend money on to advertise?

No, I am not actually Scottish but I adopt this Scottish mentality of being very thrifty with my money so **I don't really spend that much at all**; I do the occasional Ezine ad if I am looking to get a big spike on traffic or whatever, and ***because I have been going so long, I know all the different free routes and the methods to get traffic for free.*** So unless I am desperate for something out of need, it's rare that I'll actually stomp up the cash and buy advertising anywhere.

OK, so if you are promoting a specific [ClickBank](#) product, how do you decide if you are going to use search engine optimization or if you are going to go for the Pay per Click, or some other way of getting traffic to that site?

I have got products I do both routes for... some products I do just on an optimization basis, and others I do purely Pay per Click. I think it depends on what your state is, what sites you have, what content you have got and what sort of traffic you're getting at the moment.

I'm not a great believer, to be honest, in this [Google Cash](#) method or whatever it's called where you send people directly

from [Google](#) to an affiliate site, and I would much rather send them on a kind of, stepping stone, so they're landing on your site or something that you have created, and then the hopping off on to the affiliate site; because that's the only way you can actually add value.

People are making big money obviously sending people direct from Pay per Click through to affiliates; but they could make a lot more if they actually add value to the proposition, because every man and his dog is just saying, "here's a review, go and buy this," or "here's a list of products," and you just click on it, and you go through and order.

But what I am talking about is actually giving more value. For example, now this is one of the ideas that I thought about, "will I actually give this away?" And now, because I have said that gives gain, I am going to actually give it away, even though my partner advised me not to; but what I do is, actually give bonus products. ***I either give discounts on some of my own products or I give some of my own products away for free, or I give additional bespoke videos that I have created.***

So what that means is, rather than just sending somebody directly from Pay per Click through to the affiliate, what I will do is, I'll send them to a bespoke page that I've developed that will add value to the proposition. So unlike everyone else, I am not just saying, "come and buy this products, it's great," I am saying, "if you buy this product, I am going to give you cash back, I am going to give you free videos, all the rights to this collection; I am going to give you free access to my own products, and I am going to give you an audio seminar about this thing as well"... for example. ***So that adds value to the proposition.***

So you are not just like most other affiliates; you are actually going the extra mile, and that gives people reason to buy from you rather than anyone else. So, these are the types of things I'm doing to actually generate more sales and step away from the straight... you know, ad straight through to the affiliate site.

How exactly would you administer that, after they've bought the product and they want to get the bonus from you?

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This is where it comes back to relationships; that's what I am saying, that the guy who's built and the guys I do this for have built in on their backend system, ***a way of capturing the email addresses of people that buy, which automatically inserts people into an autoresponder I've created, so they get an email instantly with bonuses.***

You can... **there is a work around obviously that you can do, a non-automated work around where you get the email address from people that buy the product through [ClickBank](#), and obviously you could then email them and say, "here's your bonus," or you could, when you promote it you could say, "to claim your bonuses, email me at..." whatever.**

You then verify that that's actually one of the buyers on your [ClickBank](#) account. **So there is a messy way of doing it, but ideally you need to liaise with the vendor and say, "look, set this up."**

What I found is, most of them are very happy to do this because they know that if you're going to offer more bonuses and more great stuff or whatever it is on top, they are going to get more sales, so they'll be willing to spend half an hour, an hour or whatever just creating a mechanism to capture these details at their site.

When you are putting good content on your sites in order to attract traffic from the search engine, what kind of content are you putting there?

Anything and everything really; and content is the key at the end of the day. And so anything that I can think of to add content to the site I'll do.

So yeah, I've obviously got product reviews, I have got videos and I've got audio files, and I have got short biographies on some of the leading... in my case, internet marketing guys, and articles done up, I've said that, written by myself, articles written by the people, and

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you know a directory of related links, and I've obviously got a blog as well.

And so, yeah anything can help... but it is all tightly themed. I don't, for example, have content that's not related to, in my case, internet marketing... ***it is all related, but it's just coming at it from different sides.***

Some people want... some people land on the site and will want to see a list of products; so they will have a problem, and they are looking for solutions. So, they might be looking for something that will solve their affiliate marketing needs or whatever. So they will go into the product reviews. Somebody else may be wanting to know, give me all the products by [Rosalind Gardner](#) or whatever, so they would then go into the experts' profile page and they can access it that route. ***So it's just a case of giving people different options to getting through to the sale.***

So once you have added all that content, you have got references to big gurus that people are searching for... but how do you make sure when they search for that guru, they're ending up on your page, what's the key to that?

Well, that's what we're all... I've been spending 10 years working at that; it's not something that I can answer in a few sentences, I mean, it's, how do you get top of the search engines? ***You could spend every day of the next year answering that question, or trying to find out answer to that question but in a nutshell, you need to be the most relevant.***

The search engines put people on the first page that they think are most relevant for that query. ***So, if you are not first or if you are not coming up in the rankings, it's because you are not relevant; so, you need to become more relevant.***

Now, the way that you do that include getting more content on the site including... let's just take the [Rosalind Gardner](#) example; if you are not coming up for [Rosalind Gardner](#), then maybe you are not using that phrase on that page at all, or often enough, maybe you haven't linked

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to that page using that phrase, maybe other people aren't linking to that page, and maybe you're just not seen by the search engines as an authority resource on that particular subject.

You need to do everything you can to make sure that you do become a resource, or an authority respected resource, on the theme that you would like to be ranked highly for... that's basically, that's it in a nutshell, but also there is a lot of work involved in how you actually attain that status.

Yeah, because how do you know how many times you have to put "Rosalind Gardner" on the page so that the search engines recognize it as valuable content, but not just a page full of "Rosalind Gardner" for the sake of attracting traffic?

That's right, I mean obviously the keyword density thing is... that's a tiny part of search engine optimization, but... and you could spend hours just today just looking into keyword density, and how many times a word should appear on the page, and I think to the site and I think it's just KeywordDensity.com where you can go and you put in your web page address. **You put in a phrase that you are trying to optimize for and it gives you a weighting of how... what's the keyword density like for that word on that page.**

But for me, I just spend an hour doing that, or, I could spend an hour and bang out ten articles of whatever, and I would rather go that route than spend too much on the nitty-gritty. There's so many things that you can think of and worry about when you are trying to make it on the internet; it's very easy to go off down the wrong channel trying to become an expert on keyword density when really, **time is probably best spent on launching a new product or researching a new affiliate product or getting more content on your site.**

How do you go about getting other big sites to link to you?

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That's... I mean it involves thinking slightly differently to everybody else, I mean we all know that you probably get about ten link requests a day into your inbox, and most of them get deleted. **You need to think slightly differently and offer them something different.**

You should always, as a rule, **when you are doing linking, you should always link to a site first**, actually visit a site, understand what it is that they're looking... what they're selling and what they are looking for from the visitor.

And maybe go the extra mile, say, "I've linked to you from a home page, or I have got an Ezine that I am going to go run a feature on your site, and would you like to link back to me, or would you please link back to me?" rather than just... this is a standing link request email, blah, blah, blah... and those are fast on the way out and have been for a number of months. **So you've got to think differently to everyone else to actually get the big guys to link back.**

And then what's the process of submitting your site to the search engines?

Well, it's... I mean it's been years since I have done that because, **it's a myth that you need to resubmit over and over to search engines**, but if you got a new site, a brand new site, then normally you just to go to the search engine, scroll somewhere near the bottom and there will be a link somewhere along the way that says, "Submit Here," or "Add URL."

And the nature of them means that if you get linked from another site somewhere, the chances are that the search engine spiders, as they call them, the software that spiders all through the web... **the chances are you will get picked up like that anyway, but you can still manually submit to these search engines as well.**

What about using one of these search engine submitters, that says it submits your site to thousands and thousands of search engines?

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The software can be useful, I mean like everyone else has good versions and bad versions but... and it can save you time, and the only thing is that you know the search engines, when they first started out, search engines wanted as many sites on there as possible because if you're a search engine and you don't have any sites on your index, you're not really worth using, **but now as they have become established it's gone the other way around, and they are able to put some checks in place so they stop being bombarded by people trying to submit over and over and over.**

So, if you use some of the software tools, then it can happen that you actually... you will get submitted, but in some cases the search engines have specific guidelines, and it's often by it's action do it manually rather than use the software.

How has the process of search engine optimization changed over the past ten years since you started out?

It's just got more difficult really because obviously there are more people that are trying to do the same thing, and it's just changing ever more quickly with each passing day and week in terms of what you actually need to do, which is why in the long run, if ten years ago you'd have just said no, forget the search engines, I am just going to build a quality site, it's got unique content on it and it's a great resource that I know people love and will come back to, the search engine optimization will take care of itself.

And I've gradually come to realize that you need to focus on your own site. There's no point devoting your entire life to wondering where you are in the rankings and fiddling about with the algorithm and making little tweaks here and there, you'd be far better to get more content on your site, get more people linking to the site, getting a new product out there, sending out another mail shot to your mailing list, or whatever.

So it has changed radically, I mean it was very easy to just kind of very quickly get a decent ranking in the search engines a number of

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years ago, **but now it's becoming increasingly more difficult as competition is increased.**

So I would recommend that, yeah you need to have the basic grasp so that you build a site as search engine friendly. ***You maybe need to do a bit of optimization work in terms of choosing the right phrases, getting people to link to you, but percentage-wise you are willing to spend the most amount of time on your site and getting that site full of great quality content.***

So, once the visitor is on your site, what's your sales conversion ratio like?

On my own site it's around 1 or 2%, which, I'm about the industry average, but that is just from people that land directly on the site and buy there and then. Obviously with my opt-in list and with the free videos, that converts and very well and they go through the program, they get the seven free videos and at the end I say, look there's no more free videos, that's it, unless you want to obviously pay for access to my knowledge, and further videos, and the [Website Marketing Bible](#), then you are going to have to stump up. ***So that converts very well on that side.***

And then once they are into your opt-in list, do you also market products to them... not just your own products, but affiliate products as well?

Yeah I do, that's part of it, that's part of it. **I mean I always do a mix, and I rarely to be honest, rarely do a straight "buy this product" type of promotion.** I usually include either a video or a lesson of some kind so people can come on, read the email and watch video and say, OK, this is how we climb the search engines, or this is how we do whatever. ***And then at the end I'll say, "look, if you want to earn more, or if you want a tool that going to help you this, go and buy this product."***

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So, it's rare that I would actually just do a flat outright sales email. **I do do them occasionally, but normally there is some sort of lesson and free information for people to get from each of the mailouts that's I do.**

So you actually create a video that's related to the content of the product that you are promoting as an affiliate?

Correct, yeah.

Wow. How big is your opt-in list now?

It's around 21 to 22,000.

What kind of conversion ratio do you get when you send out a message to them like that... come watch this video and check out this product?

Obviously it depends on the products. I mean the target people that are coming on the list, pretty much all have a website, some just starting out and don't have a website yet.

But to give you an example, I mentioned [Neil Shearing](#) who is a Brit, and he did a promotion recently for one of his courses, and I was his top affiliate using this technique. **So, I mean it does work. I do get a lot click throughs, and obviously to the videos because people know that it's not just going to be a sale, there are going to be and lessons and knowledge that they can use to actually improve their own websites.**

What I am finding though is it probably is going to be in my interest to flip the balance slightly more towards myself rather than the visitors, because I am giving a lot of stuff away and people said, why aren't you charging for this? ***If you get an email, or a few emails from people saying, why aren't you charging for this, then it should***

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really set off alarm bells, which it has done for me. And so I am going to obviously still continue to give away the free advice. But I think I maybe went too far in terms of what I was actually giving away.

How do you prevent your ClickBank ID from being stolen?

I use simple redirects, and so I send people... I never use a direct [ClickBank](#) link, that's what I am trying to say. **So at the end of the video, or if I am doing a straight email, then I would just set up a link from one of my own domains with a subfolder.** And then in that sub folder I just create a PHP redirect that includes the [ClickBank](#) link within it. And obviously that forwards them instantly off to the site.

I won't use a site that actually still holds on to the affiliate ID in the address bar that I have redirected. I have actually, going back to this relationships thing, there was a product I really liked and I wanted to promote it, but it for some reason still showed my [ClickBank](#) ID after the redirect.

And so I contacted the person said, "look I want to promote this, but I am not going to do it unless you sort this out because, if people going to strip it." ***So, sure enough the problem was resolved and I did the promotion.***

So that's how I try and combat it. I don't lose sleep over it, I mean it's one of those things to me, it's a bit like refunds. It's going to happen and I just think, well, I am going to make more sales. So, I will focus most of my time on making more sales so that these things are merely a ripple roll than something that's actually going to affect my business in any way.

What was the biggest mistake you made you got started in ClickBank affiliate promotion?

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Probably a couple of things; ***one is choosing the wrong product***. I had some success and I thought, well, I'm going to apply this principle to something that I really know that much about. **A product that I didn't know anything about, I am going back to what I said right at the outset, I didn't have passion for it, I didn't have really a great understanding and it came across in the way that I was trying to promote it, so that it totally fell flat.**

And so that was one, and the other one I guess is, ***just generally expecting things to happen too quickly***. I think it's easy to fall into the trap of seeing the success of others, and seeing how easy it is to get set up, and just to think, all I need is a bit of traffic and I'll start making a ton of affiliate sales.

So that was generally probably another mistake, just having not too high expectations, but having expectations of success too early, I think would be the other one.

What kinds of mistakes do you see other people make?

I have seen people use the direct [ClickBank](#) link in their emails or in their PDFs or whatever. Now I know some people are actually consciously doing this now, and they make a statement saying, "look, this PDF has got affiliate links in it, hover over them and you'll see my [ClickBank](#) affiliate link. I recommend these products so why shouldn't I get paid for them?" that's fine. **But you do also see people not using any form of redirect and it just screams affiliate link.** Most people now know the chances are if you recommending something that you are going to be an affiliate, but there's no need, I don't think, to sort of come out and openly sort of show that.

And other mistakes I have seen, I guess these kind of all encompassing sites that try and sell anything and everything, and you still come across those. And the best bit of advice that I can offer, really, is to find something you're interested in and stick to that, stick to a type theme for all your affiliate products. And rather than just trying to go across the whole game of industries.

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Obviously I said at the beginning, I am selling, you know, recipes, stock trading, golf and internet marketing stuff, but I've got sites for each of those niches. ***It's not like I am trying to run the whole thing on one site.***

Are those sites anonymous, or they branded as Michael Cheney sites?

They are not branded as my sites, I mean I don't kind of hide them, but they are not part of Michael Cheney the brand as such, they're not connected to the Internet marketing stuff. They're more, they're just sort of separate entities, but if you come across them it's not like, you know, I've not got a moniker or anything like that.

So, once people are done listening to this interview what's the first thing you suggest they do in their quest to become a top ClickBank affiliate?

Take action. People, you see so many people that read all this information, listen to all this stuff and think yeah, this is great, I'm really pumped up. I like what's being said, and now I am gone to make a cup of coffee or whatever, but you have got to take action.

That's the two things to me that are my driving force, and that is discipline and action. You need to be disciplined if you want to make it. Anybody can make it in this [ClickBank](#) affiliate game, you can do it, but you have got to be disciplined and you have got to take consistent action. **So my advice would be once you've finished listening to this, take action on the notes that you've made, actually go and do one of these things.** And obviously I would say this, but go to [WebsiteMarketingBible.com](#) and sign up for my free videos.

OK, thank you so much, Michael, for sharing your expertise with us today.

ClickBank Success Story #8 – James Martell



Name: James Martell

Home: British Columbia, Canada

Websites: JamesMartell.com
Affiliate-Buzz.com
Work-At-Home-Net-Guides.com

For those who don't know already, could you give us a brief background of yourself and your websites?

Basically I've been on the internet since 1999 in the world of affiliate programs. Self taught, I actually discovered it when a friend of mine walked through my door at my home office in Abbotsford, B.C which is in the central Fraser Valley just east of Vancouver. I live on the west coast. ***I live in a little seaside community with my wife and four kids, and have been making a full time income with affiliate programs ever since.***

I have somewhere, **I think I'm just about at 100 websites that I've built over the last seven years,** I've been through seven, what I call online shopping seasons. I'm really fond of the Christmas season because that's when obviously retail, and a lot of people are spending money online. ***So, I've had a chance to watch it for years now as it's grown and evolved.***

Before we start, I'd like to just clear up a little curiosity. Most people, by the time they get to this interview will already have heard the one with Rosalind Gardiner and they might notice

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that you're both super affiliates who have written your own handbooks, and you're both from British Columbia, Canada. Any connection there?

Actually there's not. You know, I've never actually met her, met Rosalind. I know she lives in the interior BC, she's probably about four hours from here, and I know she made... **her business is basically in the area of paid search, Pay per Click, and she's done extremely well. I've heard good things about her training and her book, and just another fellow Canadian, fellow British Columbian.**

OK, so you mentioned your friend walking into your office, but how exactly did that spark you to want to get started with affiliate marketing in general, and then why ClickBank?

Well at the time, I was running a telecommunications company, small little phone company in the Valley, and we were doing quite well, but deregulation of the industry was kicking into gear, but at the time we were already used to earning a very good income through a subscriber base where people would pay us to access our server.

So we were used to getting monthly checks in the mail, you know we would get a couple thousand subscribers, every month we'd get a check. They weren't a lot of money but they were 15, 20 bucks times, you know a couple thousand people added up, and when deregulation was looming, we knew our business was basically going to end because soon as they opened up the area to a toll free long distance calling area, our service would become obsolete.

So when a friend of mine walked into my office and he was showing me a little website that he had built, **he really got my attention because I was looking at the site he had built, and at that point he was giving away free internet access.**

And I was curious as to why would you build a website for somebody else, to give away their service for free. I mean what's the deal here? And then he explained to me they were paying him, \$4 for every

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subscriber that he would send from his site to their site if they would, you know, fill out the form and hit submit, he would make four bucks. I was like, you got to teach me how to do this. And that was basically my introduction into it.

I was into a business that was going away, I was definitely hungry for something else. ***I wanted something I could build where you know, you kind of do the work once and then the income would continue.*** So that was basically my forte, he was kind enough to do so, he taught me how to do it.

Built my first site, things were going extremely well, ran right into the dotcom crash. ***So after about, I don't know I guess it was about six months, we were up to around \$5000 a month, earning money from affiliate programs.*** I hadn't discovered [ClickBank](#) at that point yet. But we were just running with some of the other programs, with credit cards and satellite TV and long distance services, different sites.

We were just kind of figuring it out, how to go, we were still kind of in that area, is this for real? You know, when the dotcom crash, all the companies that were giving away free services such as free internet access, I don't know if you recall those days, when there was a lot of companies out there, they would give you, if you would subscribe to their service, you could get free internet access, and the catch was, you would log on and you would be displayed with a bunch of banner ads. ***And when the dotcom crash came, anybody and everything that was giving away for free, pretty much went away along with the incomes.***

So at that point, I had to make a decision. Was kind of like, what we just did there, was that for real? Can we do this again? ***So I started looking around, and this is when I needed to come up with some new services, something else that I could offer.*** Because I had a feeling this industry was going to go, and keep thinking back this was 1999, so there really wasn't... [Google](#), you know I didn't even know of [Google](#) at the point, and it was, we were back to the search engines like [Excite](#) and [AltaVista](#) and [Webcrawler](#). Remember those?

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Yeah, I do now that you mention them, I haven't heard them in years.

Yeah, most of them... **I guess they're still there but you know, it's so dominated by other players now, that's how we kind of forget.** But it was... I remember getting my first email account, so that's kind of the time, just to kind of put it in perspective.

So there was a lot of, my wife's mother, my mother in law, was asking



you know, is this legal? You know, was this for real? Can we really? Where are these checks coming from? ***So we started building more sites so we got into like as I said, satellite TV and credit cards and long distance services, and then from there we just kept going. It's been an amazing, amazing ride.***

So how much do you make now, just as a ClickBank affiliate? Not as a vendor, not as affiliate for all the other programs that you do?

ClickBank, I am around 3700 a month, not huge but nice.

What kind of proportion would that be of your overall affiliate commissions?

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Oh, a small percentage. Smaller percentage. Yeah, we've got now, just because we've continued to build sites, year after year and you know, **the nice thing about the net is you get this kind of layering effect, so once you learn how to build one site and you kind of set it loose, and let it do its thing and then you can build another one.**

So they all earn a little bit, but the collected whole, once you add it all up, you start to really see some decent income. I meant that's... **the whole affiliate business has completely changed my life.** I mean we now, we live in a beautiful 4500 square foot home. We live in a very nice neighborhood. We travel every six to eight weeks, I've been, you know, I took my wife and kids to Disneyworld for ten days and then off to a ten day Caribbean cruise all in the same trip. We did Disneyland. We travel all over the place. And it's just been, it's been, it's been amazing.

I mean I bought my, about 18 months ago, two years ago I guess now, I've always had this dream of buying, you know every guy pretty much, and a lot of girls have this car that they always want to have. **So I've had the opportunity a couple of years ago to phone my accountant and say, you know what, I think, can I actually afford to buy this now?** And I went out and I bought a 19... I actually had it hand built, I don't know if anybody watches this overhauling or one of these shows where you see these guys build cars from the ground up. **I built a 1965 Shelby Cobra. And all thanks to you know, ClickBank and these types of programs where you can just earn income off the net.** It's been unbelievable.

In fact I even built a website for the car. For the car called 65cobra.com for anybody that wants to



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have a peek, just click on the editor's button and you can go see a link to the car. It's the real deal.

So how much do you think it's possible to make as a ClickBank affiliate?

Oh, I don't think there's... ***I mean realistically for somebody to make a nice part time income, 500 to a thousand bucks, very easy.*** You know to get into a full time income, I don't know 2500 to 5000 if they were to, you know, learn how to do it.

That's one of the things that people need to do. This can be learned. So what I always tell people is to get in, set your goals, maybe your first goal. ***I mean my first goal was around 100 bucks a day.*** Because I figured oh, if I can make a hundred bucks a day, I could really go.

And when I hit a \$100 a day, I changed it to \$200 a day. And then I moved it up to, and then I just started, up it went, I changed it from, you know, from there to 30,000 a month which at the point was just unbelievable. ***I could never believe it, and when I hit it, I changed that goal again.***

So it's really, depending on what people bring to the table, people have a lot of different skill sets, **so if they're comfortable with computers and they're used to surfing the net and they can follow instructions, they can quite easily earn a full time income.**

Now once you've learned how to do that once, because you get that kind of layering effect that I talked about, you can just build another site, and you can just continue to build upon it, so it's really... I know people that make, I mean, astronomical amounts of money.

How long did it take you to reach each of those milestones, from 100 a day to 200 a day to 1000 a day?

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You know what, I remember sitting in a New Year's Eve dinner in the end of 1998. And there was all this talk of the internet, it's like internet, internet, internet, dotcom, dotcom and I had nothing to do with it at the time and the conversation over New Year's, you know how everybody gets into this mindset, New Year's, they're going to set their resolution for the new year and their new goals, well that kind of came up. **And one of the things that somebody at the table said was, you know, if we're not making a couple of hundred bucks a day on the internet by the end of this coming year, which would have been '99, we're sleeping.** Like, we're not even paying attention.

So, I started looking for things and I came across all kinds of gimmicky little scammy things, and I was just kind of looking and looking and when Shawn walked through my door, in... it would have been in the summer of '99, my first check which would have been end of September was around 5000 bucks, \$5500 U.S. But I really got at it and I got after it, what I... ***I actually teach people how to do this as well and what I usually teach people to do is, it's always the first few months is kind of this grey area,*** where you don't know if it's going to work and you're hoping and your, maybe your wife or your husband is looking at you, are you crazy, what are you doing spending all this time on the computer? You know, I don't know what you're doing, is it legal?

And then, away it goes. In fact, I've seen so many stories. **Usually though, I would say realistically, if somebody were to get after it within three to six months, they should be doing, they should start to see some success.**

So before we go into the details of the various tactics that you use, what are they in a nutshell?

Personally, I'm pretty much a natural search guy, and for those, that might be a little bit of a new word to, when you go to [Google](#) and you do a search, you get the result down the front left hand side of the page, those are natural search results. And then on the right hand side of the page, you get paid

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search results. **Rosalind builds her business learning how to do paid search, I built my business learning how to do natural search.** Both work.

I like natural search because if you know how to get the traffic for free, I figure you might as well get the traffic for free, so if you can get to the top of the list in [Google](#), pretty much doesn't matter what you're selling, you've got an audience just because the search engine is so powerful, and now with [Yahoo](#) and [MSN](#) coming on the scene.

So essentially what I do is I find products from a company like [ClickBank](#), I say OK, I like this product. For example, I recently bought a hip replacement site, which doesn't normally sound like a typical affiliate program, but it actually is because in [ClickBank](#), there's a product, there's a company there called [VitalityHouse.com](#) and it's just a little e-book, it's just a 19.99, sorry 19.95 product that teaches people a little course on how to help, you know resolve, you know at least get some relief from maybe your back or hip problems.

So I'll build a nice little website. I used a company on the internet to help me write where I find people where I can get low cost writers. Company called [Elance](#). And then I find a guy that'll write me articles about hip replacement, I publish them on the website. **I refer to this book as a solution to maybe solve their, some of their pain problems, and then I get paid for every one of those that are sold.** I get a percentage of the commission.

When you're picking [ClickBank](#) products, how do you decide first of all what niche you're going to focus on, and second of all, how do you pick a good product?

I usually do it a couple of ways. **Either if I'm looking to build a new site, which I do quite often, I will, before I decide on the topic, I will go find the product.** So and I like, I used to just build sites because it looked like I could make a bunch of money with it. And that's still a good strategy.

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But I find it's much more interesting now to find something that you're interested in. So what I do typically, the reason my hip replacement site came in to being is a friend of mine has got a serious hip problem and he was going in to have hip replacement surgery, and he couldn't find any information on the internet which was written in layman's terms, so everything was written by doctors and a lot of doctor language, and very complicated and very technical.

And I figured, you know what, I bet you I can go find you a few products around this, and I bet you I could find a writer who knows the industry so I went to [ClickBank](#), I found that product and a couple of others, and this is more of a health site, you know kind of boosts your immunity type of thing. **And then we went to town to build the hip site.**

So what I did, I've got a very simple little formula I've devised, years ago now to, **how to construct a very low cost inexpensive website, that I can now display these merchants on.** So what happens is, in the early days, I used to do all the writing myself because I really couldn't afford to hire writers, but now there's a company out there called [Elance.com](#) where you can actually contract with low cost writers who are looking to, you know, make a little extra money writing content.

So what I did, I posted a project on [Elance](#), hey, I want to write a website about hip replacement. Well, lo and behold I get a student, a doctor whose just finished up his residency, who was looking to earn some extra money who was dealing with hip patients as we spoke. **So he ended up writing me 100 articles for \$5 a piece. Beautiful, well written articles, and next thing you know, I've got a website.**

And it doesn't make a whole bunch of money. ***It only makes you know, 15, 20, 25 bucks a day. So we're not talking that it's a home run, but you know what, if you get enough of those types of sites you're a pretty happy guy.***

So when you're going into [ClickBank](#) and you're picking, for instance those health products, how do you know if it's a good product to promote?

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You know what I use to search, **to source the [ClickBank](#) products, I use a little website, I don't know who owns it or anything about it but it's called [CBmall](#).**

[ClickBank Mall](#), I think it's short for. I go in there, I look through it, obviously I want to have a quality, a lot of it you know is information type products, so I'm looking for a quality product that's obviously, there's the difference types of e-books that's on the market, there's the guy who wrote the e-book on the weekend. ***And then there's the guy who wrote the e-book that you could tell he spent, you know 2 or 3 or 4 weeks on it, or a month or two, and he's done a really nice job. That's the product that I want.***

I also have a look at the website that's selling it. I want to see that the website is clean, that they've got good creative, that means you know, when I send a visitor from my website to that website, what are the chances of that visitor converting from just a visitor into a paying customer who buys that product so I can get a commission?

So I look at that type of thing, and I just get a general feel for the overall product. You know it's not, I don't do a lot in the area of, I know a lot of people are out there they measure all kinds of things. **I'm actually more of just providing quality information with a click to a merchant, and then when they hit the merchant which is the [ClickBank](#) merchant, there's a good opportunity for a sale.**

Do you ever buy the products yourself to read them and stuff?

All the time. All the time. If it's quality. **And I like the old money back guarantee. That's one thing I always look for. I look for things like secure shopping cart, which is obviously what [ClickBank](#) does, provides a secure shopping cart for the merchant.**

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I also look for... I try to put myself in the mindset of somebody who may have never ever purchased anything online. You know, they may be a little tentative. Does this site look credible? You know, is there a money back guarantee? Do they have any, you know you can see a lot of these little security, if you go to some sites now, they've just done a really good job of settling that visitor down and gaining their trust. **So I'm always on the lookout for that type of thing.**

So the typical niche website that you're building, is it going to have reviews of that product or just, here's my articles and here's a link if you want something else.

No, typically reviews. **Typically reviews. Typically we'll take the topic and we'll thoroughly examine it. We'll develop a keyword list around it.** For those that may not be aware of what a keyword list is, there's services and tools out there that we can use to figure out what people are searching for prior to building the website, and once we have this list of words that we already know people are looking for, then we can develop the site around that.

So when somebody goes to [Google](#) and does a search for a particular keyword phrase that relates to that merchant, that [ClickBank](#) merchant that we're representing, then we've got a good opportunity to come up to the top of the list, and then depending on what the keyword is in the keyword list, sometimes drives what that page is about.

So I'll take a keyword list, so let's say I had a hundred keywords around the word "hip replacement". **So then I'll take a look at the words, and if there's a word like "hip replacement surgery".** OK now, if somebody was going to [Google](#), [Yahoo](#), or [MSN](#) and they were typing in the word "hip replacement surgery", what are they thinking? Well chances are they're probably scared. They're probably in pain. They're probably worried. They're probably tired of being in pain and so I'll take that word "hip replacement surgery" and we'll sit down and we'll really think about, OK what's this guy's, what's the deal here? **And then we'll come up with a nice article, review or whatever would be best suited for that particular keyword.**

If somebody is looking for a keyword like “hip replacement after care”, which is after the surgery, OK, that person’s thinking a little bit differently. He’s already been through the surgery, so then we would create a page around what that person is thinking about. *While all the same time, obviously keeping the merchant in mind, because our article, review, whatever we decide to write on that page, will lead through to the merchant which would be the recommended product that would solve that visitor’s problem.*

What are the tools that you use to come up with that keyword list?

I use a few. I use probably the industry leader is [Wordtracker](#), [Wordtracker.com](#). I’ve used them since they came out on the scene, probably 2001. I use another tool called [NicheBot.com](#) which is kind of a version of [Wordtracker](#) but it’s free. **So if somebody wants to do a nice little keyword report, or just go try it, go to [NicheBot.com](#).**

And I also use a tool at Google, called the [Google Sandbox](#). If you go to [Google](#) and do a search for [Google Sandbox](#), you’ll get a little tool that Google supplies, **you can type a word in and it will give you all the words that relate to it, so those are pretty much my big three.**

So once you have your pages, and you’ve made keyword dense articles, what’s the next step to actually getting the traffic to your site through the search engines?

And that’s the million dollar question. **If we can answer that, and I can, and if we can get to the top of the list for those keywords, we’re doing great because until traffic happens, we don’t make anything.**

So essentially what we do is we focus on, ***there’s really two components of getting to the top of the list in natural search.***

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One is quality content, on your site. This would be like an onsite topic, so you need to develop very good quality content because search engines are very smart these days, they understand words and their relationships towards words, and the old days of just slapping a page together and getting to the top of the list is over. **So you have to focus on quality, that's number one.**

Number two is inbound links, and an inbound link is another website owner linking from their site to your site. So what happens is a search engine like [Google](#) or [Yahoo](#) or [MSN](#), part of their algorithm is determined by, and the algorithm is the mathematical formula that they use to determine who should be where in the search results. Part of their algorithm, and the major part of it, is who is linking to you? So if you've got a nice little site about, you know, hip replacement, they will look at what other websites are linking to you, and **every site that links to you is basically a vote for your site because why would a webmaster link to you if you didn't have something worth linking to, and they look at the quality of those sites that are linking to you.**

So if you've got a hip replacement type website that's recommending a book about back pain, it would be nice if the other websites that link to you were doctor sites and medical sites and sites that make sense. **So basically quality content and quality inbound links. It's really all it takes.**

So how do you get those other quality sites to link to you?

A variety of techniques. **In the old days, we used to do what was called link partnering, where I would contact a webmaster who was similar in topic and I would just recommend, I would just suggest why don't we swap links?** And we ran with that technique for years. It worked very well.

Last probably 12 to 18 months, that's not working so well anymore, and what I did, was I developed a brand new strategy called the PAD technique, which is short for Professional Article Distribution. And now what I do, very simply is, I'll have a nice little article written about hip replacement, and I'll

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offer it to another webmaster where it would make sense for that article to be on his website. And in that article is a couple of links back to my site.

And it works, it's actually far superior to the old link partner games we used to play. **It provides quality content to the other webmaster, and on the net, quality content is king, and it provides me with the inbound links, so if I go and distribute ten articles to ten other websites, each with two links back to my site, now I've got 20 inbound links to my site.** Problem solved.

Do you ever submit any of those articles as well to article directories so that any site can post it?

Yes and no. **Article directories are good, if they're used correctly.** Meaning if you had a list... I've got a list of 27 article directories that I use, and what a lot of guys are doing out there is they'll go out and they'll write an article and then they'll distribute that article to all 27. Then they also, they've got 27 inbound links, or 27 articles linking back to their site, **and what happens is that will trigger a duplicate content penalty at the search engines.**

So what happens is all those 27 articles no longer have any effect at all. **Except you might get some click-throughs from those websites.** So the better way around that is to take those 27, article directories are reasonably easy to find, just do a [Google](#) search for article directory. **And you hand pick maybe 20 really nice ones, you write one unique article for each directory, and then you distribute it to each of those.** And you try and find directories that are not blasting your articles out all over the net. Because that... from a duplicate penalty point of view, it just doesn't serve you.

So two ways, I use the PAD technique, I'll hand approach a webmaster directly and give him an article, if I'm going to use article directories which I do, I only send one article per directory. One unique article to each directory.

And I guess the next step after that is submitting your sites to the search engines. What's the right way to do that?

The best way is to actually, is to let the search engine find you, and what happens is if you've got other websites linking to you, especially quality ones, that the search engines already know about, the next time the search engine spider visits that website, and the spider is just a little software program that goes out and scurries around the internet, chasing down links, imagine this little program running around out there. ***The second it finds another website with a link to you, it will crawl down that link and it will find you, and there you are.*** And next thing you know, next thing comes around, they've found you, there's no need to submit to them.

You can speed up the process sometimes if it's a brand new site, I'll use a service called SelfPromotion.com and it's another free service and it's run by a gentleman named Robert Woodhead, I trust him, he's been around for years and years and years. I recommended him in my first book, I still do and he, what he does, is he stays on top of all the directories and he's kind of plugged into that end of the industry, so he's a good resource. ***Just kind of a way to kickstart, you know, the submission process.***

Now, you've mentioned that the techniques have changed over the years, but how easy is it to get natural search engine ranking today compared to, say 1999?

It's different, and it's not necessarily different. And there's a lot of confusion out there right now because of the changes.

And I guess the best way to say it is there's really three things going on, in fact I can even say this myself. I've got three types of websites. I've got the sites I built years ago, some of them do OK, some of them... when I say OK, I'm talking on Google now. Some of them, although they look OK, I can't find them on the top 400 search results. Those sites were not heavily, it was early in my career, ***there's not a lot of good content on them. And there's not a lot of good inbound links.***

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You take a look at the other side to today, **you take a look at some of my sites that are very well constructed, that have good quality content and good quality inbound links that rank top of the list, those ones are doing good and the old ones are doing bad**, and I've looked at the two side by side, to see what's the difference. **The difference is quality.**

And what's happening and one of the reasons some people are having challenges getting back to the top of the list, some of the older guys, is because they're kind of straddling the old and the new, **they're kind of caught in this time warp where they think they're kind of maybe doing it the right way but they're still actually doing a lot of the old techniques.** So they're stuck in the middle.

Where it's easier now is to take a brand new person who doesn't have the old habits and have them go through the process of building a site, the new way, without any of the baggage of the past. For those guys it's much easier. **But where the guys that are having problems are, is the ones that haven't been able to let go of the old habits.**

What are those old habits that they haven't let go of?

Link partner gathering as the only method of gathering inbound links to a site. Not focusing on quality content, focusing on adding pages just for the sake of adding pages and not focusing on that visitor, not serving the needs of the person that's found their website.

[Google](#) now uses very advanced language algorithms that they understand relationships between words. If you have an article written about, here's a good example. I live in White Rock B.C., we live on the west coast, and there's a little marine drive about five minutes away from my place, and there's a little row of restaurants. And there's a little place down there, and this is what, if you can picture this, this is the way we used to build articles and guys who've been around it, maybe listening to this, will probably be able to relate to this.

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We would develop a keyword list, we would create a keyword. OK, Charlie Don't Surf, that's a restaurant down the beach, so let's pretend we were going to write an article about Charlie Don't Surf in the old days. **So in the old days we wouldn't go there.** We would just kind of figure it out OK, Charlie Don't Surf and we would write this beautiful article that used the word Charlie Don't Surf in the headline and we'd place it in the proper paragraphs through the article, and we would talk very generally about maybe it's a nice place for dinner, and probably not a lot of meat to the article. **That's the old way.**

The new way is, if you're going to write an article about Charlie Don't Surf, it probably would be best to go there, and if you went there and you had a pen and pad in hand, you would quickly see that it's directly across from the train station, so you would make a note of that. It's just west of the White Rock pier. It's ten minutes from the US border, it's 45 minutes from downtown Vancouver, so you'd be gathering up this information. It has a beautiful patio outside and a gorgeous awning. And it's surrounded by flower boxes. You walk inside, there's a beautiful fire place, there's memorabilia of all the old movies, like Laurel and Hardy and all kinds of the old movie stars of the days gone by. There's an amazing menu and they serve steak and lobster, the staff is great. If you were there, you might ask the customers for a little testimonial, you might you know put a bug in the ear of the owner, saying you're writing an article, get him to provide a little content for you, and then you'd say OK, well while I'm here, I've got my camera, I might as well take a picture. And you'd snap that photo, **and off you'd go with that little bit of research that would have took you 5 minutes, 10 minutes and now you would write an article.**

The first one I described with no content was the old way. The second way, is the way it has to be done, which is the way it probably should have been done in the beginning, but we just didn't know any better. And the guys that are still doing the old article with no research and no content are failing, the guys that have grasped that, "hey, we'd better actually focus on creating some quality information here," they're singing.

Are your little niche sites in your own name or are they completely anonymous?

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No, they're in my own name. **They used to be anonymous. There was a time where we used to do that, because we wanted to, one of the things we used to do was build a website and then build another website and link to it, so we would get an inbound link.**

Interestingly enough the search engines are far past that now, they understand... I went to a search engine conference last fall down in Las Vegas called [PubCon](#). And one of the search engine engineers there, his name is Matt Cutts, and he is the senior [Google](#) engineer, and he was, he did a very interesting presentation where he asked the audience, part of the presentation is, "let me show you, does anybody in the room here want me to evaluate their website?" So one guy puts up his hand, "sure, sure, pick me."

So he took the guy's website address, put it up on the big screen on the net in front of 400 people, and he said before you tell me about your site, let me tell you about your site. He says, it's been online since this date. He says, it's owned by this company. But he says, hang on just a minute here, I can see you own all these other companies as well, and they're linking to this site, and I can see... **and he basically took the whole guys's life in two seconds and he understood everything about this guy, all the companies he owned, all the little games that were being played, where he was doing things that were not, you know, in the good books of [Google](#)**, and next thing you know, the guy's like OK, OK, OK, and then Matt goes, "anybody else want me to evaluate their site?" Nobody.

So the old days of hiding things is gone. You have to do it legitimately. The old way, that would be again, that would be another of these little things the way we used to do it, and the way we do it now.

How could he tell so quickly that all those links were from the same company, because they were on the same server?

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No he's got a little tool in his laptop that probably the search engine does as well. And what they do is they do a "who is" look up and they've just got... "who is" would be where you registered your domain name, and they've just got access to the data, they're out there spidering the planet, and they just compile it and they just know.

It was amazing. It was stunning. The place was silent and this was a room full of senior guys. Breathtaking. So it was an awakening for me, because it was just one of those little reminders that there is no, there is a right way to do this and there's a wrong way to do this. ***And to do it right is not any harder than to do it wrong.***

In fact the competition right now, a lot of them are gone because they didn't know how to react to these changes over the last 12 months, which has kind of cleared the playing field a little bit, I hate to say it. **But it's provided an amazing opportunity for a lot of us that are still here because it's actually easier now, if you know what to do.**

So if we've got a newbie who wants to build a site quickly and easily, what's the best way for them to do that?

Well, there's a few ways to do it. **One of the little pieces of software that I used to use, and I recently changed but it's still a very nice little piece of software is [FrontPage](#), Microsoft [FrontPage](#).** And we've used that for years to build all kinds of sites. And I've taught students how to use [FrontPage](#) since 2001.

And it's a nice little tool, but fast forward to today, because there are some new types of site builders out there. There's one online called EZ-webbuilder.com and it's a cool little tool, it's something that I came across probably about three or four months ago, that a friend of mine actually owns the license to it, up in this area in Vancouver here. It's an amazing little service. 29.95 a month, they give you a ten day free trial, you go on and play with it and kind of get the feel of the whole thing, see how it works.

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There's other tools out there, use blogging software that's becoming more and more popular. That's another way. **I'm not much of a blogger at this point because I've got kind of my little system that I follow.** But I would say mostly, probably an online site builder, something like EZ-webbuilder.com is probably the best way, especially for a new person.



Not that, saying a new person, that it's a substandard service because I'm using it now myself, it's a very advanced service, but it's very simple to use. I actually just based my entire, the third edition of my [Affiliate Marketer's Handbook](#) on that new site builder because it's so powerful.

So besides getting the natural traffic, what other tools do you use?

Anything like opt-in lists?

I do some opt-in, not a lot, I do... **I'm starting to dabble in the area of paid searches which is where Rosalind is.** I actually have met a student of mine who's in the natural search area who's actually an expert in paid search. He lives in Perth, Australia. You got to love the net, I ran into them at one of the conferences, and he's an expert with [Google AdWords](#), and he's been kind of giving me the lay of the land. **So I'm starting to get a lot of traffic through paid search, which is a new thing.**

I don't do a lot of list building at present with my affiliate sites, although I might, I might start to move into that area a little.

I'm not really convinced. I think people are getting enough email. People are sick of email. I'm sick of it. Everybody I talk to is sick of it. **I know there's money to be made with it. It's just not something I've needed to do, or really I'm not interested in at this point.**

Once you get the traffic to your websites, what's your sales conversion ratio like?

You know, it's all over the map. It depends completely on how good a job I've done with, you know, getting targeted traffic to my site, but it also is completely, in direct relationship to how well that merchant produces, you know converts my visitor I sent him into a sale, so I've got some sites that convert at nothing. And sites that convert up to 15, 20%.

But typically you're probably looking at, it's probably not much different than anything else, probably around 2%, 3% when we're talking natural search here.

If you've already evaluated that vendor's sales page and you think it's pretty good and it converts at nothing, what do you do? Dump the product?

Yeah, if you know... **I'm actually dealing with that right now, one of my sites, where I'm sending amazingly targeted very good traffic, and I've actually been on the phone, first thing I'll do is pick up the phone and call the merchant and see if we can figure out what's going on,** whether it's something I'm doing or is it, are they dropping the ball.

And one of the things that I'm doing now, that I actually never used to do, is I'm starting to really build relationships with the merchants that are converting because you can usually increase your conversion rate. The ones... there are some dogs out there, no matter what you do, I don't know what it is, they just, they won't convert, those ones, it takes me two seconds to delete them from the site, another 10, 15 minutes to go in and find another one to replace them.

So I'm a lot quicker to do that now than try and convince a merchant who's maybe not that interested in increasing his conversion rate, to finding one that actually is.

You mentioned that the hip replacement one brings in, you know, 20 bucks a day or so, do you have any other ClickBank products that make more for you?

I have a few, I'm pretty... ***I've got a couple of sites that are based around earning income from the net.*** So they're keywords like "make money online", "earn extra income", "work from home", and any variation of those words.

So there's a few products in [ClickBank](#) that I do like, I used to share my sites with people, I don't do that anymore, just because of competitive reasons, but let me just pull up one of my sites here. **Again, I look for sites that are, for products that are, books that have not been quickly thrown together.**

Do you look for the most popular ones or...

Sometimes. Sometimes. **Yeah, I know there's a couple up there, a couple of the top ones right now are the ones like the [Rich Jerk](#). I don't actually market for him but it's a great marketing technique, I think the guy's hilarious.** I mean talk about gutsy. "I'm a jerk, buy my book".

And then I think Rosalind's pretty close to the top there. She's been doing well. I like to market a lot of the little tools, because I deal with a lot of webmasters who are looking for, you know, tips and techniques, little pieces of software that maybe they want to add a forum to their site and they want to add a little tool that will help them, you know, boost their rankings a little bit. Those type of things.

Here's a classic one, I'm sorry, I'm not on my site, I just clicked through to one of these others, but here's probably a good one, **I'm on [BecomingAProfessionalOrganizer.com](#), [ClickBank](#) merchant. "Comprehensive Start Up Business Kit to Becoming a Professional Organizer".**

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Another thing I look for is a nice cover, a lot of guys will take the time and actually organize a nice cover for their book so people can have a look at the cover. It makes a representation that it is a book.

One of the kind of complaints I have, one of the merchants, the VitalityHouse.com that I mentioned earlier, he's got a great site, it's a great product, he actually converts reasonably well, **but he doesn't have a picture of the cover of the book, which would right off the bat increase the conversion rate, because now people, just by glancing at it they can say, oh, hey, this is the book.**

What kind of commission level are you looking for?

That's an interesting question, especially with the [ClickBank](#) merchants because I don't necessarily look for the really high ticket ones. I know some guys are offering 70%, 50%. **50% seems to be about the norm, it's actually... it's very generous. I mean it's amazingly generous.**

For a guy like me to be able to go in and find a decent product in [ClickBank](#). ***If a guy is going to pay me 50% of his total retail sale, think about that, that's amazing.*** You've got my attention, and if he's got a product that looks good and actually delivers to the consumer, so I don't get... I mean, even if it doesn't, it's going to feed back on me anyway. So we don't want that. **But there's a lot of quality products in [ClickBank](#).**

So if you dig through it and you find a guy who's paying you 30%, it's like, it's really a windfall. **But even 25% is great, I mean think about it in a brick and mortar business, to have somebody, even in the sales business, offer you 25% commission of the full retail sale? That's unheard of, that's what's so amazing about the whole phenomenon of these digitally downloadable e-books on [ClickBank](#).**

I've actually watched [ClickBank](#) grow from right back probably in 2001, because I was marketing a book on there a long time ago. So I was on the merchant side, and I didn't offer that. **I think we only**

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paid 20, 21%, we still attracted a lot of quality people that were looking to market that type of book.

And it's really a gold mine. People go in to [ClickBank](#) and have a look around. It would probably be... **if they haven't done so already, they'll be stunned and amazed at the opportunity in there for, you know, sales. It's unreal, for commissions.**

Well, the cool thing too about the digital downloadable products is there's no overhead for the vendor, so they can afford to give the big commissions.

Absolutely.

When you're marketing, specifically in the marketing niche, the products we've been talking about most recently, how do you prevent your [ClickBank](#) ID from being stolen?

I actually use, now there's always ways around it. **And generally speaking, most people are pretty honest and the guys that are going to come through and buy the product, that already understand that there's a commission to be earned and they would prefer to earn it than me, there's ways around it.**

Generally speaking people are pretty honest and it's not, depending what market you're going after, there's not a lot of worry. **But if I do want to protect it, I just use a little service called, and it's available and it's another one of these free services. Called [AddMe.com](#).**

They go to [AddMe.com](#) and I think it's on the left hand column, I use it all the time... [AddMe.com](#) and then you just scroll down their main menu on the left under promotional tools and then there's one, the second to last link is called [All Tools](#), and you click on that and then there's two of them, there's [CompactURL](#) which, what that does, is it takes the affiliate link and you drop it in there and **it takes it from a big long link and it changes it into a small link.** That's called

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[CompactURL](#), it's a free service, **and then you take that new link and you go back to the other tool below it called [Link Cloaker](#), and you drop it in there, and then it cloaks the link.** And then you take that code and you put that on your website. It works like a charm.

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

You know what I hope they would do? I don't know if they're thinking this way, but, and I've never quite been able to figure out why they haven't, but it seems to be the logical next step for me. **And one of those is to go to a two tier program, which means affiliates can refer other affiliates and earn an override on a single level.** That would be one.

You know, I don't know if I have an answer to that. I don't really know, I would say, ***I mean obviously the whole focus towards quality content, as the masses start to come online, they're going to want quality content, quality products, quality e-books so, I would say probably quality...*** it sounds like it's not really a marketing thing but in actuality it is, because you know repeat visitors, repeat sales to the same customer, you have a customer base where you can sell them multiple products because you've built trust with them.

I don't know if that's really [ClickBank](#)'s role. That's more the merchant's role, that's more our role. So, I don't know if I have a really smart answer for that.

OK, so after somebody's done listening to or reading this interview, what do you think is the first thing that person should do in their goal towards becoming a top [ClickBank](#) affiliate?

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I would say, first thing they would do is go to [ClickBank](#) and have a good look around. But don't do anything. Get a notepad and a piece of paper and start digging.

One of the mistakes people make is they get into [ClickBank](#) and all of a sudden they see all these products and they figure, wow, I'm going to market this one and I'm going to market this one and I'm going to market this one, I think this one's good. **Next thing you know, they've got, you know, 47 different products and they go and figure out a website and they try to put all those products on one website.** And wonder why they don't make any money.

Where if they were to, once they've got their list, they start to prune it down to what they really want to work on. And they start to say OK, and **they get down to one or two products that they're really happy with, and then focus in on those one or two products.**

One is probably better than two. And then, because if you can figure out a way to make money with one product, this is what dawned on me years ago now, **if I could make money with one product, I know I can make money with another product.**

So let's start slowly here, and figure this out, and go baby step at a time and once I'm successful with the one, then I'll add two. And the second one's always much quicker than the first one. ***So once you get good at one, you can do the second one faster and the third one's even quicker and you get economy of scale going.***

Do you have any final words of wisdom for them to keep in mind as they're going along this journey?

This is doable. For those that are listening to build a business on the internet. It's the real deal. It's hard work. Anybody that I've known that's made it, and I know piles... If they're honest with you, they'll tell you, they worked hard. **They worked really hard. There was times when they didn't even know if they were doing the right thing, but they just kept going.**

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I could tell you stories of guys that worked for six months and almost made no money and was about, you know, had one emergency meeting left with his wife before he was going to pack it in. **And then next month because of the work he'd been done and the search engines finally caught it, you know, he basically took off from there,** and he's now, he's bought himself a custom home and he's paid off a lot of debt, and he's got a new truck and he travels all over the planet, and he's left his job three years ago, and he's free.

So it's just, depending on what they bring to the table, what you bring to the table, if you've got some experience... ***everybody's learning curve is going to be a little bit different because we all have different skills***, when I got into this, I didn't... I was a carpenter by trade. So I didn't have a lot of computer experience, I had a little bit from the telecom stuff that we were doing, but generally speaking, **I could barely use Microsoft Word, so my learning curve was like very steep.**

Other guys that come in, already know how to do a lot of the stuff that I'm talking about and maybe just need to do a little tuning up.

Brand new people, find somebody that you can learn from. And find one person, not two, and once what you've mastered what that one person has taught you to do, and you're making money, then start looking around for maybe other people, maybe not.

Well, thank you so much, James, for sharing your extensive knowledge with us.

ClickBank Success Story #9 – Terry Gibbs



Name: Terry Gibbs

Home: Arizona, USA

Websites: iWantCollectibles.com
Auction-Revolution.com

Could we start with a brief background of yourself and your various websites?

Yeah, I teach people how to run profitable home based antiques and collectibles businesses. I got started by running my own business, buying and selling toy trains, and then I started teaching people how to buy and sell toy trains, moved into the general antiques market, and then when [eBay](http://eBay.com) came along I added [eBay](http://eBay.com) to the mix, because basically [eBay](http://eBay.com) is the elephant in the room.

And I do this mainly with my [iWantCollectibles](http://iWantCollectibles.com) website, which has articles and reviews of other products and things like that. **My revenue stream comes from the sales of my products, some coaching and from promoting my peers,** and those are the other people that write about similar topics. ***I consider them peers, not competitors, and in many cases we work together to benefit everyone.***

OK, so what particular products do you promote from the ClickBank Marketplace?

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Almost all of my products are on the [ClickBank Marketplace](#). In addition to my products, I promote products about [eBay](#) and about antiques and collectibles, so for example I promote Elaine Krieg Smith's [How to Sell Collectible Books on eBay](#) package, I promote Gary Hendrickson's [How to Sell Books on Half.com](#), I promote Jim Cockrum's, [The Silent Sales Machine](#), which is also about [eBay](#), how to build a back end with your [eBay](#) business.

And I promote basically products that provide a value to my readers and my students, not based on the money that comes in from them. I look more towards providing a value to my people.

When you are picking those products, how do you know if they provide a value to your readers?

When I first got started, I used to go out and buy the products. At this point, I get at least two a month, sometimes it's four or five people a month, sending me e-mails saying, "Hey, I got a new product that matches your list, and here you can get a download".

So they give me the products, but in any case I start by looking at the product itself, either as a buyer or looking at the free copy, and I read through it, and *I am looking for actionable information that my readers can benefit from.*

So when I go through all of that, through the product, if it explains things, even if it's a similar topic and similar information than what I teach but if it explains in a different manner, so it might be more accessible to my readers, then that would be OK. **If it's something that's radically new or different or answers questions that I get from my readers, then I am surely going to promote it.**

But the biggest thing is I'm looking not so much to find items to sell or promote. ***I'm attempting to screen out the stuff that's garbage, because so much of it is garbage, and my reputation is such a big part of my sales ability.***

When you're saying that lot of it is garbage; in your particular niche is a lot of it garbage, or just in general?

Well, I can't really comment on the other niches too much, because for example, Internet marketing, **it wouldn't be right for me to say that somebody's product is garbage as an advanced reader, if they were targeting a new reader, and I don't have a good idea of what a new reader is looking for.**

Whereas with the [eBay](#) and antiques and collectibles stuff, **for example on my website there is a review of an [eBay](#) book, and the book answers questions by telling people to go to [eBay](#) and search the help menus. Now that's not an answer.** You know, the answer, at least in my books, and the books that I promote, a question is answered based on experience, and here is how I've done it, and this is how I've learned to do this, and these are the results that I've found. Not, if you're having problems go to [eBay](#) and check the help menu out.

So that's an example of garbage, is there is no information, it's just, I call these people carpet baggers. [EBay](#) is such a desirable topic that it attracts people who are after money, just like the carpet baggers after the Civil War went down and tried to make money, doing whatever they could do selling medicines and other crap, that's what these people are doing. They are coming in, they are throwing something together and they're trying to pull out some money real quick, because there's a big market.

They're not residents, which means they don't understand the marketplace, they are not active, some of them aren't even [eBay](#) sellers, they are just people who think, "hey, there is a lot of people buying [eBay](#) information, so I need to sell some." And with those kind of people, I ignore them. **Sometimes I completely ignore them, and then after a while they will become residents and start to prove themselves, and at that time I might go back and work with them.**

When it comes to picking quality products and building your reputation, how important is it to be working in a niche that you like and a niche that you're knowledgeable about?

That comes back to being a resident, all right? For what I do, because I collect trains and I buy and sell them at [eBay](#) and in other venues, it's something that I am active in on a pretty much daily basis, so it provides the motivation to stay involved. ***Whereas I have done products in other areas, and it's just too much work keeping up on everything.***

When you're evaluating the product, do you also take a look at the sales page and evaluate how well you think it's going to convert?

Yes I do, **although I don't refuse to promote a product just because they have a poor sales letter.** Years ago I was sent a book or an e-book by a person, and I read the e-book and it was fantastic, and I went in and I did with a quick check to make sure that my link was correct through [ClickBank](#) and glanced over the sales letter, which was absolutely terrible. **And so what I did was, I told my readers in the newsletter that this book is fantastic, you need this book, and the sales letter's terrible, so just go ahead, scroll to the bottom and click on the purchase link.**

And that person sent me an e-mail about a week later saying I had generated more sales in the 24 or 48 hours from when I sent out my newsletter, than she had received in the whole year and a half prior.

So the quality of the sales letter isn't important, if you are doing a lot of review. For my stuff, I provide my affiliates with a short little quiz teaser, it's like three lines long, it says, "[eBay](#) sellers, are you losing money in your [eBay](#) auctions? Take this short quiz and find out now," or "take this free quiz and find out now." **And with something like that, the sales copy has to be great, because you're not building up an interest, right?**

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But if I am writing a 3 or 4, or most of my newsletters run 7 to 10 pages long, a long review and providing enough interest in building up a desire, the sales letter doesn't matter.

Now a lot of people, when they get involved with selling on [eBay](#), or selling their own products, they wouldn't even think to incorporate affiliate sales into the mix as well. What was it that originally prompted you to start selling products as an affiliate?

I had been... and this goes back to 1998, '99 maybe. I had been at that time watching Bill Myers had a board about creating information products, which I was just getting into, and a number of other discussion boards like Tony Blake's, **and I kept seeing mentions of affiliates, making money as an affiliate.** I played with [Amazon](#) and never really made any money with it, still haven't, because there's no profit in [Amazon](#), but anyway, I had grown to the point with my [eBay](#) business where I couldn't host my own [eBay](#) images on the little space that my web provider, my Internet provider, gave me. So I had to buy a domain and set up a website.

When I did that I got all these other tools that were added to it. **One of them was [ListServ](#), which is like early version of an email list management solution.** So I started that, and I had a few hundred people on that, and one day I saw that, I think it was [toys.com](#) or one of those big dot com companies, was selling [Lionel](#) trains below wholesale. And I wrote up a short thing just to let everybody on the list know, that they could get these items for below wholesale, I mean like, if wholesale is \$400, the dot com was selling them for 260 or something like that. And then because I have seen these posts about affiliate sales, I thought, well, I should check to see if they have an affiliate program. **And they did, and I created a link. I sent that out to my list and proceeded to forget all about it.** I got a few people send me emails saying, thanks for the information, but didn't pay any other attention to it, **and about 90 days later I got a check in the mail for \$800.**

And at that point I was like, man, I can make money doing this. So I started watching the big dot coms for more instances of that, which stopped when they all went bankrupt, **but I also started looking for**

other things that I could promote as an affiliate, and that's how I got started.

What is it that you like about the ClickBank products in particular?

I like two things about ClickBank. One, it's so easy. I don't have to deal with anything, I don't have to deal with the refunds, I don't have to worry about the people sending me a check or screwing me, which I have had programs that I have promoted in the past where I never got paid or the people changed the program in order to cheat me out of my commissions. **With ClickBank, sure some of the people might use their own affiliate link to buy the product, but I get paid.**

And the second thing, I like about ClickBank is I get paid a check, or actually a bunch of checks, every two weeks. And it allows me to have some stability in my life.

So, how much do you make now per month, just as a ClickBank affiliate?

It ranges depending on whether I am doing a big promotion and one of my peers has a new product out. **In the months where one of my peers that I work with closely releases a new product, I can make \$5000-7000 promoting their product.** In the months that are normal, where there is nothing new and exciting coming out, **it runs maybe 1000 and sometimes as much as 2000, all depending on the traffic that's coming into my website.**

How much do you think a newbie could make if they are just starting out in the ClickBank affiliate game?

It would all depend on their traffic, or I like to use the word "reach". Because for me I have tens of thousands of newsletter

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subscribers, so I have reach, and the ability to reach out and get a lot of people interested, and drive them wherever I want to send them.

Whereas, somebody that's new doesn't have that. So without that, I don't know, I know from my experience I have never done well promoting my products with Pay per Click, and **other than the Pay per Click, I don't see how somebody that's new could drive traffic, or could get the traffic.**

So it's going to be a process of building that reach, and as you build the reach your income grows, and that's what happened with me. So while the \$800 check was like a big check, that was really an aberration, I don't think that's normal.

So, how long did it take for you to be making a regular income of at least 1000 a month, sometimes several thousand a month?

About 5 months, and the big thing there was, that when I really started... or actually it wasn't about 5 months, it was years of me playing around with the toys.com and that stuff. ***But when I got serious and said this is what I am going to do, it took me about 5 months,*** and the reason that I was able to do that, I created a number of products that had other affiliates and people sending traffic to me to buy those products, and I was able to then take those leads and turn them around and pitch them as an affiliate sales.

So that was the true basis of it. If I was working as an affiliate only, without my own products, it probably would have taken longer.

So you are promoting affiliate products through your opt-in list, and also on your website. What proportion of sales come through the list, and what proportion comes through the site?

Immediately through the site is a small but regular proportion of the sales, and I would say, if I generate 100 affiliate sales a

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month, maybe 30 come from the website, and the rest come from my promotions in the newsletter. However, my newsletter is set up so that the first 5 or 6 emails that go out promote my products, and build my credibility and once I have got to that point, it starts sending out emails, promoting affiliate products.

So those who are kind of mixed in, and difficult to figure out whether those sales were direct from the website, or they're on the email but in either case those would be counted in the 30%, those initial ones which... **One of the things that I found so effective is when I send a newsletter out to my list, and it's effective, I immediately add it to my introductory series, and that means that all the new people that are coming in, after a week or ten days, they start getting those pitches that I know work,** and those generate a lot of sales, and I would say a good portion of my sales come from that.

And it's something, I actually have quite a few peers that I work with to do the same thing, ***and we send each other traffic back and forth like that.***

Yeah, most of the people that I have interviewed, when they talk about sending out sales letters to their newsletter, they are talking about doing a broadcast, not actually having it as part of the autoresponder series, so you have actually gone a step further with that process.

Yeah, I do the broadcast mailing, so for example, I will write a newsletter promoting [Jim Cockrum](#)'s product, that newsletter sold well. ***So, immediately I take that newsletter and change it a little bit so it's evergreen, and then put it into my newsletters series.*** So, everybody gets it. And that's something that very few people do.

And in my experience, once I put it into the autoresponder it's like free money, and I don't understand why a lot of people don't do that, and... or actually I do understand why a lot of people don't do that, it's because they are afraid they are going to lose their newsletter subscribers.

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My opinion is I would rather have somebody that's a buyer, and if somebody is going to leave because I am pitching them too much, then they can leave, because they really are not worth anything. I am not... and I see, the more people brag about the size of their lists, **especially when the lists start getting above 40-50,000 subscribers, the less effective their lists are.**

And that's something that I always try to avoid that, I rarely mention how many subscribers I have across my different newsletters. ***It's a metric of how many dollars can I get out of sending a newsletter, it's not how many subscribers I have.***

Once I made that change, it became different. **Today I am looking to get the \$10,000 newsletter. I want to send out one email and get \$10,000.** I have come close to that on a couple of occasions, which selling a \$30 or \$40 product through [ClickBank](#), is a lot of sales to get that high.

I have come close to that, but it sets me up as a goal that I can look at. **Rather than saying I want 100,000 subscribers, what does that mean, it doesn't have any meaning, right?** And I can't go to the grocery store and at the checkout line say, "I've got 100,000 subscribers take a few and thank you".

So, the people that are on your opt in list, how often are they getting a message from the autoresponder series, and how often are you sending them a new broadcast as well?

I usually send... it would average about every 10 days, but I always send out on Tuesday or Wednesday nights, and then follow up, so, and I might skip a week. **But usually the newsletters go out on Tuesday nights, and then on Fridays I follow up** with, "if you missed this week's newsletter it's now online, and here's a few short notes".

And those short notes are almost always condensed affiliate promotions. So, that works. I have people that read the Friday night issue who already read the article on Wednesday, and then they will say, "Oh! I want to check this out," and they will go buy something as

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an affiliate. And I also have people that miss the Wednesday issue that then go to the website and read and respond, and then also get the sales on Tuesday.

And I can see by sending my newsletter out on Tuesday nights, I can see whether it's working real quick, in a real short timeframe because my UK and English buyers, they start responding immediately. So, it gives me an idea of whether it's working or not.

How long did it take you to build a list of that size?

It's taken years, and it's been a learning process in order to get the people in. For the [eBay](#) oriented stuff, those lists grow faster because there's more people promoting it and there is more constant and regular promotion. **For the antiques and collectibles list, that grows very slowly because it's mostly a result the people going to search engines, searching for something and seeing one of my pages in the results, and then coming to the website.**

So it's little bit different on the two different big lists that I have. And there is some overlap between them, but the lists where there are affiliates promoting and they are promoting it pretty much regularly; those lists grow very quickly. **Now, the other ones, the search-based lists, where I am trying to drive traffic through the search engine, they grow slow, maybe 20 to a 100 subscribers a week.**

What kind of incentive do you offer to get people to actually sign up for the newsletter?

I offer an email course on the [iWantCollectibles](#) site. That teaches people how to buy and sell antiques and collectibles, which actually the course is nothing more than an explanation of how to do something, ***about 80% content and then about 20% pitching at the bottom, and that builds my credibility and also gets those sales.***

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On [The Auction Revolution](#), which is my best selling product that teaches people how to sell and build an [eBay](#) business, that one has a quiz that's kind of a... it's not a forced page because they can get around it, **but there is actually a quiz that asks questions, and there is a form where they can put their answers in, and then they give me their email address and their name.**

They hit enter and I mail them the answers, and it redirects them to the sales letter. That works fantastic. **For 100 people that come into the site, about 60 of them subscribe to the newsletter and 10-12 end up buying the product.**

Which, the people who subscribe are three times more likely to buy than the people who don't. **Because I have the follow up messages that keep promoting the product, teaching and promoting, which is the model I use. Teach, promote.**

OK. So... getting the actual traffic to your website, you have said that you don't use Pay per Click. Have you tried it before with bad results, or you just don't like it?

I have tried it quite a few times and what happens it's either I spend a lot of money and get no results, which is more usual or I don't spend enough money, and this was [Overture](#), and they start charging me extra in order to get to their minimum monthly spend.

And for what I do, I find that it is more effective to concentrate on building an affiliate network, ***to concentrate on writing content for my website that will end up getting good search engine results, so this is optimizing my content and writing it.***

And then the third thing that I do is, a lot of free publicity, and I am constantly out there doing interviews with journalists, and I just started doing a radio show every Saturday night. So, what happens is, I am concentrating on the things that work for me and don't require a lot of oversight.

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For example, I just did an interview today for Women's Day magazine. Now, if they publish it people will surely come into my website. If they don't, I spent 20 minutes on the phone, it's done. **I don't have to go back and see how much it's costing me, I don't have to go back and track it.** And it's something that I find easy to do because I'm practiced at it.

So I'm concentrating on the things that I like to do and the things that allow me to not spend my time doing the oversight. **The biggest problem with the Pay per Click is that you have to watch it, to see how it's working, and then people come in and outbid you, and your costs go up, because it's fluctuating.** With the model that I use, once I spend the time, I don't have to maintain or watch anything, other than to just keep adding to it.

OK, now a couple of the things -- having the affiliates promote for you and getting free publicity through doing interviews -- of course that's easier when you've got your own products to kind of leverage that, because you are going to get affiliate sales through the back end as well, but kind of your selling feature to the journalists and to the affiliates is, "Hey, promote my products." How do you think someone starting out as an affiliate might be able to make use of some of those techniques, without yet having their own product?

I do really well by giving away free reports, and that's kind of a viral thing, and I actually provide that on [The Auction Revolution](#), there is a couple of them that can be branded, and I started out doing that years ago, giving away free reports on my [eBay](#) auctions, and now it's systemized so other people can do that.

As far as the publicity, the free reports for me as the author of the free reports work. For you per se to do an interview about, you found this neat free report, it wouldn't work. You'd have to find your own angle.

For a lot of the publicity things that I've done, weren't so much that I had products, but that I had contrary ideas than what the normal people were doing. So, for example when [eBay](#) raised

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their fees last year, there were people running around with petitions and complaining, there were articles in all of the different magazines and newspapers about these groups complaining that [eBay](#) fee increase is going to hurt them.

Well, I sent out a press release saying, [eBay](#)'s sellers rejoice over increased fees, right? **And so all of a sudden I am contrary, everyone else is saying this sucks, and is going to kill us, and I am standing up saying no, this is wonderful and this drove all of these reporters to me looking for that contrary statement.** Now, if I didn't have a product but just had a web site, I could have put a single page article on my web site saying why this was a good thing, which it was actually a good thing, and then drive the traffic into that, and then change it off, into the affiliate and all that. ***So, it would have worked as an affiliate only.***

For the article that I was doing or spoke about earlier with Women's Day, they are actually looking for women who have turned their hobbies into businesses. **They are not looking for people like me that teach people how to run home based antiques and collectibles businesses.** They are looking for somebody like you who might have a hobby of crocheting something, and then you sell what you make. So, it's a little different, and yet I am able to capture that journalist's attention by saying, "Look, I did this and it destroyed my hobby". **No one else is doing it.**

So, even though I am a male, I am not somebody that she wants, I am attractive, and that's something and it's taken me almost a decade of doing press releases and working with journalists to learn how to do this in an effective manner, with the whole idea of being contrary and giving them a story, works. ***And you have to have a web site to do it.***

So, I suppose even if someone had a niche affiliate site and they are promoting products within that niche, they can set themselves up as an expert in that niche and be the go-to person for the journalists, even if they don't have a product.

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Right, and it's a matter of being attractive to the journalist, being able to give him a couple of quick sentences that fit their needs, and help them with their job. And if you do that, the journalist will mention you.

This is one of the things that many people don't understand is that journalists who are working on stories need to be quoting people. **So if you have something to say, that's quotable, they will come to you, and you can build relationships with them and they will come to you over and over again.**

I think the biggest thing there is for somebody who is just starting out, do the newsletter, start building the websites. So, send out the newsletter, then put the article on the website and start building out some content so that you have credibility and somewhere to point the journalists. Both so that the journalist can look at you and say, "Yeah, this person knows what he is talking about," and so when the journalist mentions you, they can give contact information, your website. **And it will work, it's something that I do.**

I know a lot of other people tend to focus on traffic, and to me, I'd rather do what I enjoy and have free time, than try to learn all these traffic things and have to pay attention to all of that.

So, tell me about your radio show that you just started?

That's Dennis Lively, a couple of weeks ago put a post on the [Warrior Forum](#) asking for recommendations of someone to interview about [eBay](#) on a radio show that he just started. And when I checked my email, I had like a dozen emails from people saying, "You got to talk to this Dennis guy." And then I called Dennis on the phone, and so now we are doing this, **but it's kind of flattering that I've become well known enough that I am the top choice of all of these people.**

But anyway, every week at 10:15 Eastern Time, I do a 2 to 5 minute segment about [eBay](#) on the [NetBizRadio](#) show that Dennis does. **And it's only been going on for a couple of weeks, so I haven't really seen any big effects as a result of it, but it does provide me with more credibility. It's bragging rights.**

OK. So, you also mentioned that you optimize the content on your website to drive traffic through SEO. How exactly are you optimizing that content so that the search engines find you near the top of the list?

I use a simple formula, and that is the keywords go in the title, the keywords go in the URL, the keywords go in the headline on the page, and then the keywords appear frequently within the copy itself.

And by doing that, that does a good job of telling the search engines that this is a page about, for example, [eBay](#) sniping, so that page would be like "[eBay](#) Snipe Review". ***Review is a killer word when you are doing affiliate sales, because people search for reviews.*** So, that page would be called ebay-sniper-review.shtml and then the title is "Review of [eBay](#) Sniping Programs" and that's the title and the headline. And then I talk about [eBay](#) sniping programs, and use the word [eBay](#) Sniping in there, and [eBay](#) Snipe and Sniper, frequently enough so that a search engine can tell, but not so much that somebody reading it finds it hard to read. And I just go right through, and all the links to that page will say, like "[eBay](#) Sniper Review" so it allows the search engine to know what's going.

I also do in a RSS feed that goes out and immediately causes there to be hundreds of links back to that page, because the RSS feed has the link to that page and the short summary of what will be found on that page, and a lot of people use those on their websites. So, it gives me the ability to put something out and have it go immediately up into the higher reaches on the pages, or on the search engine, depending on what it is.

I am not going out and trying to get the word [eBay](#). Somebody searches for the word [eBay](#) on [Google](#); they're not going to see one of my sites. ***But if they search for a two-word phrase with the word [eBay](#) in it, they're usually going to find my site in the top ten.*** If they search for a three-word phrase, they are almost always on my site.

So, I'm not optimizing for the most competitive keywords, but I am building lots of pages for the lesser competitive terms, the ones that might only give these fifty or hundred people a month coming in from, but over the course of -- and I don't know how many pages are on there, maybe a hundred -- that adds up.

OK. So how do you know that you are using the keywords on the page in the actual content often enough that the search engines are going to like it, but not too much?

Read it out loud. So if it makes sense then it's OK, and I find, I actually don't do this enough. Because a lot of times I get hurried. But when I read what I have written out loud, I can understand, oh, well, this sentence doesn't flow right, I shouldn't use this here.

So it's really beneficial, and one thing I didn't mention here, when I write an article, I write an article based on questions that people have. And then I go to [Overture](#) and I look at both the bids on those terms, and I look at the number of searches done for those terms, and I understand that those [Overture](#) searches aren't really relevant. **But it does give me a good idea of what words are best.**

So for example if somebody goes and searches for "[eBay](#) fraud", right? So for example writing an article about [eBay](#) fraud, I can go to [Overture](#) and search for "[eBay](#) fraud", find out how many times that's used, and then if I do a search for the word [eBay](#) I look for other words like "scam" and "rip-off" and things like that, synonyms, and see that "scam" is actually used more often than "fraud" when people are talking about being ripped off on [eBay](#), so I would go through and change the page, so instead of saying, "how to avoid [eBay](#) fraud," it's called "how to avoid [eBay](#) scam". ***Because that makes it more attractive.*** I'd still use the word "fraud" in the page, but the page is designed for the most valuable key term that I can expect to get.

Can you explain exactly how you're using the RSS feeds because I think a lot of people know the term RSS feed from

blogs and stuff, but they don't know how that could bring them traffic?

All right. What I do is on my news.iwantcollectibles.com sub domain, **I write my newsletter and then I put the newsletter online, and that's the Thursday night I put it online, and send out the note on Friday saying that it is now online.**

I have an RSS feed, which is actually an XML, actually a format that you use, and I write that manually and it has the link, the link title, the description which is the summary of the article, and then the date in it, and I add that to the RSS feed that I wrote earlier, save it and move it up online and then just like with bloggers I do the pinging for all the different RSS sites, and then newsreader sites pick up on that, the sites like Yahoo.

This is actually killer in terms of getting pages indexed fast, is to go Yahoo and set up an account on, I think it's called My Yahoo, and then add your feed to it, so your My Yahoo page has your RSS feeds shown in it, and that tells Yahoo that they should be indexing that page. And then people who are trying to build a dynamic website that changes because it helps their search engine ranking, which I don't think it does, but they're building these sites that have the RSS feeds in it, they'll grab that feed and start using it.

Now, from my point of view looking for the traffic, I don't think having my feed on these other people's sites, unless they are actually involved or residents, helps me, and actually I rarely see measurable amounts of traffic coming from all these other sites. **What I do know is having it out there helps my search engine ranking because the search engines see them as backlinks, which are important, and that's the true benefit of the RSS feed.**

For the people that I am involved with, my peers that are also running information based sites, and that's one of the big failures of the vendors, is that **they don't build websites, they build a single page sales letter and then a single download page and maybe an affiliate page, but they don't have a website with fifty or**

hundred pages of information that's growing and is attractive to the search engines.

But anyway the few peers that I have that have those websites, and some of my affiliates, **they have my feed on their site and it gives an affiliate link rather than having the straight link**, it has an affiliate link, and I think that's a little bit different though.

So the RSS feed, it helps me spread links out across the web really fast, and it helps me for the people that are using newsreaders instead of subscribing to the newsletter, it helps me get in front of them. And originally I had the idea that this would get my stuff into the news category on [Google](#) that's why I put news.iwantcollectibles, but that hasn't happened.

I designed it to do one thing and it ended up doing something else very well.

So when you writing your actual reviews, are you giving your personal opinion, what you like and don't like about the product, or is it just kind of, "here's the product, go buy it"?

When I write my reviews, I base it on either my results with the product, or and I find this works better, on the results of my students. So for example with the [Half.com](#) book by Gary Hendrickson, that book, and I sell couple of dozen of them a month, without doing any promotions, it's just a review on the website, and a single article in the series.

With that, that was the guy that I know locally had called me and was asking for advice, he buys and sells books. And I told him, "I just read this book that this guy sent me, you should read it." And he read it, and then about a week or two later I talked to him on the phone again, and he told me about his results, and so I wrote that up as a story and told the people that if they sell books, they should check it out Gary's e-book, and that worked very well.

I never do the little lazy thing that I see so often, which is you quote somebody's sales letter, and copy and paste from the

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sales letter and all that, I never do that. It's always, "this is what you will earn, this is the effect I had on them, this is why I like it," and I find that that builds credibility.

As a matter of fact I have probably thousands of people, and I won't call them affiliates because they don't generate sales, but we'll call them lazy people, that come into my website, grab chunks of my sales letters, in some cases grab the entire sales letter, paste it on their website, and instead of having an order link they replace the order link with their affiliate link, they don't generate any sales.

They are not... and I think there are two reasons for that: 1) It confuses people when they come, when they read something, if there is anybody reading it at all. **When they read something to click on it and then end up on the same page again on a different site, that's confusing.** And then 2) there's is no real reason for somebody to read it, whereas with mine, **I send a vendor traffic after making a recommendation, the person gets in, they have interest, now they read the sales letter, which confirms their interest,** it's called the believability mountain.

We take the person, we start at the base of it, we give them enough information to capture their Attention, and then we build their Interest and their Desire, that whole AIDA thing. But visualize it as a mountain. **You have got to push them up that mountain so when they get to top and their Desire gets them ready to take Action, they believe that the product will help them.** They believe that the product is right for them, and by doing an analysis and a recommendation, or a "this is what happened when I used it, and these are my results, and these should happen for you", it helps to build that and it becomes the natural flow of dropping somebody off.

So visualize the page on my website as a bus stop and it says, "climb in, this bus goes to base of this mountain". Well, I am getting in the bus and they are singing songs and all that and driving them over to the base of the mountain and dropping them all off. **The person's sales letter helps them climb that mountain, and the energy that I have given them on a bus helps them climb that mountain.**

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So are you putting just your ClickBank hoplink, or do you redirect it or mask it somehow?

I redirect them through another page on one of my other sites, usually some of the old ones have never been done, **but I always redirect them, and I redirect them or at least all the new ones, go through a script that counts people.** So it counts how many times that link has been used, and that's just a little PHP script that I had somebody write for me for, I think it was 300 bucks. But that helps me see how many people click on the link.

I never link directly to the person's site through the ClickBank link on the website, and when I am looking at products, I try not to promote products that leaves a hop= on the tail end of the inbound links. When I see a product that I want to promote that has that, you know what I am talking about? It's like... Site.com... Hop equals blah, blah, blah, affiliate?

When I see those, I send the vendor an email saying, "look, I would like to promote your product but I don't like that," **because it's like a sign that says, I am an affiliate** and I have actually a tool that shows them how to do it and remove it, and I give that to anybody that I work with.

So we have talked about all the things that you have been doing right. Are there any big mistakes that you have made when you first started out as an affiliate?

Yeah, one of them is the focusing on the number of subscribers rather than the number of dollars that I was making, and that caused me not to push as hard, it caused me not to mail as frequently, right? And that definitely cost me money.

Another thing that hurt me was restricting myself too narrowly. And that is, granted, I teach people how to run the antiques businesses, and how to do eBay, but a lot of my people are also interested in how to write their own e-book, or how to do other things, and especially niches, which seems to be a big one, that they all like

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all of a sudden, and those products will sell. **And I never promoted those, and if I did promote them, it was always in just a little short note**, like one of my friends Becky Hegel sells a lot of stuff in those... about niches, and creating products and things, and so with her I'd have a little note in the bottom that says, my friend Becky has just put off this report on how to select a niche, and I'd get sales.

But I don't send out a full page or seven-page review of it. It's more of just, "here you go," and I don't know whether I am making a mistake doing that or not. I know that I am making a little money and I am helping Becky out. **I think that I might lose real subscribers if I deviated too far from the core topics.**

So, I am kind of hesitant to do that, and yet when I do do it, it does work, and I think that when I first started out, refusing to do it at all cost me money. Now I put them in the little short notes... you know, "the newsletter's on the website, you can get it here, while I've got your attention, here is three things for you to think about," bang, bang, bang, and I will put them in those, and they do generate sales.

Another mistake that I did was not starting the newsletter early enough. I did the Toy Train Newsletter, and then when I started with the antiques and collectible stuff, it was a couple of months before I started doing the newsletter, and then it was literally three years before I started putting the back issues of the newsletter online. **And that was a big mistake because that's so valuable, and it builds so much credibility.**

Another mistake that I made I was not focusing. I talked to you earlier about the residents vs. carpet baggers. After I had been running [iWantCollectibles](#) for awhile, I started doing other stuff, I started writing books about how to write an e-book, and I started writing books about auto responders and building newsletters, and all different kinds of stuff and I wasn't able to devote my time to anything because I had so many different things that I was doing.

So, once I started focusing and realized that I am a resident, and this is what I am doing, my income really grew. Because I was able to devote all the time to it. And then the last one that I will mention is, not paying enough attention to my readers. I went through

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a period where I didn't read or respond to emails almost at all from people that were my readers, and even the buyers. It was just, "give me your money and thank you," and I got into doing that because I was literally overwhelmed.

Like people asking questions before they bought, and I started not answering any of those, and they just grew at the point writing the answer of any emails or read them, **and then later I started reading the emails looking for commonalities, as I started reading the emails I noticed common themes**, I started seeing that one of the most common questions people ask is, "where do I find products to sell on [eBay](#)?"

And so that gives me an idea of, I should tell these people where to find products to sell on [eBay](#). So, and actually that's killer, because there are my way of buying antiques and collectibles and then reselling them, and then there is the [Janiece Smith](#) way of buying liquidation items, and the [Tim Knox](#) way of buying drop shipper items, and the [Robbin Tungett](#) way of garage sale shopping and the James Jones way of doing public domain items, and I guess you get the idea, **those are all affiliate products, sold through ClickBank, but you really get the idea right there that just by, hey, here is a question that people have, I got all these different products to answer this question**. And, with the exception of Robin's garage sale book, none of them are competitors for mine, they are all just different ways of finding products to sell on [eBay](#).

One of the things that I learned as a... it was a mistake, but it was actually beneficial, I always selected products based on how much I'd get paid, and I found a product one day and I was, you know, this is great, I looked at the sales letter and it wasn't all that good, and just made sure my link worked then I sent traffic to it, without ever finding out how much it was and how much I got paid in commission.

And it was like \$8 for this e-book, and I got like 25%, maybe \$2, and I was like, "this sucks," because I got all these emails, this was back when [ClickBank](#) sent the affiliate an email, saying, "you've just generated a sale". **And I got all these emails and I made all these sales, it was like hundreds of them, and I was like, "oh, good, I am rich!"**

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And when I went in and looked at the [ClickBank](#), I was like, “huh?” **Because there weren’t, there was hundreds of sales, but no money.**

And an interesting thing happened, I felt pretty stupid at that point I was like, “I am not going to do that again, next time I have to pay more attention,” but an interesting thing happened and that was, **the people who have bought that book, or e-book, came back and bought other items.** They started buying my products, they started buying the products that I promoted as affiliate, and I later realized that the reason for this was that product at that low price, under \$10 they are not even going to think about it. “Here’s 10 bucks, let me have it”.

The product, or the book, vastly over delivered on its promise. It was wonderfully written, it was very helpful to the reader, and it was cheap. So, they took the leap or they took the leap and they got a lot of out of it. ***So, all of a sudden it increased my credibility with my readers, and now I try to do that every six to eight weeks. I will try to pump something that’s cheap, because it helps me convert all the freebie seekers in my list into buyers.***

What do you mean when you talk about the circular model of affiliate promotion?

The circular model; this is something that evolved over time and it really started out as a result of Janiece Smith and I, Janiece wrote a book called [How a Soggy Sandwich Eating Dental Hygienist Made \\$33,000 on eBay Last Month](#) or something like that, I think the number’s 11,000, and it’s about her system of buying liquidation merchandise from companies like Victoria’s Secret and things like that.

And Janiece started promoting my products, and I started promoting Janiece’s product, and it was in a haphazard manner. **She’d promote mine, I’d promote hers, and we’d get these huge bumps of sales, all right?** And so later as I was learning more about putting

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these articles into the newsletter series, I started seeing that when Janiece drove people into my website, they would sign up for my newsletter, a lot of them would buy my stuff, **and then 10 to 15 days later those same people would use my affiliate link to go back and buy Janiece's products.** Plus buying other people's products.

And the same thing happens with Janiece. When I send traffic over to Janiece out of my newsletter, from a newsletter issue, when I am doing a mass mailing, not an introductory sequence, but a mass mailing. When I send traffic over to Janiece, they go in, some of them immediately buy, a lot of them sign up for her newsletter, I guess they are buying other products that she is promoting, and then eight to ten days later whole bunch of them come back and buy my stuff through her link. ***And that's the circular model, and I actually do this now with about four different people, and it works really well.***

In fact yesterday I was talking to Janiece's husband, and we are going to do three of them next week. ***Where I do three emails bang, bang, bang in a row sending people to Janiece's site, and she does three emails bang, bang, bang sending people to my site, and we each should walk away with five grand as a result of this, maybe even more.***

And the thing that makes this work is, I offer a 75% affiliate payout on my products, and she offers a 75% affiliate payout. So, as vendors we are taking it in the shorts, because we're giving away all our profits, **but we are making so much money on our own affiliate sales that it makes up for that, and there has to be a balance in there.** It's not, send me somebody and I will do a lackadaisical job of trying to sell them, and then I will start pitching affiliate products. It's send somebody over to buy my product, and I will hammer on them to make them buy it so you get your commission. And after a week I am going to sell them something else, I'm going to keep the commission.

And that works so well with the few people that I do that with. It's wonderful, and it doesn't matter how big their lists are. **I do this people that have a few hundred subscribers and I do with people that have 40-50,000 subscribers, and it works,** because it's... or, I think it's credibility.


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When I am telling somebody to buy my stuff all right, they take that with a grain of salt, but when they are in my list and I have been telling them to buy and they will buy and then I send them over to Janiece, and tell them to buy Janiece things, maybe they buy Janiece's stuff.

Now the happy buyers, or the people who buy everything, they will go right over and buy Janiece's stuff. Other people, they get in her newsletter, they start reading hers, they're like, "this woman knows what she is talking about." They get in ten days, Janiece says, "go buy Terry's stuff." **And now it's not me telling them to buy it, it's Janiece telling them to buy it, after they already have a relationship with both of us. And it is just so killer.**

And as far as I know, and I don't pay a lot of attention to other niches, although I do read a lot of Internet marketing newsletters, no one else does that. **And I haven't seen any use of that.** But it is so powerful to send people back and forth like that.

And it's always done as a promotion, it's not done like, "you should read Janiece's newsletter". I might spend a note out that tells people you should go read Becky Hegel's newsletter, because it's great, and give them the link, but that's Becky and I are friends. **With Janiece, we are peers and we are residents of the same market coming out of from different angles, and it's all sales.**

 Affiliate powered e-Commerce, worldwide	ORDER SEARCH: STATS REPORTING ACCOUNT PAYCHECKS FAQ NEWS
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Enter any combination of search criteria.

Search	DATE:	RANGE:	CUSTOMER NAME:	ITEM #:	See
	Jun ▾ any ▾	▾			
Reset	RECEIPT #:	SHOW:	E-MAIL ADDRESS:	FORMAT:	Re:
		Orders ▾		HTML ▾	

Found 19 orders processed in Jun 2006. Total amount: \$450.02
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SALE DATE	TIME	RECEIPT	TYPE	STAT	ITEM	PAYOUT	PUBL	AFFI	CC	
2006-06-02	18:54	CD87NNW8	PYPL	SALE	002	\$8.99	NALROO	EXPRESSPRO	US	F
2006-06-02	13:41	CGJxxxxx	PYPL	SALE	001	\$26.60	EXPRESSPRO	NALROO	US	F
2006-06-02	11:41	CS2xxxxx	PYPL	SALE	001	\$26.22	EXPRESSPRO	NALROO	GB	F

ClickBank Affiliate Confessions: Volume 2
By Codrut Turcanu and Heather Vale

Email 1 sent to Janiece's list:

Subject: What Is Your Biggest eBay Hurdle?

Last week, I asked Terry Gibbs if he'd like to do a live teleseminar with me in the near future. He said he'd love to do one, so we tried to select a topic that would be most helpful to our readers.

Terry suggested we ask our readers for suggestions. Sounds like a great idea to me.

I've pasted an old article Terry wrote for me below along with a link to his free eBay sellers quiz so you can get acquainted with him.

Read the review, take his quiz, buy the Auction Revolution manual, then send me some suggested topics for a teleconference. Tell me what is standing between you and eBay success, and we'll select a topic.

Terry has a new book about eBay, and I asked him to put together a special article just for my readers.

I know you are thinking. . .

"I need another book about eBay about as much as I need a hemorrhoid!"

But, Terry's new book is revolutionary.

You see, most eBay books are written for the new seller. Some like my Soggy Sandwich book are directed to the more advanced seller, and contain material for beginners. The beginner material is included so anyone can use the book successfully.

Terry does the same thing in the Auction Revolution. He starts out assuming you know absolutely nothing about eBay and builds from there. The first 115 pages are all eBay. Everything

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from setting up an account, to writing your first listing, and getting paid.

A Side Note Here: This is how people become experts - by seeking out the experts and following their advice.

But it is in the second half of the Auction Revolution that Terry lets loose.

I started reading and got so engrossed, I forgot to make dinner for the kids. (They didn't mind - I ordered pizza for them and kept reading.) I was fascinated by the advanced techniques explained in the manual, and made a big list of things to start doing in my auctions. (I think I remember this now!)

I was so amazed by the Auction Revolution, I asked Terry to write a guest article I could send you. Here's what he sent me.

"Profiting From Other's Mistakes," Or, "Are You A Victim Of Ebay Arbitrage?"

By Terry Gibbs.

If you spend anytime on eBay, you have certainly seen poorly done eBay listings. In some of these auctions the sellers are wasting money on listing upgrades that do not increase the final bid amount. In other auctions, the sellers are making errors within the descriptions to cause bidders to flee without bidding. In some auctions, the sellers list items in the wrong category and fail to get exposure to potential bidders.

Here's some of the more common mistakes:

- * Poor pictures - or worse no pictures.
- * Inadequate descriptions.
- * Failure to use important keywords.

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* Vague title.

* Wrong category.

There are other mistakes, but those five are the most common. Some auctions even have two or more of these mistakes.

You see, 95 percent of eBay sellers don't really know what they are doing. They never spent the time to learn the right way to sell, and they don't spend the time increasing their skills.

Everyday thousands of sellers make these mistakes and realize lower profits in their auctions. These mistakes are made because the sellers are stuck in a rut and do not know it. In many of these cases, the sellers are giving their profits to other more knowledgeable eBay sellers.

This is called eBay Arbitrage.

Let me define arbitrage before I go on.

Arbitrage (n.) the purchase of items for immediate resale to profit from a price discrepancy.

The price discrepancy here results because the buyer's knowledge and selling skills are higher than the seller's. eBay is a 24 hour feeding ground for people who know what they are doing.

Want proof?

Here's an example - just last month, I bought a box of old toys on eBay for \$9.99. I was the only bidder. The seller charged me another \$10.00 for shipping and handling. This means it cost me \$19.99 to get the box of toys.

I then listed the toys on eBay in a few auctions and sold them for \$754.00. A profit of \$734.01 before eBay fees.

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This is 734 dollars the eBay seller handed me. She shared her profits with me, and never even knew it!

Let me tell you one more little tidbit of information to hammer home this point. The seller I bought the toys from is an eBay PowerSeller with over 4200 feedbacks.

Even more startling, I have made over \$5500 just by buying and reselling items from this one seller in the past three years. (Please don't tell her because she thinks I am a great customer.)

Remember, I was the only bidder on the auction above. She should know better.

The problem is she is so busy selling items on eBay, she doesn't have time to learn how to do it better. She is blindly committing the same expensive errors over and over again, and thinking she is making good money. She is like 95 percent of eBay sellers.

In the eBay Arbitrage section of The Auction Revolution you will learn:

- * Seven different ways to practice eBay Arbitrage. (There are actually eight ways, but only seven are acceptable under eBay's rules.)
- * How to find and identify profitable items.
- * How to keep other bidders from finding the items you want.
- * The one secret ingredient you must- no ifs, ands, or buts here - you must use this to profit from eBay Arbitrage.

Of course, because you will become one of the top 5% of eBay sellers after reading the first 116 pages of the manual, you will be able to sleep at night knowing you are not the victim of eBay Arbitrage.

Here's a comment from a Auction Revolution reader:

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** After reading the Auction Revolution, I can sleep knowing that I am leveraging every last penny out of my auctions and they are as effective as they can be. - Stuart Morrison

Every day you delay moving into the top five percent of eBay sellers is another day of wasted opportunity. Lost profits you cannot recover. You are doing the work anyway, you should make sure you get all the rewards for your efforts.

You'll also learn other important techniques for maximizing your eBay income. You can find out more with the link.

<http://hop.clickbank.net/?expresspro/nalroo>

Terry Gibbs

I was amazed by the possibilities of eBay arbitrage. Terry makes some strong claims in his article, but he backs them up on his website.

He actually has links on his website that bring up current eBay auctions where sellers are wasting thousands of dollars in listing fees. I knew a lot of sellers had no idea of how to sell on eBay, but when I saw the proof I was dumbfounded!

You won't need to imagine the waste, you will see it!

Terry has also put together an eBay seller's quiz. With the quiz, you can find out how well you are doing in your auctions.

Find out if you are losing money in your auctions by taking the Free eBay sellers quiz at:

<http://hop.clickbank.net/?expresspro/nalroo>

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ClickBank Affiliate Confessions: Volume 2
By Codrut Turcanu and Heather Vale

Email 1 sent to Terry's lists:

Subject: What Is Your Biggest eBay Question?

Last week, Janiece Smith ask me to do a live teleseminar in the near future. I said I'd love to do one, so we tried to select a topic that would be most helpful to our readers.

There is so much stuff to cover, we couldn't select a topic. So we decided to ask you to suggest a topic.

I've pasted a review I wrote of Janiece's book below so you can find out more about her.

Read the review, go buy her manual, then send me some suggested topics for a teleconference. Tell me what is standing between you and eBay success, and we'll select a topic.

Here's the article. . .

"How an Overworked, Traveling, Soggy Sandwich Eating Dental Hygienist Made up to \$11,212.00 a Month -- 100% Online."

What a title for a book!

It's a long cutesy title, but don't make the mistake of thinking the book is cute or funny. While the title is cute, the book is nothing but hard hitting factual knowledge that will help you increase your eBay success.

So I don't have to type "How an Overworked, Traveling, Soggy Sandwich Eating Dental Hygienist Made up to \$11,212.00 a Month -- 100% Online" over and over again in this review, I'll refer to the book by Janiece's company name, ExpressProfitsOnline.

Here's some information about Janiece's book and her technique for finding products to sell on eBay.

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The first half of ExpressProfitsOnline is about selling on eBay. Here she will surely get you thinking about ways to improve your auctions. Her system is a bit different than what I teach in the Auction Revolution, but makes a lot of sense.

She obviously knows what she is doing and freely shares her experience and knowledge.

I have said before and I will say it again. The only way to effectively sell on eBay is with a system. You must have a system to maximize your income.

The best way to develop your own system is to start with a system developed by an expert, then modify it based on continued experimentation and learning.

Take pieces from the Auction Revolution. Take pieces from Janiece's ExpressProfitsOnline. Take pieces from the other experts I introduce to you, then build the best system for you.

But Janiece's system for selling on eBay is just the introduction to the real meat of her book.

The second half is killer. If you are looking for products to sell on eBay you must buy this book. If you bought a book about drop shipping and were disappointed, this book will set you straight.

Janiece explains step-by-step how to find excess inventory you can buy cheaply. I was amazed at her technique for locating items to sell on eBay.

In fact after reading ExpressProfitsOnline, I told someone who has been looking for items to sell on eBay to buy the book and do what it said to do.

He made over 2500 dollars in three weeks. That's with no prior experience.

I told one of my coaching clients about Janiece's techniques and guess what? He made 160 dollars profit the first time he

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tried her system. Note - this guy sells trees on eBay.
That's crazy.

Trees. They are plants!

If you don't think you can learn anymore about selling on eBay
think about this. . .

Last month, I got an email from someone telling me I should do
something in my auctions. He told me if I added one simple line
of text to my auctions the final bid amounts would go up
measurably.

Remember, I have purchased tens of thousands of dollars worth
of marketing materials and read nearly every book on eBay ever
written. I should have known and already been using this simple
one line of text in my auctions.

It's so simple I felt stupid at missing it. I don't think any
of the books I've read mention it. Janiece Smith's book, like
my Auction Revolution, talks around it, but doesn't out and
out say it.

I strongly endorse this book. If you are looking for low
competition, high profit products, "How an Overworked,
Traveling, Soggy Sandwich Eating Dental Hygienist Made up to
\$11,212.00 a Month -- 100% Online" will show you step-by-step
how to locate them.

Here's the link to Janiece's website:

<http://www.nalroo.com/red/janiece.html>

Terry

PS The key to skills is knowledge. The best way to get
knowledge is to learn from experts. By taking expert advice,
rather than making your own mistakes, you can avoid the
hassles and get the advanced skills you need to become one of
the top five percent of eBay sellers.

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<http://www.nalroo.com/red/janiece.html>

PPS The single line that will increase bid amounts in your auctions is "Because this item is being sold with no reserve the high bidder will own it when the auction ends."

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So, what are the final words of wisdom that new affiliates should keep in mind as they are out there trying to become a success as well?

I think that it comes down to two things. One, provide value to people, all right? And that means selecting products that help people.

The second thing is, it's about people, not products. And it's about people, not dollars, and this is actually the same as the first thing, selecting products that help people, but it's a little bit different phrasing. ***And that is if you look for people and how to help them, the products tend to identify themselves.***

And I mentioned that everybody was asking me where do I find products? Well that's identifying by looking at the people what they want. ***And when I am focusing on helping the people rather than the products, the products come and dollars come. So, I guess that's it.***

All right. Well thank you so much, Terry, for sharing your knowledge and techniques with us today.

ClickBank Success Story #10 – Tim Knox



Name: Tim Knox

Home: Huntsville, Alabama, USA

Websites: ProsperityAndProfits.com
DropShipWholesale.net
DavesCoolLittleWebsite.com
TimKnoxLive.com

Could we get a brief background of yourself and some of your websites?

I am an old entrepreneur who have actually been in business for myself for about 12 years now and I came out of a technology background working in the defense industry and started an Internet website business in, it was about '95, I think. **And we originally started off as just a Mom & Pop website design shop, and because of where we are in Huntsville, it's very high-tech town.** There's a lot of government contractors here.

So, we quickly morphed into a software business, we would do web based applications. And that company is still going strong, it's called [Digital Graphiti](http://DigitalGraphiti.com) and we are, as I said, going into our 12th year I believe.

But about three years ago I got interested in Internet marketing, because I had a customer who actually hired us to create an e-Book site for them. And I had never really thought much about e-Books or online selling or that sort of thing. But I

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started investigating what they were doing, because this guy was making a ton of money. **And so I am like, well geez, if he can do that, that I can sure do that.**

And I was very fortunate because along with being an entrepreneur I am also a writer, I have a weekly column on small business for the newspaper here in Huntsville. I have written for Entrepreneur Magazine and just – it's very easy for me to write. **So, I started developing my own info products and marketing those, and that was about three years ago and today we have eight or nine products of our own.**

We also started affiliate marketing a couple years ago and are now, I guess you could call us a super affiliate for a lot of people. So, we do a lot of things online now. Our own digital products, we have membership websites, as well as a very robust affiliate marketing business.

So, after you had started marketing your own products what made you decide to get into affiliate marketing?

Well, you know, it's kind of funny because when I first started this business I would not sell anyone's product but my own, because in my mind if I was selling someone else's product I was actually taking money out of my pocket.

Well, it occurred to me one day that maybe my customers would be interested in seeing other products. **Maybe already purchased my product or maybe my product was not a specific fit for them.** So, I had gotten into doing a lot of joint ventures, and of course all my joint venture partners started saying, well, just give my product a try, and that's what I did.

I actually started it under resistance because I didn't know if it was for me. But we quickly became entrenched in that market and ***now probably half of our revenue is done from affiliate marketing, selling other people's products.***

How much of that is through [ClickBank](#) in particular?

We do an enormous amount through [ClickBank](#), not... we have our own products, I have seven different products that are listed in [ClickBank](#). **But there are, I would say probably a dozen others that I promote regularly to my list and off of my websites.**

I have a list of about 65,000 and it's a pretty diverse group. **They primarily started off as an [eBay](#) crowd, but over the last couple of years have become an online marketing group.**

So, anything that I think is a good fit for them, especially if it's in the online marketing space, I don't really vary from that too much, I will promote and usually those are our [ClickBank](#) products, because everyone is using [ClickBank](#) because it's just so darn easy to set up as an affiliate system. **And so, out of all the affiliate marketing we do, I would say probably 75% are [ClickBank](#) products.**

What are some of those [ClickBank](#) products that you promote as an affiliate?

Some of the big ones we do of course are [Ros Gardner](#), who is a very good friend of mine, her e-Book on affiliate marketing is a very good seller for us. Rick Davies who has [1stPromotion](#), we push a lot of his products. **We have done really with a variety. We have done some [AdSense](#) products. We have done some that are [eBay](#) related.**

The thing that I have found is it's, once I know who my market is, which is my list, I can identify a product that I know is going to sell to the list and sell over and over. So, what I always do, is I like to nose around [ClickBank](#) every now and then. **I will go over there and not really look at the top products, but I will actually go down and look at the new products and the ones that are not the big sellers, and look for little nuggets of gold down there,** because every now and then you can find either a new product or a product that's not getting promoted much, and find a really great product to sell.

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But I always just, I base it on what I think my list is interested in.

I also, I have a weekly newsletter that goes out, and occasionally we will do a thematic newsletter. For example this week we did, Women Entrepreneurs and so I spotlighted a couple of products in [ClickBank](#) that, one was [Ros Gardner](#) and the other one was Robbin Tungett who has a really excellent product there called, I think it's [Garage Sale Strategies](#). **So, because our theme was Women Entrepreneurs, those were perfect products, and we did very well with them.**

So, once you go into the [Marketplace](#) and you are trying to identify products that your list would like, how do you actually test the product to make sure that is in fact a quality product?

What I will do, usually before I will promote anything, I will ask for a review copy. And if a person really is interested in having people promote their products, they will provide you with a review copy. You of course have to prove to them that you are not just some Joe off the street who wants a copy of their product. ***I am very blessed that I have a very good reputation and people know me. So, when I request a review product, it's very easy for me to get.***

But I will actually either personally review it or have one of my assistants do it, and we will look at it and make sure it's viable. Make sure it is something that meets our standards. ***Because as you know in this business, you really do live and die by your reputation.*** And the last thing we want to do is promote something that's not as a high quality as we want it to be.

So, it's like everything else, do a little research, just look at the product up close, get a review copy, test it out, especially if it's a piece of software, because a lot of [ClickBank](#) products are software related. We try to test everything. And we also go by reputation.

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Once you are in this business for a while you know who are the trustworthy, credible sellers there, and you can usually count on them having a quality product. **So, it's all about homework.**

OK. So, somebody like you with a big list and someone who is well known, obviously it's easier for you to get the review copies, but what about some of the newbies listening in who might not have the budget to go out and buy the products that they want to promote, but they would really like to take a look at it and give a personal recommendation?

Well, when I started in this business three years ago, even though I was a successful businessman, nobody knew me online. **I was not an Internet marketer and I was lucky that I could afford to buy those products.** I can remember actually requesting review products from several people who, they are like, "well, who are you? If you want to review it, buy it." You know?

So, and I can understand that. **It just kind of goes with the way it works, but I would, if at all possible, I would buy the product.** If you can't afford to buy the product and the person won't allow you a free copy, you might ask your friend to try, try to find someone else to order the product for you.

Usually the [ClickBank](#) products are not very expensive. I mean you are going to look at typically a product there is anywhere from 40 bucks on up to 100 bucks, something like that. And you have to put, and this is what I tell everybody, I also do a lot of consulting with new businesses and I teach entrepreneurial classes. ***You have to be willing to invest a little bit in your business, and if your business is going to be affiliate marketing, you really have to be willing to invest, to buy some of those books.***

The nice thing about [ClickBank](#) is, all of the products do come with money back guarantees. **You don't want to buy something specifically knowing that you are going to refund it, but approach it with the best of intentions, get the product, review it, make sure it's something that you can market with a good conscience.** If it's not, get your money back.

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I have no problem with that whatsoever. If someone buys one of our [ClickBank](#) products and they are not satisfied with one reason or another, well, it's got a refund policy, it's not a big deal. ***So that's what I would do. I would really invest in your products, because if you do find a product that you like and you can promote, you are going to make your money back many times over.***

Now at this point in your career, if you ask someone for a review copy and they say, "No, you have to buy it," do you buy it, or do you say, "well, screw you, then I am not going to promote your product"?

At this point in my career if I ask for a review copy and they don't provide it, I will not promote it. I actually had someone tell me that they had created an e-book and they were very highly complimentary of me in the book. They had used some of my articles and this sort of thing, and I said, "Well, that's great, send me a copy" and the guy said, "Well, you can buy it on [ClickBank](#) for 47 dollars."

And needless to say, I did not buy it, but when you get to the point where I am really, you have a lot of people who offer you the book, you don't even have to ask. And I am the same way. If I want to promote to someone's product, I will go over and ask for a free copy and see if they'll give it to me. **But I also have no problem buying it, if I can't get in touch with the product provider, in a timely manner.** I will just go ahead and buy it, and if I like it, I have no problem in paying them the money to do so.

It's kind of funny because they have been a couple of occasions recently where I have promoted someone's product and ended up being in the top five promoters, and they find out that I had originally bought their product as a customer, and they want to refund my money and I am like no, it was money well spent, it was OK. The thing about it is you approach someone, if you are a new player in this game, **you really have to approach the current players with an air of respect, because they have accomplished something and**

they are doing something that you would love to learn how to do.

So feel free to ask them for a review copy. If they refuse, feel free to buy it. You got to pay your dues in the business as they say.

And I guess too it depends on the niche, because if you are asking for a review copy of a niche that goes with your list, you can expect them to probably give it to you, but if you are asking for a review copy of something that is completely out to left field compared to what you normally do, then they might not be so inclined to give that.

That's exactly right. Whenever I am approached to do a joint venture of any kind, the first question out of my mouth is, "how big is your list, and what's it targeted at?" **Because my customers are primarily interested in [eBay](#) and online opportunities, so if someone who has a very large list of, let's say pet owners, we would have nothing in common.**

So it would make no sense for me to give a free review copy of one of my [eBay](#) drop shipping books to someone who has a list of pet owners. So it's a waste of their time and mine. If you are a newbie in this business, what I tell everyone is, when you're, if you're interested in developing a product of your own, look for people in that industry who are already in that space, OK?

Now, if you are more interested in affiliate marketing, the best thing you can do is just go to [ClickBank](#), dig through the categories, see what's selling there and find something of interest, and that way you at least have a product that you know something about in that industry.

If you have a list, of course you want to select a product that is tailored to your list. My list is just not going to be interested in a book on how to teach dogs tricks, they're just not. Now they may be interested in how to sell dogs on [eBay](#), but not dog tricks. So just use some common sense.

When you are evaluating the product, do you also evaluate the sales page, and see if you think it's going to convert well?

I really do, that's a great point. ***When I look at a product, I will spend some time on the sales page, and if the sales page doesn't do a good job of selling me, I don't think it's going to do a good job of selling my list.*** Now, in the past I have made suggestions to sellers, especially if I am one of their bigger affiliates, I would make suggestions on how they might improve the sales page.

If they were not willing to do so, I have actually put up sales pages of my own to act as kind of a bridge page. ***You go directly, you go to my page first with what I think is a good sales copy, and then it will take you over to either directly to their page, or I will link directly to [ClickBank](#) with their ID.***

So, unfortunately not everyone is a wonderful copywriter, and you'll see, on [ClickBank](#), there are so many products there, you will just see a variety. ***You will see great pages, you will really see bad sales pages, so I would review the product.*** If you are very strongly believe in the product, but the sales page have problems, think about in doing a bridge page of your own to sell it.

Of course you want to get the owner's permission to do that, or at least let them know you doing that, because you don't want them thinking that you are trying to hijack their sales or this sort of things. ***So the sales pages are highly important, I mean that's what closes deal for you.***

What if they do have a good sales page, but you still want to do some kind of interim landing page that might give your review, or just a little bit extra for that customer?

I am all for that. I think that's a great idea. If someone, let's say they click on a link instead of going directly to that sales page, they come to a sales page with your review, just as you said, "here's, I

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personally ordered this product, here's what I think about it, here's the features and benefits, here's what it did to you," and I did this recently actually, with a product that Michael Cheney had come out with, his [AdSense Videos](#).

I actually ordered the product. I was out of town on vacation and I saw the product come through, I thought it was very cool, I ordered it. And because it was rainy night in Florida, we didn't go out that night, I actually watched the videos, and put into practice some of the things that Michael was recommending. And lo and behold, I increased my [AdSense](#) revenue like 300% overnight, it was amazing.

So I wrote a testimonial about that and sent an email to my list, and my testimonial, I believe, is what really sold the product, and I ended up being, I think I was in the top five affiliates with Michael on that. So if your list, if they believe in you and you are very credible and they rely on you for advice, ***you doing a review or you putting up a sales page is going to be so much more effective than just sending them straight to a sales page.***

You know that Michael did give free access to all the JV partners?

Well, I didn't know that until after I bought it. **And he did offer to refund and I said no, it was money well spent.**

So apart from the vendor sales, how much do you make now just as an affiliate for [ClickBank](#)?

Our affiliate revenue every month, of course I sell my own products in [ClickBank](#) and that is... we've had a very good year there. We do, oh gosh! We do at least 1500 to 2000 a day just off our products, but off of everyone else's I would say that we are doing, ***I don't want to give exact dollars, but we do five figures a month just as affiliates of other people's products on [ClickBank](#).***

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WWW.CLICKBANK.COM
917 S. LUSK ST / SUITE 200
BOISE, ID 83706

WELLS FARGO BANK, N.A.
BOISE, ID 83702
92-379/1241

437106

4/11/2006

PAY TO THE ORDER OF TIM KNOX \$**16,036.57

Sixteen Thousand Thirty-Six and 57/100***** DOLLARS

MEMO

VOID AFTER 90 DAYS

PL37129P 437106379901758818787P

WWW.CLICKBANK.COM
917 S. LUSK ST / SUITE 200
BOISE, ID 83706

WELLS FARGO BANK, N.A.
BOISE, ID 83702
92-379/1241

437673

4/11/2006

PAY TO THE ORDER OF Tim Knox \$**1,098.60

One Thousand Ninety-Eight and 60/100***** DOLLARS

MEMO

VOID AFTER 90 DAYS

PL37129P 437673379901758818787P

WWW.CLICKBANK.COM
917 S. LUSK ST / SUITE 200
BOISE, ID 83706

WELLS FARGO BANK, N.A.
BOISE, ID 83702
92-379/1241

437729

4/11/2006

PAY TO THE ORDER OF Tim W. Knox \$**857.85

Eight Hundred Fifty-Seven and 85/100***** DOLLARS

MEMO

VOID AFTER 90 DAYS

PL37129P 437729379901758818787P

How much do you think it would be possible for a newbie just starting out to make?

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It really depends on several factors. ***Number one is, have they taken the time to educate themselves on how this business works?*** This is one of my pet peeves. A lot of people believe that you can just jump full boar into Internet marketing on Monday, and be rich by Friday. And you can do so without taking the time to learn. And that's one thing I tell everyone, you wouldn't start any kind of business without knowing about that business, without knowing what you are doing and that's, you know, the affiliate marketing business is a business.

So if someone had taken the time to learn about the business, to learn about affiliate marketing, to learn about building a list, that sort of thing, I really think they could start making money pretty quickly with [ClickBank](#) and affiliate marketing.

Now it all goes back to, who are they going to market those products to, how they are going to do it? **If you are already online and you've got a website or an existing business, it's very easy to get into affiliate marketing, and if you are not doing affiliate marketing, you are a fool.** Trust me, because I was a fool who didn't do it. ***I saw, our revenues literally doubled when we started affiliate marketing.***

But if you are a newbie, you've got to look at, how are you going to get these products out? **How are you going to get them in front of people if you have no list and that sort of thing, and I have to be honest, that's a very difficult thing to do.** There is no magic bullet.

One thing that I have seen that works very well is to use [Google AdWords](#) campaigns to sell affiliate products. I think the [Google Cash](#) method was basically that, where you would buy [Google AdWords](#) and your [Google](#) Ad would actually point to either a bridge page or directly to an affiliate product.

And that's really the best way to go, because when you start out with no list, no contacts, no nothing, that's about the only way to get the product out there, is to do [AdWords](#), but again what I stress to everyone is take time to learn about this business,

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learn about affiliate marketing, learn about [AdSense](#), about [AdWords](#), that sort of thing, **and then once you have a good working knowledge, then put it into play and go out and start making some money.**

Do you personally use [Google AdWords](#) to promote your affiliate products?

I do. I do.

OK. What are some of the other tactics that you use to get that traffic and those sales?

A couple of thing that we do to get huge traffic from. **Number one, I mentioned that I am writer. I write a new column every week, and every time I write it, it is blasted out to hundreds of ezine article websites.** I have the guy that this is all he does for me, is blast out my articles. And we get a tremendous amount on traffic because we have been at this for a couple of years, so I have almost two hundred articles that are pasted all over the web.

And of course in every article, my signature block has a link back to my website, and we have what I call a mall website, we don't just have one sales page, we have a website that features all of our products and the affiliate products. So that's one really good way to get traffic, is through these articles.

We also do a weekly newsletter. I said I have got a list of about sixty, sixty-five thousand, that every Tuesday, the *Tim Knox Newsletter* goes out, and I always include what I call sponsored links in that newsletter, and you can just track this stuff. I can tell, when I send out a newsletter, I can watch my [ClickBank](#) account and see those sales come in.

So that's how we do the majority of our sales, is through traffic that the articles bring. We do the [AdWords](#), but primarily the newsletter that goes out to our house list.

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So on your site, which has presumably lots of pages, do you also use your articles there to add content to the website?

I sure do. If you go to our main website, it's called DropShipWholesale.net and you'll see there's actually two sections. **Number one is my articles, and we also have an articles database, because we have another website, which is an articles aggregate website, so we use that database to populate those articles on our main site.**

And so at any given time we probably have my articles, which are a couple of hundred, but we also have a couple of thousand that are also there on the website for content. And we do, of course every one of them has [AdSense](#) on them, so we do very well with [AdSense](#) just through our own articles.

When you send out your newsletter with the sponsored links, would you say sponsored links convert better than just writing a review as part of your newsletter, or an article as part of your newsletter that might happen to have your affiliate link in it?

Yeah, the best thing that works is to do exactly what you just said. Either write a review or mention it as part of an article.

The sponsored links work well, but they are commercials, and people know they are commercials and they know that when they click on one of those, someone's going to try to sell them something. So, what we do, it's not really disguising the link but if, for example this week I had a product that I thought was very good and I included a link to that, but what I did before I included the link, was wrote several paragraphs on why I am recommending this product.

I gave a little bit of background on the person who had created the product. I gave a little bit of my opinion of the product, and then just a link over to it, and those convert much better than just having a list of sponsored links. **If you look at, it kind of goes back to the old**

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print idea. Remember the ads in the magazines, they look like a news story but they were actually a whole page ad...

Yeah, advertorials.

You didn't realize it until you got down to the end, you thought you were just reading some really cool story about a guy who started with nothing and made up a bazillion dollars, and then you find out at the end that you can order his course.

But it's all salesmanship, it really is. When it comes to, it doesn't matter if it's sales copy on a website or an editorial or an advertorial and a newsletter, it's all salesmanship.

So those are the ones that work best for us, and a lot of that goes to credibility. When we recommend something directly like that, my list thinks that, "OK, Tim has checked it out, it must be OK or he wouldn't recommend it". ***And so there is a lot of credibility at play there, that will also help your sales.***

Does your opt-in list just get the weekly newsletter, or do you also send out solo ads in between?

I email usually twice a week because I don't want to beat them to death. We do the newsletter on Tuesday, and then on Friday I do the solo email, which I call, "Tim's Top Pick". **And it is basically my recommendation of the week for either a product or a video or what-have-you. Usually it is an affiliate product, either [ClickBank](#) or not,** but again what I do with that is I don't just say, "hey, this is... go buy this." I will say, "OK, I have checked this out. This is a real opportunity. You need to just go take a look."

And so we usually mail twice a week. I will mail more if I need to. For example, this week we had an opportunity to do a tele-seminar with a friend of mine, and we didn't put that together until the last minute, so on Monday I did a special mailing to my list, and they know that if I am mailing on Monday it must be something.

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Because, I am always like, "I apologize for emailing you on Monday, but this just couldn't wait." **So I will do that if something timely or special is in the works, but normally, on a normal week, I'll just mail a couple of times a week.**

There are different schools of thought on that. I know guys who will mail every day, sometimes two or three times a day, but their approach to this is a little different from mine. **With my list, I basically am trying to establish a relationship and an air of trust with these people, and I don't want them to unsubscribe.** I want them to stay on my list and read my materials and buy my products as long as they can.

Now, other people will hammer their list because their thought process is, "If they are not going to buy anything, I don't want them on there anyway". **I just can't get on board with that. I think that even if someone doesn't buy, if they've signed up to get content from you, you owe them that content.**

So, that's what I try to do is try to establish a good relationship with my list and not abuse them. It's like watching American Idol and every three and a half minutes there's four minutes worth of commercials. To me that's just abuse, Tivo is a wonderful thing.

So that's the approach I take with my list. I don't want to mail them too much. If there's a reason to mail them more than twice a week, I'll do so, but that is rare.

How many times will you promote the same product to your list?

It really depends on the product. **For example I have done some products where I would feature them in the newsletter on Tuesday, and because I thought that they were really great and they needed to be promoted again, I would promote them that Friday as well.**

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You know, the bad thing about email is that when you mail out a hundred emails, maybe 25-30 might get through now, so... **and spam filters are so quirky, my emails may be blocked on Tuesday, but it may get through on Friday.**

So if it is a really good product and I'll... Michael Cheney's was one of those, I did actually a special Sunday mailing on that one, because I was just so darn impressed that I had increased my [AdSense](#) numbers that much. **And then I mentioned him again on Wednesday, and then I did him again on Friday.**

And my sales were just huge the entire week, and I knew that I had kind of done enough though, I didn't want to keep pushing it, but when you sell a product like that, that you really believe in and you think that you can really get some mileage out of it and it will do your list good, I have no problem pushing it two or three times.

And we have other products. A very good friend of mine who has a product called [Hot Item Finder](#), it is an [eBay](#) software. Well, this thing is just, it's a tremendous software. **About once a month or every two months he will release something new. He will make it better, and every time he does I will promote it to my list, because I just have huge faith in the product and in him.** And every time that I promote it we do really well on the sales spike.

So, we have our own product called [Dave's Cool Little Website](#) which we released in January, and it's kind of the same thing, every time we do an improvement to the software, the affiliates promote it again.

And so if there is a reason to promote it again, certainly do so. You don't want to beat them over the head with it, but if there is some difference or something has changed that you think will be of benefit to them, by all means promote it again.

How about if nothing has changed, but it's six months later, it's still a good evergreen product, and you know that you have got new subscribers that weren't there the last time you promoted it?

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Oh yeah, well, case in point; this week in my newsletter I promoted [Ros Gardner](#)'s book. **I first promoted that book, what, two years ago, and I have probably promoted it a half dozen times between then and now.** It is such a great book, any time we do anything on affiliate marketing, or in this case women entrepreneurs, if there is a theme there that that book makes sense, I'll promote it over and over.

And that really is not just my affection for Rosalind, but the respect of the product itself. **I mean this book, I really credit her with teaching me about affiliate marketing, and I think that book stands alone, I don't think there is another book out there they can touch it.** So I will continue to promote it. Every few months, I will put it back up and it always does very well for me, but again it's really because it is such a great product and I have such faith in it.

What do you do to get people to sign up for your opt-in list in the first place?

I have three e-books that I have written that I give away, so if someone comes to the website and they sign up for my newsletter, they get those three free e-books downloadable, and those have worked very well for us because what we do, each one of those e-books, ***it's very good content-wise, but they also have a bunch of affiliate links.***

I am an old e-book creator, that's how I got my start in the online world, and **the thing that I learned quickly was if you will give them good content, they do not mind if you throw in some links here and here to try to make a buck.** And that has worked so well, I can... you know, e-books that we did originally two to three years ago that we no longer even use, we can still track sales coming from those e-books even today.

So that's, I always tell, you can make money by giving stuff away. So, what we do is when someone opts in, we are like, "hey, if you get our newsletter, we will give you these three e-books of Tim's, here is what they contain, put in your name and email address and we

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will send them right out to you". And that has worked very well for us, we even do [Google AdWords](#) just to help us build our list.

And what we do is, we will do the [AdWords](#) campaign and when they click, they go to that landing page where they can opt-in and receive those three books, so that's worked incredibly well for us.

Do you sell more affiliate products through your opt-in list, or through your website?

We sell more through the opt-in list, and I think a lot of it has to do with the fact that we can editorialize a little bit there. We have all of the products shown on the website, and probably I would say 80% probably come through the newsletter, through the opt-in list.

So why not editorialize on the website as well?

Because I am lazy. How's that for an honest answer? Yeah, that is something, we're actually developing a website that goes with the "Tim's Top Pick" that we do on Friday. We have a website there that we are creating, and it will be just that. **It will be a little editorial review of every product, and of course a link to buy that. Actually, there is so much to do in so little time.**

What's your sales conversion ratio like, both on the emails and also on the website?

Our sales conversion on the website is pretty standard, we may do 1-2%. **Through the newsletter, it will vary. I have seen it go, oh gosh, as high as 10-15%.**

Again, it really depends on the product and I guess the passion with which we pitch it, because again the [Michael Cheney Videos](#), **because**

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I was so passionate about those because I'd actually put those into play and got results myself, and I think that probably came through, and so I think our conversion there was huge, at least 10%.

What kind of masking do you do to prevent your ClickBank ID from being hijacked?

We don't really do masking per se... **we use AWeber to send out all of our emails, so all of the links are masked via AWeber.** I really, a lot of people just stay up nights and worry about that sort of thing, I just don't.

And it may be costing me tons of money, but it's just something, I have my own in house affiliate program for all of my products, and the way we have it set up, it's impossible to steal an affiliate's commissions. So that's an optimum setup there, but with ClickBank, if we mail out things, we will either do it like with an AWeber link or we may do a Tiny URL, and the thing about it is, **once they go to that link, the cookie is set, so a lot of times even if they try to change the hop link itself, because that cookie is set we still get credit.**

Yeah, unless they go back and recreate their own hoplink and go through it that way.

Yeah, if they have got that much time, more power to them. That's just too much spare time.

Well, to me if someone is going to get to the trouble of changing a hoplink, I am just not going to stay up and worry about that. I mean they can go over and they can order the product through their own ClickBank link, and do the same thing, so I have got too much else to worry about.

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So when you are looking for the products to promote, what do you think is a good commission?

I look for products that will pay me at least... **I want 50% commission preferably, off a product that's at least \$67, preferably 97, the higher the commission and the higher the net, the more appealing the product is to me.** I don't really push anything that's like 27 bucks because half of 27 bucks really isn't much money. I like products that are in the \$97 range.

I think the majority of them now used to be in the 67, they... I don't know why but 7 has always been a big number, in the price end, and I can remember when everything was going for 27, and then everybody raised it to 47 and 67, and now a lot of the products are 97 or above, **but for me personally to make it worth my while, I am looking for at least \$30-35 in commission, preferably more.** Now that... the thing about is, the higher the commission, the more likely you are to get passionate about the product.

Yeah, but on the other hand, the lower the price point, you might actually sell a higher volume of products, so you might actually make more money overall.

Well, you know, I've tested that theory. I have a product that I originally came out with, I think at \$19. And I established a good base and I saw what it was selling, well I raised to \$27 and the volume remained consistent. And then I raised it to 37, well, now I have got it at 47, and this is just an in-house product that we are testing, and the... **we actually sell more at 47 then we did at 19, and I think it is a matter of the perceived value.** You know, people think, well this is only 19 bucks, it can't be that great, but if it's 47 bucks, well, that's a little bit of money, so it must be a good product.

I think you have to get inside the head of your customer, and while there is that segment of the population who would want to pay as little as possible, but I think that people look at it, and if it's too cheap they think, "well, OK what's wrong with it?" **So, I know the volume theory, and I am sure that works for some folks, but I would**

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rather sell one \$50 product than three \$15 products. Again, I am lazy.

So you have mentioned the Pay per Click advertising. Is there any other type of advertising where you actually pay for it?

You know what, we are very fortunate that we don't really have to pay for a lot of advertising now. **When I first started out I was doing the Pay per Click, I was also doing ezine advertising. I was buying banners on websites**, but we have gotten to the point now where thanks to mainly the traffic that we get from articles, plus I have a huge affiliate base of my own, a good bit of our revenue is now coming from affiliates who sell our products.

And there is kind of a residual effect, usually when they go buy one of our products they will come back and buy another and another and another. ***So, other than the Pay per Click, we are really not putting out any money for advertising at all.***

You mentioned the banners on websites, which is actually a tactic I haven't heard about it in a while. Do you think that's still a viable option?

You know, I really think it's coming back. When I was in the Internet business during the boom, and when everybody thought banners were going to be the next big thing, and we were selling banners for just ungodly amounts of money, and then for a while banners kind of went away because everybody thought, "oh, it's a commercial". **But I really think that that form of advertising is coming back, everything that I read tells me that it is. I do think banners are viable options.**

The cool thing with technology the way it is, you are no longer really limited to just 468 by 60 banner. **There are all kinds of things you can do, all kinds of technologies, so I really do think that kind of advertising does work.**

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I think you have to really target the market. You know, only buy banners and advertising on websites that you know cater to your audience, to your qualified audience. ***So, I think, I really do, I think they are kind of back, I think you are going to see online advertising just really, really take off.***

Let's talk a little bit about Dave's Cool Little Website because that's a tool that affiliates can actually use to make some money. How did that idea come about?

Well, it's kind of funny, I was actually just sitting around when I goofing off with my laptop, and we are software developers so we are all the time going up with that stuff, and I had been looking at [AdSense](#), I had been and of course I was very familiar with [ClickBank](#) and that sort of thing and it just hit me, **it would be very cool to have a turnkey website that would allow someone to make money from [AdSense](#), [ClickBank](#), and my affiliate program, and from [eBay](#), the [eBay](#) affiliate program.**

And so we were having a staff meeting on that Monday and Dave Purves, who is my lead engineer, I said, "Dave, you know what would be cool? What would be cool is to have a website that someone could make money off of [AdSense](#), [eBay](#) and [ClickBank](#)... and it would be really cool if we could display [eBay](#) auctions on it, etc. etc." Well, Dave is the... he is the kind of guy, you basically toss out an idea, and he came back the next day and said "hey, let me show you this."

And what he had done was programmed really the first draft of the [Dave's Cool Little Website](#), and the reason we call it that because I kept saying, "hey Dave, wouldn't it be cool to have a little website that do this, this and this". ***And so we really developed the idea, we do a lot of programming with [eBay](#), so it was very easy for us to take the [eBay](#) developers' kit and make this happen.***

So we created this cool little website, and it is a turnkey affiliate site, people can buy the [Dave's Cool Little Website](#), they get to use their own domain name, they enter their [Google AdWords](#) or [AdSense](#) ID, they enter their [eBay](#) affiliate ID, they enter their [ClickBank](#) ID, they say, "on my homepage I want this

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category from [eBay](#),” or “I want the [ClickBank Marketplace](#),” and it’s all automated, they just basically point and click, and it creates this cool little website.

And what we did was we also tied in our articles database. **So all of these cool little websites have these several thousand articles that are populated on the site, and they’re all different.** The beautiful thing about them is, your cool little website may be different from mine, because I may want to display my own [eBay](#) auctions on the homepage, whereas you may want to display the [eBay](#) category of books or what-have-you.

And also whenever the page reloads, you get a brand new listing of articles. So, it’s a very dynamic system, and every one of them is different and we have been extremely successful. We have launched that product late January, and it is still the number one [eBay](#) product on [ClickBank](#), it was the number one [AdSense](#) product on [ClickBank](#) until my friend Michael Cheney came along, and we are number two now, and of course I haven’t knocked myself out of that spot.

But we have done very well. We have, oh gosh, over 3,000 Dave’s site owners now, and it sells for \$97 a piece so you can do the math, we have done very well, 6 figures with that just in about three months. **It continues to be, as I said, the number one [eBay](#) product on [ClickBank](#).**

How are those 3,000 owners doing with their websites?

You know, we hear from some, we don't hear from all. ***This kind of business is one where you do have to put in little bit of effort.*** You have to go in and set everything up, and then you have to promote it and we get emails from people everyday, “I love my cool little website, its making me this, this and this,” and then of course you are going to get the emails from people who go, “well, I launched it and it never did anything”.

And of course we say, “well, did you promote it?” “Well, no.” And we say, “well, it’s no wonder it didn’t do anything”. Yeah, that’s one thing.

Again, I do a lot of preaching in seminars and this sort of thing, that if you get a product, I don't care if it's a [Dave's Cool Little Website](#) or your own website or your own product, if you do not market it, and it fails, it is not the fault of the product.

And I have caught some flak because I am very honest with people about this kind of thing. ***There really is no such thing as a get rich quick scheme.*** You are not going to buy a cool little website or anything else on Monday, and do absolutely nothing and make money by Friday, **but if you are willing to learn, and you are willing to put in some time and some effort, there is absolutely no reason why you can't be as successful as we have become.**

Because we have started pretty much in the exact same place that everyone did. My business was going very well, but my business was nothing, had nothing to do with the Internet marketing business. ***We literally started from scratch with no product, no list, no clue. But yeah, I took the time to learn how to do this business, and it's worked out very well.***

What's the biggest mistake you made when you first started promoting [ClickBank](#) products as an affiliate?

I really didn't take the time to examine the product. What I did basically, and this is kind of a funny story, because I owned an Internet company, it's very easy for us to build websites. Well, I just went over to [ClickBank](#) and said, "OK well let's do this, this, this and this," and we built this humongous website with all of these [ClickBank](#) products on it, and then I waited around for traffic. **I did the exact thing that I tell people not to do. I sat there thinking, "I had built it, they will come".**

And I realized very quickly that they weren't going to come unless I did something to get them there, and we had spent several thousand dollars on this website, and it eventually just died on the line because I didn't take the time, to put the time and effort to get traffic over there, and that was my first miserable failure and it taught me a lot.

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They say that to be a success you have to fail at least once. Most of us fail a bunch, but that was the big failure, and it taught me a valuable lesson. You can have the best product, the best website in the entire world, but if you do not try to get people to it, you are not going to sell anything. It's just simply all in the marketing.

So, what I did was literally stop what I was doing, took a step back, then learned everything I could about affiliate marketing, about [ClickBank](#), and learned how to do it the right way. And once I had that knowledge it became very easy for me to build the business.

So, if someone is listening in and they are starting out, they might have their [ClickBank](#) ID, but maybe nothing else in their tool arsenal, what's the first thing they should do in their attempt to become a successful [ClickBank](#) affiliate?

Well, as I said, the first thing they should is learn all they can, OK. There is much more to it than just getting a [ClickBank](#) ID. Learn about affiliate marketing. Order some of these products that you are willing to push, and learn. If you are interested in affiliate marketing, there is no better book than [Ros Gardner's](#).

You can learn all about [ClickBank](#), there are books out there that will help you do that. Although [ClickBank](#) is really a very simple [Marketplace](#), I mean it's very, very easy to do, ***but the thing that you need to learn about is marketing because that's 99% of this business is driven by marketing.***

So, I would find a product, I would learn about affiliate marketing, again, [Ros Gardner's](#) book is probably the best to do that, and then once I have that knowledge, ***I would start maybe some [Google AdWords](#), build a website of your own. You can sell the products from there.***

The other part of it, other than marketing of course, is traffic. You can't sell anything without a customer. So, you need to learn about traffic, about building traffic.

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One mistake I just see so many people make is, they will go out and buy traffic. We hear from them all the time, “well, I bought 8 million hits, and I didn’t make a single sale,” and we’ll look at the statistics and there would be a spider that would sit there and hit it. And the reason you didn’t make any sales is just because it’s not a human.

But really, really, really the best thing you can do is learn about this business, learn as much what not to do, as what to do, but once you have got that knowledge base, you just jump in, and start slowly, don’t spend a ton of money. Let me give you one word of warning about [Google AdWords](#), you can spend a lot of money, really fast.

We are talking about mistakes, that’s one thing I did. I had set my [Google AdWords](#) campaign to where I was going to spend, I think it was \$50 a day, and I had inadvertently typed in two zeros, and over the weekend did not check it, and had spent about 1500 bucks. ***And I kicked my back end all the way to the bank on that one.*** So if you do the [Google AdWords](#), make sure you start slowly. Do not go out there and spend \$500 a day off the bat.

Again, learn all you can, start slowly, it’s all about baby steps. But the more you know, the easier it will be for you to succeed in this business.

But when you spent that 1500 bucks, you didn’t make anything back?

Very little. I think the cost was about \$1500 and we had probably \$300 in sales.

And a lot of it had to do with, it was a bad product. It was just, it was a fiasco, that was my biggest mistake. That was just sheer stupidity on my part. It was not... with me a mistake is a well intention maneuver that just didn’t happen to go right. This was just a mess.

So, what's your one final word of wisdom as they are out there learning, failing, and just waiting for that success, what should they keep in mind?

I keep harping on it, but it really is, it's all about knowledge, take the time. I see this over and over and over. People will email me or they will call the office here, and they're like, they are so desperate to get started. They are very unhappy with where they are in life or they are unhappy with their job and et cetera, et cetera and they just, if they don't make a \$1,000 by Friday the world is just going to crash to a halt.

And in talking to these people, you realize that they haven't taken the time to learn anything about the business. They really think that the Internet is just, it's like slot machine, you put in a quarter, you pull the arm and hope you make it. So, I tell everyone slow down, catch your breath, you are not going to make a \$1,000 tomorrow or maybe the next day or the next, but you can learn how to make \$100, then \$500, you know, build, it's all baby steps.

And if you do not have the knowledge, it's very simple, you are going to fail. This is not a business where you really want to learn as you go. You want to have a good working knowledge of this business from the beginning, and that is going to help you avoid a lot of the mistakes that people like I had made in the past.

So, final bits of wisdom, slow down, catch your breath, learn all you can, become a sponge in this business. If this is a way that you want to make money, and anybody can make money in this business, learn all you can. And then put it into practice and you will be OK.

Well thank you so much, Tim, for sharing your knowledge and expertise with us today.

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Best Wishes,

Codrut Turcanu and Heather Vale

***P.S.** We wish you Good Luck with your ClickBank
Affiliate ventures and successes! ☺*