

ClickBank Affiliate Confessions

Interview with Miles Baker

Heather Vale: I'm Heather Vale, partner of Codrut Turcanu, for [ClickBank Affiliate Confessions](#)... Today I'm speaking with Miles Baker from Fort Collins, Colorado. First of all, Miles, could you give us a brief background of yourself and your websites?

Miles Baker: 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.

Heather: Why did you first get started in affiliate marketing, and why [ClickBank](#)?

Miles: 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 or, you know 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.

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

ClickBank Affiliate Confessions

Interview with Miles Baker

Miles: 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.

Heather: Per month?

Miles: 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...

Heather: How much do you think it would be possible to make just with [ClickBank](#)?

Miles: 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.

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

Miles: I'd say probably, probably about a year and half after that, because... yeah, 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 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.

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

Miles: Right, right, exactly. Exactly.

Heather: So what did you think when you first saw those commissions start to skyrocket?

ClickBank Affiliate Confessions

Interview with Miles Baker

Miles: Well, you know when it happened, it happened really fast because my goal at first was to make \$100 a day. I figure, you know, if I could make \$100 a day then, you know, 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.

Heather: 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?

Miles: I would say, Pay per Click marketing and the way that I kind of go about setting that up, and choosing the right products are probably the most... 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.

Heather: What specific [ClickBank](#) products do you promote right now?

Miles: 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 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 what not. 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.

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

Miles: 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. I mean, it also has to be

ClickBank Affiliate Confessions

Interview with Miles Baker

professional looking, the site has to be professional. You have to, you know, 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, you know, kind of, it has to at least look like they know what they're doing. Because there are a lot of products on [ClickBank](#), that you know, 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 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.

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

Miles: 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, you know 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 you know, having to pick, you know, legitimate products. I mean, really that should be [ClickBank](#)'s job, but we won't go into all that.

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

Miles: 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, you know, I pick products that I think will be good but I just don't have the time to, you know, review all these products. I mean some of these sites I put

ClickBank Affiliate Confessions

Interview with Miles Baker

together, you know, they'll have 10, 15 different affiliate programs on there and you know, I don't have time to manually check all 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.

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

Miles: No. That's... to me that's irrelevant because, it's just, you know, I've seen some popular products, with the way that [ClickBank](#) ranks everything, it's you know, 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, you know, 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, you know, the way that it's being marketed, the way that made it so high in the [Marketplace](#). If all that makes sense.

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

Miles: 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. And I... 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 some other products I've been

ClickBank Affiliate Confessions

Interview with Miles Baker

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, you know, 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, you know, if they're good products and they have good marketing on their website usually do really well.

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

Miles: 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 do... 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 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 you know, your competitor has something that you don't have, you might as well try to get that sale.

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

Miles: Yeah, usually. I mean I've had products that do really, really well but it's... it really just depends on your marketing base. You know, what kind of website or you know, market that you're in. You know, if you're marketing through Pay per Click, then you can, you know, experiment with all types of things, whereas if you have a website on Tarot cards, you want to stick to, you know, all the good Tarot card affiliate programs.

ClickBank Affiliate Confessions

Interview with Miles Baker

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

Miles: Yeah, I would say so. I think the marketing products like the, you know, how to make money on line or how to blast your ad to 10,000 people, people are little bit more skeptical I think. Just because that area, 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. 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.

Heather: 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?

Miles: 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, you know, 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.

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

Miles: 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

ClickBank Affiliate Confessions

Interview with Miles Baker

download this [Word Press](#). It's basically a script and they have the famous five minute 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 metatags 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 in 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.

Heather: How do you pick the keywords?

Miles: Well, it's... 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 [Wordtracker.com](#) which is just a website. And it's... 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

ClickBank Affiliate Confessions

Interview with Miles Baker

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.

Heather: Wow.

Miles: 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.

Heather: 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?

Miles: 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 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.

Heather: 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?

Miles: 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

ClickBank Affiliate Confessions

Interview with Miles Baker

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, you know, lowering the risk because you get 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, you know, all profit.

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

Miles: 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, you know, 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.

Heather: 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?

Miles: 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

ClickBank Affiliate Confessions

Interview with Miles Baker

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 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. I really just, 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.

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

Miles: 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, OK, 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, it sucks. It looks horrible. So it gives you a little bit of an advantage.

Heather: What graphics program do you use to create those?

Miles: 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.

ClickBank Affiliate Confessions

Interview with Miles Baker

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

Miles: 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. And sometimes I'll do like... usually it's always something free. 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 then I'm a little more, if it's like marketing and stuff, I'll be a little bit more concerned about, you know, 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 a, you know, move them on through.

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

Miles: Yeah. Yeah. I do. I do.

Heather: Where do you get the content for that?

Miles: 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

ClickBank Affiliate Confessions

Interview with Miles Baker

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.

Heather: And it's the same link every time?

Miles: No, well yeah. 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 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 just about, you know, 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 made, I sent something out and made nothing. And I was totally shocked.

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

ClickBank Affiliate Confessions

Interview with Miles Baker

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

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

Miles: You know 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, you know, like what I did with that newsletter. And even just a, 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 so...

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

Miles: You know, on my email offers, I don't, you know, this is going to sound bad but I don't really know. You 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

ClickBank Affiliate Confessions

Interview with Miles Baker

click and how much 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.

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

Miles: I usually, you know, I strive to double my money at least, but you know, 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 I have, like 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 you know, pretty good. But you know, if you start, you know doing too much, then you know, 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.

Heather: 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?

Miles: 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 get a good, you know, 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.

Heather: Some article directories don't allow affiliate links.

ClickBank Affiliate Confessions

Interview with Miles Baker

Miles: Don't use those directories. You know, I don't know.

Heather: So are you putting, when you write an article, are you putting your actual hoplink in there, or are you using...

Miles: No I'm putting, 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 you know 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. You know you can... if one of them... 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, you know, then it's not, then you're not depending on it so much, and you have your own method of marketing which is always consistent.

Heather: 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?

Miles: 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 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 you know, 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 know, 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 know, you didn't cloak a hoplink. I mean it's good to do, but it's not where I put my focus. I

ClickBank Affiliate Confessions

Interview with Miles Baker

put my focus on where's the moneys coming from. Not worrying about losing a dollar here or there.

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

Miles: 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 going to have to... you know... 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... so you know, 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. 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, 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.

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

Miles: 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, you know, when I started this, you know, several years ago. You know, how many emails would I have by now, you know, if I start 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,

ClickBank Affiliate Confessions

Interview with Miles Baker

not collecting emails, not backing up, and you know, not kind of following some sort of system or developing a system.

Heather: 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?

Miles: You know, don't expect too much too soon, and don't expect something for nothing. Don't, you know, give up and don't get frustrated because, you know, 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 you know, 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 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, you know, make a whole lot right away. Just learn. Spend your time learning and educating yourself and not letting things bother you, you know, 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.

Heather: Alright, well thank you so much, Miles, for sharing your expertise with us today.

Miles: Yeah, thank you.