

ClickBank Affiliate Confessions

Interview with Stephen Luc

Heather Vale: I'm Heather Vale, partner of Codrut Turcanu, for [ClickBank Affiliate Confessions](#)... Today I am speaking with Stephen Luc from South Carolina. Stephen, first of all, could you give us a brief background of you and your various websites?

Stephen Luc: 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 to 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](#), you know [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](#).

Heather: Why did you decide to get involved with affiliate marketing, and why [ClickBank](#) in particular?

Stephen: 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 you know I jumped in... when I saw affiliate marketing, you know, you don't need to have a product and, you know, 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.

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

Stephen: Right now I make at least \$1,000, but it can vary per month. Sometimes it can be more, some times it can be less. But I

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guess that's because I am selling my own products and I am also doing affiliate marketing at the same time.

Heather: Right, so just the affiliate money coming in?

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

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

Stephen: I think there's really no limit to it, maybe a billion?
(Laughing)

Heather: Sounds good to me!

Stephen: 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.

Heather: 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?

Stephen: 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.

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

Stephen: About a year.

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

Stephen: 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

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there, like, you know, that kept me motivated, and then after a while you'd see hundreds and then you'd see thousands, after a while.

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

Stephen: 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.

Heather: 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?

Stephen: 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.

Heather: What about any paid traffic or paid advertising?

Stephen: 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.

Heather: Do you use any opt-in lists?

Stephen: 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.

Heather: OK, what [ClickBank](#) products do you promote?

Stephen: 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.

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

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Stephen: Well, I look for, you know, 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.

Heather: Are there any specific software products that make you the most money with [ClickBank](#)?

Stephen: I tend to focus on... let's say, search engine optimization software. One good software is [SEOElite](#), another one -- can't think of the name, I can think of the vendor ID.

Heather: What's the vendor ID?

Stephen: I think it's [Xpatrol](#). They sell search engine software as well.

Heather: 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?

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

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Heather: 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?

Stephen: 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 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.

Heather: 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?

Stephen: 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.

Heather: 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?

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Stephen: 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 "search engine optimization", and you want to... or let's say "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.

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

Stephen: 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.

Heather: 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?

Stephen: Oh, how do I get it?

Heather: Yeah.

Stephen: OK.

Heather: Because everybody wants free traffic.

Stephen: 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.

Heather: Yeah.

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Stephen: And... so you want to know how you get traffic to your websites, right?

Heather: Yeah, how do you get it there?

Stephen: 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.

Heather: OK.

Stephen: 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. 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.

Heather: OK.

Stephen: 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.

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

Stephen: 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

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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.

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

Stephen: 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.

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

Stephen: 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.

Heather: 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?

Stephen: 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

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those too; they'll look at your keyword. 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, or in other words your... 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.

Heather: 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?

Stephen: Yeah, that would be consistent of spam...

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

Stephen: 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.

Heather: Submit Plus?

Stephen: Yeah, 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.

Heather: 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?

Stephen: 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 (Laughter).

Heather: Yeah.

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Stephen: So, yeah that would be a good technique, is to focus... you know, 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.

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

Stephen: 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, you know.

Heather: 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?

Stephen: 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.

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

Stephen: Per page or for the whole site?

Heather: For the whole site.

Stephen: Whole site, 6 or 7 maybe. I mean it's not a big niche.

Heather: Right.

Stephen: So... and I am not as familiar with it, but probably 7 of them.

Heather: OK.

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

Heather: Right, so you are not just randomly sticking every [ClickBank](#) product that has to do with travel...

Stephen: No, no.

Heather: OK.

Stephen: Because if you get one that's really distracting on there your conversion rate would probably decrease.

Heather: What about the site that you promote [SEOElite](#) through?

Stephen: 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.

Heather: 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?

Stephen: 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.

Heather: How many [Blogger](#) websites do you actually have?

Stephen: That's a big number... at least 20.

Heather: Wow!

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Stephen: 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 that... 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 have people go to your... drive that traffic to your actual domain.

Heather: 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?

Stephen: Exactly.

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

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

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

Stephen: 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?

Heather: Right.

Stephen: 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 can figure this out actually if you can do a test, like earlier I talked about, you know, 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

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commission is a vendor's ID, so they can duplicate it, they can put their AffiliateID.VendorID.Hop.ClickBank.net.

Heather: OK.

Stephen: 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.

Heather: 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?

Stephen: Exactly, that would be a good technique there.

Heather: OK. So what's the benefit then of taking them to your affiliate site as a middle step?

Stephen: You mean, as far as like [ClickBank](#) affiliate web pages and stuff like that?

Heather: Yeah, because you could write a review on the blog and then take them direct to the vendor page.

Stephen: 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.

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Heather: 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.

Stephen: Yeah. Exactly, because I tried to... I think I tried to put some scripts on it, on [Blogger](#), but it said, error, error...

Heather: Yeah. (laughing)

Stephen: OK, I am going back to my website.

Heather: (laughing). 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?

Stephen: 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...

Heather: It lends some credibility to the review.

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

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

Stephen: 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.

Heather: Right.

Stephen: So I don't want to people to be thinking, I am expert in dog training or whatever, because I want to be able to help the person.

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

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Stephen: 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.

Heather: 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?

Stephen: OK. Another good way is to, I guess, you go into the [ClickBank Marketplace](#) and you... say you search for "health and fitness," right?

Heather: Uh-huh.

Stephen: 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?

Heather: Uh-huh.

Stephen: 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.

Heather: 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?

Stephen: 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 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.

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

Stephen: (Laughing) 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.

Heather: Uh-huh.

Stephen: 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!" (Laughing) So, you can really tell.

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

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

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

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

Heather: Uh-huh.

Stephen: So...

Heather: 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?

Stephen: 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 you know, I...

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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.

Heather: Yeah. Did you try Pay per Click and it just didn't work for you?

Stephen: 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, you know, I just... 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.

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

Stephen: 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.

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

Stephen: 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 not to use Pay per Click, because some people use it; they do really well with it.

Heather: 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?

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Stephen: 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.

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

Stephen: 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.

Heather: All right. So, you created [CBNicheBuilder](#) to help out affiliates; what exactly does it do for them?

Stephen: 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

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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 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.

Heather: Cool. And what exactly does your [keyword software](#) do?

Stephen: 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, and you can... 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. So, it kind of gives you...

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basically what I do to do keyword research, and I can give that to your [customers for free](#).

Heather: Cool. So 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?

Stephen: 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 be the first thing to do. And then learn about traffic generation after that.

Heather: OK. So, do you have any final words of wisdom as they're out there trying to build their traffic, and trying to get their sales?

Stephen: 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. 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.

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

Stephen: Thank you, Heather.