

ClickBank Affiliate SuperTips

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Preface

Thank you for purchasing ClickBank Affiliate SuperTips.

I hope you will use the information and tips in this book to become a successful ClickBank affiliate.

You are welcome to join the affiliate program for this book – you will have received the details along with your purchase.

Regards
Harvey Segal

Chapter 1: Introduction

Hi,

It's Harvey Segal of SuperTips here.

I'm a great fan of ClickBank.

Is there a simpler or more effective system for affiliates to earn commissions or for publishers to sell their products ?

I can instantly join any affiliate program from a list of several thousand by creating a simple link.

And as a publisher, I can sell my own ebooks and ClickBank handles the whole operation. They process the order, bill the customer, send commission to my affiliates and pay me the profits. And when I post my books at the ClickBank Marketplace I automatically have a potential audience of 100,000 affiliates who can do the selling for me. I talk about publishers in my book ClickBank Publisher SuperTips – see Appendix A3.

In fact I like ClickBank so much that I have even built a web site for it – currently the only one on the Net.

The Complete Guide to ClickBank

I'm continually adding new information there, so why not pay a visit: and don't forget to join the mailing list where I will keep you up to date with the latest news, tips, plus updates to this ebook and special deals on ClickBank products.

www.ClickBankGuide.com

I also run the only forum dedicated to ClickBank – [The ClickBank Success Forum](#) – so I have a unique insight into the questions, problems and issues raised by ClickBank clients which has provided the foundation for this book.

So let's get started on the route to becoming a successful affiliate with ClickBank.

Chapter 2: Register With ClickBank

First, if you don't yet have a ClickBank account, sign up for one [here](#). It's simple and free – the information is needed so that ClickBank can send you commission payments.

Tip

ClickBank accepts clients from over 100 countries. If your country is not listed on the sign up page then in theory they will not be able to offer you an account. However there have been exceptions so you could write to ClickBank and see what personal information they might need to waive this rule.

A well established site will help.

You will need to choose a nickname (5–10 letters and digits) and this will appear in your affiliate links so that you will gain credit for the sale.

Tip

you can sign up and have different accounts if say you wish to keep certain affiliate activities separate from others. Or you can just use one account for everything – including a publisher account if you decide to open one.

Now that you have a ClickBank affiliate account you need to know where to look for suitable products to promote.

Chapter 3: Where To Find A Product To Promote

3.1 ClickBank Marketplace

The [ClickBank Marketplace](#) is an organized directory of over 10,000 of ClickBank's most popular products. These are listed in order of popularity across a number of categories.

You can choose to promote any product for free – although it obviously makes sense to select one which matches the theme of your website if you have one.

Against each title is a percentage rate e.g [earn 50%] showing the rate of commission you receive on selling that item. Click on that to generate the affiliate URL (or hoplink) that you need to promote the item.

NOTE: Some publishers use affiliate management programs to register their affiliates: if you see a registration form at their site it is advisable to sign up as they will probably provide you with their own affiliate URLs and other useful features.

In addition to the search facility at the Marketplace a number of 3rd party products, called storefronts (or malls), have been developed which provide extended searching facilities. See Appendix A1 for a selection which you are free to use. These storefronts are primarily used for those seeking to purchase products and you will need to look around the publisher site for affiliate program instructions.

A 3rd party product specifically geared for affiliates to find suitable products in the Marketplace is Affiliates Alert – a free tool which you can use to run keyword searches for products, and obtain extensive information on commission details and ranking history. Further details in Chapter 4.1

3.2 Other sources

A publisher is not obliged to have his products openly available in the Marketplace.

So none of the tools which depend on searching the Marketplace such as the various storefronts or Affiliates Alert will be able to locate these.

The best way to find such products is to run a search on Google say for the particular topic you are interested in qualified by keywords such as 'ClickBank', 'affiliate', 'publisher', 'merchant', 'vendor'.

Having found a product you need to determine whether there is an affiliate program and what the commission rate is if this information is not openly shown at the site.

If the site is using the standard Clickbank sales link you can find the publisher-id from that link. It will have this format

Chapter 3: Where To Find A Product To Promote

<http://ITEM.PUBLISHER.pay.clickbank.net>

(or the old style *<http://www.clickbank.net/sell.cgi?publisher-id/linknumber/linktitle>*)

Now use that publisher-id and your affiliate-id in this link

<http://secure.clickbank.net/cgi/jmap/?a=affiliate-id&v=publisher-id>

and you will be shown the commission rate if an affiliate program exists.

Chapter 4: Is The Product Worth Promoting ?

4.1 Is It An In-Demand Item ?

If you found the product at the Marketplace the position may give you some idea of the demand for the product. Products are ranked in order by their 'productivity score' which is based on affiliate sales (for further explanation see the [Rankings Guide](#)).

Popular products that attract lots of affiliates have a high gravity figure, products with less advertising exposure have lower affiliate gravity.

However a product at the low end of the rankings may still turn out to be popular as it could be a new entrant, so another factor to take into account is the recent history of the rankings.

This information can be obtained from Affiliates Alert (see Appendix A1) the free tool mentioned in Chapter 3.1 which will let you

- Find all the products with a specific keyword from either the whole Marketplace or a selected category – and display them in one single list showing the affiliate commission figures.
- Find new affiliate products, those that have just been released.
- Check for products whose sales are rising.
- Check whether a product's sales are declining.
- See all the information and ranking history for any ClickBank publisher.
- Find all products offering a commission above a selected figure.

NOTE: One anomaly with the rankings is that an apparently high ranked product might actually have a low rank. Here is the explanation.

A publisher account can contain up to 99 items. The Marketplace link shows only the first item in the account, but the ranking is an aggregate across all the items

4.2 Check Price And Commission Rate

You should aim for products with a reasonable rate of commission, no lower than 25 or 30%, to make your efforts worthwhile.

You may feel that the higher the commission the more the publisher wants you to succeed working with him as an affiliate promoting his products.

Chapter 4: Is The Product Worth Promoting ?

When working out the actual commission be aware that ClickBank deducts transaction fees from a sale: there is a calculator in Appendix A2 showing the actual commission paid.

Tip

1) The [Earn X%] figure shows the commission at the time of the last Marketplace update ignoring any subsequent change.

Click on the [Earn X%] link to get the true commission.

2) It's worth checking that the true commission in the Marketplace does actually match the one given at the publisher site.

It may be for example that sign ups at the site are being granted a higher percentage.

4.3 How Effective Is The Sales Page ?

Visit the sales page of the product to confirm that the sales copy does a good job of selling the product.

As an affiliate you want the visitor to read through the sales page and hit that order button with you getting credit for the sale.

- You don't want him to be side tracked by other links or offerings where you do not get credit.
- You don't want him to use another payment method where you will not get commission
- You don't want him to click on an 'earn money' button which allows him to sign up as an affiliate and purchase the product via his own link

These issues are discussed in Chapter 8 with suggestions on how to resolve them if you are still keen on promoting the product.

4.4 Check Out The Affiliate Support

The publisher should provide you with much more than just a link to join the affiliate

Chapter 4: Is The Product Worth Promoting ?

program. Check for any useful promotional material, examples: sample ads, articles, solo mailings, endorsement/reviews, signatures, rebrandable ebooks, autoresponder courses , banners.

Ideally there will be an affiliate mailing list so that the publisher can convey useful news.

You want someone reliable who won't disband a program or make rule changes without telling you.

Tip

Check how responsive the publisher is with a simple enquiry.

Chapter 5: Join The Affiliate Program

5.1 Sign up

Once you are happy that the affiliate program is worth promoting you can sign up. You will be provided with a basic URL also known as a hoplink

http://AFFILIATE.PUBLISHER.hop.clickbank.net

replacing AFFILIATE with your affiliate-id

The affiliate program may have its own signup program and provide you with its own affiliate URL, for example

http://www.publishersite.com/sales.php?offer=AFFILIATE&pid=1

Tip

The old style format may still appear

http://hop.clickbank.net/?xxxxxx/publisher-id

Don't forget to replace xxxxxx with your nickname. The xxxxxx string is actually a valid nickname and won't be rejected when you click through. So you would lose out on the commission.

5.2 Check Your Link

You should test your affiliate link to make sure you have set it up correctly – or even that the affiliate program and site is still working.

Click the link and it will take you to the publisher's website. Find the order link (there may be several) and click through to the ClickBank order form.

Scroll to the bottom of the page, and you should see [affiliate = xxxxxx] where xxxxxx is your nickname.

Note: If this does not appear and you believe that the link has been correctly set up there may be another reason. Certain software on your computer may block cookies, examples are Norton, KazaaLite, Zone Alarm, and anti-spyware programs.

Similarly you should periodically check that your links are working. ClickBank does not have a method to inform affiliates and publishers that links that they set up are not working.

Tip

After clicking through to the publisher site the browser URL may look like this

<http://www.publishersite.com?hop=affiliate-id>

Many times an affiliate will use that as the affiliate link. That is incorrect and will NOT earn you the commission. You need to use the actual hoplink or the URL provided by the publisher.

5.3 How Your Affiliate Referral Is Tracked

Your affiliate URL

<http://AFFILIATE.PUBLISHER.hop.clickbank.net>

places a 60-day cookie on the visitor's computer. This means that you will get credit for a purchase from the sale of any product in that publisher account made by this customer within 60 days.

The exception is if the visitor revisits the site via the hoplink of another affiliate in which case that affiliate gets the commission.

The rule is that the last affiliate gets the commission.

Although there are pros and cons for this rule when ClickBank asked the question at the Warrior marketing forum the overwhelming majority of votes were for the last affiliate to get credit.

One important reason is that many affiliates use pay per click services to advertise ClickBank programs: if the first affiliate gets the credit then there could be a non-stop (and detrimental) race to be listed in first place where the initial click would most likely take place.

Tip

There's a way to drastically improve your chance of getting the sale whether you are the first, last or in-between. See Chapter 6.4

Chapter 6: How To Promote The Product

With a good affiliate program you may be provided with promotional material and advice on how to use it.

The whole area of product/site promotion and advertising is beyond the scope of this book – you will find useful resources in chapter 6.7 – but the rest of this chapter contains a selection of special tips.

6.1: The Number ONE Method Of Promotion

By far the best way to promote a product is to provide a review which clearly shows that you have read it, in the case of a book, or used it if it is a software tool – and how you have personally benefitted from the product.

So you need to own the product – but you really should do if you are going to recommend it. If you avoid the standard format and provide an imaginative review coupled with genuine enthusiasm your reader should be convinced.

Another method is to compare two products and indicate your preference.

6.2: Google Adwords – The Fastest Way To ClickBank Profits

Without doubt the quickest way to generate traffic to a site is by using Google AdWords.

AdWords are the small ads that you see in the right column of the page after a Google search.

Here are the reasons why AdWords are so successful

- You can have your ad posted immediately and similarly make changes instantly. Other pay-per-click search engines may take days to approve your ad.
- You can link directly to an affiliate website – you don't need your own site.
- You have complete control over the running of your ad campaign including the ability to put limits on spending, pause ads and restrict the audience, together with extensive stats on the performance.
- Your traffic is targeted.
- The ranking of your ad does not solely depend on your bid price, it includes the CTR (clickthrough rate) which results from the pulling power or effectiveness of your ad.

I have created a page of useful tips and resources for producing successful AdWords campaigns. Click [here](#).

6.3: Using PPC Search Engines

1) How to beat your PPC competitors

Here's how most people submit to the pay per click (PPC) search engines

- Write a compelling entry
- Decide the size of the bid and submit
- Wait for approval
- Check out their entry, HOPING it stands out amongst the others

But there's no need to hope !

Try instead this idea

- Do a search for your keyword at the PPC and copy the page of results to an HTML file on your PC.
- Modify that file inserting your entry so that you can see in advance exactly how it will appear amongst all the others.
- Now you can experiment with all variations of title, description, length, ranking position (bid value) until you are convinced that it is YOUR entry which will catch the eye.

2) Domain masking

Some PPC search engines may not allow you to use an affiliate link in your entry.

One way around this is to use a domain masking feature (it may be available as an extra cost with your domain name registrar) which will mask your affiliate URL so that it appears that you are linking directly to the publisher site.

6.4: How To Beat Rival Affiliates

Your potential customer may have visited several sites, all promoting the same affiliate programs as yours, before deciding to purchase.

This is especially true if using Google AdWords or PPC search engines.

And with ClickBank it's the last affiliate who gets the commission if the sale is made via his link.

So what can you do to convince that customer to return to your site and buy ?

You announce a special offer at your site, stating that you will provide a certain bonus if he buys from you. Tell him to send details of the receipt after purchase.

Ideally your bonus gift should be a product which complements the purchase. By running a search you should be able to find an ebook or a report available for free on the topic of your choice. The authors are happy to provide these free so that they get exposure – they **want** you to use them.

Of course even better is where you can supply one of your own paid products as a bonus so that you can say "this item currently sells for \$25 as you can see here".

But what if you don't have such an item ?

The alternative is to purchase the resell rights to products. Here is a [Resale Rights Guide](#)

6.5: Visitor Follow-Up

As an affiliate, once your visitor clicks on your affiliate link, you have lost him.

If he visits the product site and decides he is not interested there is no way you can get in touch and persuade him.

And even if he does purchase some affiliate program managers do not approve of you making contact with 'their' customer, so you would be unable to follow up with further promotions.

So is there a way you can make contact ?

Yes – you should offer a free report or free ebook which presells the product. You then have the contact details and can do whatever follow up is necessary.

6.6: Tip: Never Link Direct To The Affiliate Site

You should never openly use your ClickBank affiliate URL (hoplink) – you should link instead to a page on your own site which then leads to the affiliate program.

So, for example, in your email newsletter instead of promoting a book like this

<http://your-id.PUBLISHER.hop.clickbank.net>

you would refer to

http://www.yoursite.com/book.htm

where the page book.htm contains the affiliate link (just as you would do if using the techniques shown in 6.1 , 6.4 and 6.5 above).

The reasons ?

- 1. You can provide links to the rest of your site (or an exit pop-up) in case your visitor is not interested in that affiliate product.
- 2. If the affiliate operation becomes discontinued you can inform and divert visitors at your own website, rather than have them visit a non-existent page.
- 3. Your own site traffic statistics will indicate the response to your ad campaigns in addition to any stats provided for you by the affiliate company.
- 4. You can submit the page to search engines.
- 5. With the real URL visible there is a risk that the reader replaces the affiliate code – more about this in Chapter 8.2 (affiliate link theft).

Tip

Even when the actual affiliate URL only appears as a link at your site there is still a risk.

Some customers will not click on what appears to be an affiliate URL. Maybe they resent seeing commission paid to an affiliate, maybe they feel less security when buying from an affiliate, maybe they feel you are giving a biased review when using an affiliate URL. They may instead try to order directly from the publisher.

Here is how to conceal not only the affiliate code but anything about that URL which may indicate it is an affiliate link. Use some Javascript.

```
<a href="http://....."  
onmouseover=  
"window.status='ABC';  
return true;"  
onmouseout=  
"window.status=' ' ;  
return true;">
```

Then 'ABC' will show in the browser status bar instead of the URL.

6.7: Resources

Two highly recommended ebooks

1) 33 Days to Online Profits

This gets my vote as the very best book that I have come across on the subject of online marketing.

2) Affiliate Masters

A free book from Ken Evoy, whose own affiliate program has been rated as the number one on the Net. Whether you are an affiliate for ClickBank or for any other program you can use the techniques shown to boost your affiliate sales.

Details in Appendix A1.

Chapter 7: Testing And Tracking

7.1 Why You Must Monitor Your Advertising

Every Internet marketing expert will tell you the very same secret of their success.

They constantly track and test their results.

If you spend money on advertising but don't track the results then you are simply throwing money away.

Because how do you know if your promotion efforts are truly effective when you cannot tell whether it took 100 visitors or 1000 to make a sale ?

And how do you where they are coming from, for example

- a banner ad
- a newsgroup ad
- a signature tag
- a published article
- a free link posting
- an autoresponder campaign
- a reciprocal link
- a free classified ad
- an ezine ad
- a forum posting
- an email marketing campaign

Wouldn't you like to know

- which of these received the best response
- whether free classified sites are worth the effort
- which ezines are the most profitable
- how a sponsored ezine ad compares to the standard one
- whether animated banners are better than static ones
- how effective are your email signatures: does the one with the word "free" in the headline fare best
- does the ad at the start of an ezine outperform the one at the end
- and so on

Most affiliate programs provide you with statistics on the number of visitors who click on your link and the number of sales.

Unfortunately ClickBank does NOT provide this information.

There's only way to find out the answers to all these questions and to really know the effectiveness of every single ad, banner, link that you run.

You need to use an ad tracking program.

7.2 Ad Tracking Programs

If you are not familiar with ad tracking programs there's no need to search through the Net, the information has been gathered for you.

As there was no web site about these tools I decided to build my own

The Complete Guide to Ad Tracking Programs

Here you will find out how ad tracking programs work, how they differ, what to look for and independent product reviews.

Plus a special extensive review of the one that I recommend.

www.ad-tracking.com

Tip

If you think these programs can only be used for tracking ads, visit the section "23 Ways to use an Ad Tracker"

The basic ad tracker will record all hits from your tracking campaigns but to get the more important figure of sales and consequently ROI (Return on Investment) you need a tracker which can identify a sale. This is done by adding special HTML code to the thank-you page. However as an affiliate you don't have access to the thank-you page so this method is not available to you.

In November 2006 ClickBank introduced the Tracking Id (TID) to the hoplink to help resolve this problem.

Chapter 8: Why You Are Losing Commissions

8.1 Sales Page Leaks

As an affiliate you want the visitor to read through the sales page and hit the order button with you getting credit for the sale. There are a number of reasons why this does not happen.

1. There is an overt link to an affiliate sign up page

Your potential customer could simply become an affiliate and purchase the product himself.

Solution: here is a letter you can adapt and send to the publisher.

Dear Publisher,

I notice that at your site you have an enticing link to "make money as an affiliate"

There is a problem here for current affiliates in that a potential customer may decide to become an affiliate just to purchase the product and we lose out.

There's no ideal solution to this problem: having a 2nd tier program may help but ClickBank does not provide this.

Although this does not directly affect you in the short term, as you still make the sale, eventually it could demotivate your real affiliates. Conversely if that statement was removed and you conveyed that fact to your affiliates they would certainly be more enthusiastic.

After all, visitors to your site are not looking for affiliate opportunities they are actually seeking your product.

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You could in fact make the purchase of your product even more inviting by saying that after purchase the customer can "make money as an affiliate".

One way to implement this is to include a note about affiliates in an FAQ: for example

Yes, we do have an affiliate program – but it's a privilege that we extend only to our valued customers and a few selected joint–venture partners. We view our affiliates as our partners – your success means our success.

Therefore, to protect the interests of our partners, our affiliate program is not open to the general public. If you are interested in exploring the possibility of a partnership/joint–venture, please send me an email.

This may mean less sales for us initially, but we felt that it is only right to guard the interest of our affiliates.

Any thoughts about this idea ?

Regards,

Your Affiliate

2. Multiple payment options

The publisher offers multiple payment options (for example payment by ClickBank and another payment processor) so if ClickBank is not chosen you do not get the commission.

Solution: suggest that he provides a separate sales page for his ClickBank affiliates with only the ClickBank payment option.

3. Many unrelated products on sales page

Your product is just one of many unrelated products on a page – this can be a put-off for your potential customer who arrived expecting to see a specific item.

Solution: this situation is forced on the publisher when he has many products belonging to one ClickBank account, in which case affiliates can only be directed to one 'landing' page. So you can advise the publisher that he can provide you with an affiliate URL to an individual sales page with an affiliate management tool such as easyClickMate (see Appendix A1).

Failing this you can use your own affiliate tool, such as Affiliate Cloner which is discussed in Chapter 8.2.

4. Distracting external links

There are many external links which distract the visitor from reaching the order page.

Solution: you can write your own sales page.

You then need to link to the ClickBank order form, there are 3 ways to do this

Solution 1)

Use a direct URL to the order page. The format of such an URL is

http://ITEM.AFFILIATE_PUBLISHER.pay.clickbank.net

NOTE:

- This is an unofficial URL – it is not listed at the ClickBank site, so it can be withdrawn at any time (and was in fact removed for a period in August 2002). So use with caution.
- The link will not set a cookie so you won't get commission if the visitor returns directly to the site without using that link or if a previous cookie has been set by another affiliate.
- One advantage: you can keep traffic within your own site.

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Solution 2)

If the publisher uses easyClickMate (see Appendix A1) this link will be available.

Solution 3)

You can use Affiliate Cloner (see Chapter 8.2) to provide the link.

NOTE: In all cases ClickBank requests that you get permission from the publisher before bypassing his sales page. This is to avoid any discrepancy between what you are advertising and what the publisher is actually selling.

5. The publisher captures your commission

There are offers to join a mailing list or claim a free report: you should get credited for any sale ensuing from these leads but an unscrupulous publisher may follow up and make the sale via his own link. Similarly the publisher may use a pop-up upon exiting a site to convert a leaving visitor into a sale for which you do not get the credit.

Solution: As for (4) produce your own sales page.

Tip

One further problem that you may want to put right is a low commission rate.

You could refer the publisher to examples of similar products with better rates.

And you could explain the cumulative effect produced by highly motivated affiliates whereby more affiliate sales will increase the rankings in the Marketplace – thus producing further sales and affiliates.

8.2 Affiliate Link Theft

An affiliate URL (or hoplink) has the format

http://AFFILIATE.PUBLISHER.hop.clickbank.net

Once the publisher-id is known it is simple for a customer to substitute his own nickname and get commission for the purchase.

So the publisher-id needs to be concealed in the two places where it is visible, namely

- in the affiliate URL
- in the order link on the publisher sales page

Two solutions:

Solution 1)

The publisher needs to use a 3rd party tool like easyClickMate (see Appendix A1) which will conceal the publisher link in both places..

Solution 2)

The affiliate and publisher must take the following actions

Affiliate:

Don't show the hoplink. Replace it with any of the following

- a redirect link (see Note 1)
- a tracking link (see Note 2)
- a cloaked link (see Note 3)

Publisher:

Don't show the link to the order page. Replace it with any of the following

- a redirect link
- a tracking link

NOTES

1) Redirect link.

Here is an example of how to create a redirect link for the hoplink.

Create a file called say product.php with this content

```
<?php
header("Location:
http://AFFILIATE.PUBLISHER.hop.clickbank.net");
exit;
?>
```

and link to product.php

2) Tracking link

For recommendations see [The Complete Guide to Ad Tracking Programs](#)

3) Cloaked link

Affiliate Cloner is a recommended tool: it provides solutions to 3 common problems discussed in these chapters

- It can disguise (cloak) your affiliate links.
- It provides a way to link to an order page (so that you can bypass the publisher's sales page).
- It provides a way to link to a specific product page when a publisher has multiple products in one ClickBank account.

For information on Affiliate Cloner see Appendix A1.

8.3 Publisher Site Changes

Publishers can make changes to their site, which affect the affiliate program, and fail to notify their affiliates because

- they don't have an affiliate mailing list, or they do and affiliates signed up anonymously via the Marketplace
- they have a list but did not think of announcing the change
- they have a list and deliberately failed to announce the change, a case of fraud which is

discussed in the next chapter

Here are some examples of changes to sites that I promoted:

1. The publisher had switched to another payment processor without notifying me
2. A product that had been completely disbanded
3. An ebook site that changed to a membership subscription site with no affiliate program

Tip

Here is how I detected these changes. As I promote many ClickBank products and individual site investigation would take too long I checked for fluctuations in my sales, for every product I sell, over a recent period of months.

This only took me a few moments because I used ClickSalez (see Appendix A1) to run a data query to group all the affiliate codes in my account and order them by the number of items sold.

8.4: Publisher Fraud

Thanks to discussion in the [ClickBank Success Forum](#) some cases of fraud have come to light, for example

1. The publisher has several links to the ClickBank order form on his sales page but uses different publisher accounts for them so that your affiliate URL may not match the one selected.
2. The publisher reduces the commission rate to zero for brief periods which would remain undetectable. In August 2004 ClickBank changed the system so that the rate could only be set to a minimum of \$0.25 cents or 1% whichever was more.

So these commissions are now detectable.

8.5: Refunds

Now that ClickBank no longer send out affiliate notification of sales you also won't know about refunds unless you click on 'Refund Reports' in your ClickBank account.

And most of us don't do that – because we are too keen to check whether we have made any sales 'today'.

Unfortunately I get reminded of them daily because they appear as unwelcome red entries in my ClickSalez report (see Appendix A1).

A typical figure is that you are losing around 5% of your ClickBank profits through refunds.

So can we do anything to reduce these refunds ?

Well yes we can.

If you find that some products are attracting a high refund rate (ClickSalez will give you this information) you first need to determine whether your promotional outlay is worth the effort: that's a good example of the use of having tracking stats from Chapter 7.

You could have a word with the program manager and voice your concern – and even suggest he uses this tip which I provide in my book ClickBank Publisher SuperTips (Appendix A3).

Tip

When a customer requests a refund you reply:

I am sorry that you found (name of product) did not come up to expectations.

You are welcome to a refund.

Before I issue it let me know if you would prefer instead as an exchange to choose another product from my list at [. . .] and of course you can keep XXX and the bonuses.

8.6: ClickBank Downtime

If a customer cannot get through to the ClickBank order form you lose possible commission.

ClickBank records periods of downtime at the ClickBank Web Log which can be found from the News link in your account

Some past reasons have included 'distributed denial of service attack' and 'packet loss'. It's also possible that ClickBank's own system testing may be a cause.

Of course if you cannot connect via a hoplink the problem may be at your end, ClickBank suggests you use PingPlotter <http://www.pingplotter.com> for monitoring routing issues.

Chapter 8: Why You Are Losing Commissions

If you need to know immediately when ClickBank is inaccessible – maybe you are running expensive AdWords campaigns – there are site monitoring tools which can notify you.

Tip

There are ways for publishers to counteract ClickBank downtime, similarly they can counteract problems of refunds and product theft.

Why not advise them to read ClickBank Publisher SuperTips (Appendix A3).

Chapter 9: Special Affiliate Programs

9.1: ClickBank Reseller

ClickBank itself is a company selling products or services just like a publisher, so you can also become an affiliate for ClickBank, in other words a ClickBank 'reseller'.

If you recruit a ClickBank publisher you earn a 20% commission on the activation fee when the publisher activates their account plus a bonus of 5% of their sales for the first year.

Use this link replacing AFFILIATE with your nickname:

<http://AFFILIATE.reseller.hop.clickbank.net>

9.2: ClickBank Storefronts

ClickBank storefronts are 3rd party products which display the top selling ClickBank products, or the complete ClickBank Marketplace, and include powerful search facilities.

You can install a storefront at your site with every product encoded with your affiliate link. You can also join the storefront affiliate program and collect commission for sales of the storefront itself.

A selection of storefronts is provided in Appendix A1.

Tip

Some storefront owners lead their visitors directly to the storefront home page where all the products are listed. An alternative is to focus on a specific niche, consistent with the site, and use an embedded keyword search term facility if the storefront has one.

This means that the storefront search will return a list of all products based on the keyword chosen by the site owner.

As an alternative to providing a storefront at your site you can present your visitor with a storefront or a keyword based storefront selection when he leaves your site.

The principle is that if the visitor leaves your site without buying then he has not found what he wants so off he goes to search again.

A free product called SearchFeast (see Appendix A1) provides you with this page exit facility and is simply installed – you just add one line of code to your site.

9.3: Rebrandable Books

A popular method of earning ClickBank affiliate commission is to distribute free ebooks where the author allows you to use your ClickBank affiliate nickname for the links inside the book.

At its simplest the rebranding process consists of plugging in your nickname just once and all the links in the book are automatically changed.

The downside of this method is that if an affiliate program is discontinued or changed the affiliate URL will no longer be valid and your book will be circulating, possibly out of your control, with broken links.

If the rebranding process requires instead the entry of a full URL for each link it is recommended that instead of using your hard-coded affiliate URL you use a link to a static page at your site which has a redirect link to the affiliate product. Alternatively use a tracking URL. Either method will allow you to switch to another product or an explanatory page should the affiliate URL become invalid.

Tip

There are a number of free ebooks that I have written that can all be rebranded – and I provide a full list of ideas on how you can promote them. Click [here](#)

9.4: ClickBank And AdSense

A popular method for web site owners to earn revenue from advertising is to display Google ads (called AdSense) at their site. These ads are relevant to the content of the page and Google pays you each time an ad is clicked.

Although Google AdSense is a free service there are some disadvantages, for example

- Your site needs to be approved by Google
- There are restrictions on ad placement

- You have no control over the ad content
- If a visitor clicks though and makes a sale you do not benefit
- You only receive pennies per click

3rd party developers are now producing ClickBank versions of AdSense with the vital difference that

- the ads are for ClickBank products
- you earn full affiliate commission (rather than pay per click) for any sale

Whereas Google AdSense is free the authors of these products make money by a variety of methods, such as

- payment for the service
- affiliate ownership of one of the display ads
- affiliate ownership of a percentage of the ads

A selection of tools is listed [here](#)

9.5: The Ideal Affiliate Program

If you followed all the rules earlier about what a good affiliate program should offer you will now have a clear idea of what to look for.

Here is my recommendation for the ideal affiliate program:

- An in-demand product
- Sales page is well written, no distracting external links, no mention of an affiliate program to the potential customer, you are taken directly to the order page
- Your links are protected by a product such as easyClickMate (see Appendix A1) so that your nickname cannot be replaced and commission lost: also it provides you with stats for click-throughs, sales and conversion ratios
- The payment can only be fulfilled by ClickBank – no other payment processors (or you lose credit for the sale)
- You need to sign up for the program so that you are on the publisher mailing list and can be kept updated
- There is good promotional material
- A high commission rate, with the publisher making you an equal partner, of 50%

Now by remarkable coincidence I have checked my own [SuperTips Affiliates](#) program and it meets all those conditions.

Plus a big extra – the commission is 70%.

So why not sign up now ?

Chapter 10: Your ClickBank Earnings

10.1 Sales Reports

ClickBank no longer sends notification of sales to affiliates – only to publishers.

If a publisher runs an affiliate management program like easyClickMate (Appendix A1) then that program will send out notifications, otherwise you need to login periodically to check your stats.

Tip

Don't forget to check for debited items in your account: these will be due to refunds or revoked sales. If a particular product is generating an unacceptable number of refunds you may want to investigate why, as explained in Chapter 8.5.

If you run several accounts or if you have many sales you will find a 3rd party tool ClickSalez (Appendix A1) ideal for collecting all the stats in one download and providing analysis of sales and refunds for individual or all accounts.

10.2 Getting Paid

The ClickBank pay periods end on the 1st and 16th of each month: checks are mailed within 15 days after the end of the period.

The rules about refunds and revoked sales, how to request a check to be reissued, why some of your funds are withheld, and more are explained at the [ClickBank Accounting FAQ](#)

Tip

You can alter the minimum payment setting (default \$100) in your account. But note that a \$2.50 accounting fee is deducted from each check issued.

Other methods of payment

Chapter 10: Your ClickBank Earnings

– A ClickBank client can now request wire payments instead of checks. There is a \$35USD fee for the service which is subtracted from the amount wired. ClickBank requires that your account makes \$1,000 per pay period or that you set your payment preference amount to \$1,000.

– In April 2004 ClickBank stated that they were planning to provide direct deposit to bank accounts in USA, UK, Australia and Canada with more countries to follow.

If you have followed the tips in this book you will hopefully receive hefty commission checks.

But you may want to go to the next stage. If you have your own product you can now become a publisher and have affiliates working for you.

Details in the ebook ClickBank Publisher SuperTips – see Appendix A3

Appendix A1: Recommended Resources

Here is a list of the resources mentioned in this book. All the tools are used by the author.

1. 3rd Party Software Tools

Affiliates Alert

A free tool for running keyword searches for Marketplace products: provides information on commission details and ranking history. Click [here](#)

Affiliate Cloner

For cloaking affiliate links, and provides direct links to product and order pages. Click [here](#)

ClickSalez

Tool to analyze your ClickBank sales. Click [here](#)

easyClickMate

Publisher tool for affiliate management. Click [here](#)

SearchFeast

Search engine and traffic generator tool. Click [here](#)

Storefronts

Shopping mall equivalent of the ClickBank Marketplace with powerful search facilities. Click [here](#)

2. Internet Marketing Ebooks

33 Days To Online Profits

Covers the whole topic of online marketing. Click [here](#)

Affiliate Masters

Free book for general affiliate marketing. Click [here](#)

Appendix A2: ClickBank Calculator

When a product is sold, there is a transaction fee payable to ClickBank equal to 7.5% of the price + \$1.

The remainder is shared between the publisher and the affiliate according to the rate of commission for the account.

Here are two aids to help with the calculation.

1. Calculator

Here is a [calculator](#) which can be used to determine the affiliate and publisher share for any product price and commission rate.

2. Table with Common Prices and Rates

This table shows the figures for affiliate commission and publisher profit for a selection of common prices and commission rates, without VAT.

Product Price	Commission Rate	Affiliate Commission	Publisher Profit
10	0%	0.00	8.25
10	25%	2.06	6.19
10	30%	2.48	5.78
10	40%	3.30	4.95
10	50%	4.13	4.13
10	60%	4.95	3.30
Product Price	Commission Rate	Affiliate Commission	Publisher Profit
15	0%	0.00	12.88
15	25%	3.22	9.66
15	30%	3.86	9.01
15	40%	5.15	7.73
15	50%	6.44	6.44
15	60%	7.73	5.15
Product Price	Commission Rate	Affiliate Commission	Publisher Profit
20	0%	0.00	17.50
20	25%	4.38	13.13
20	30%	5.25	12.25
20	40%	7.00	10.50

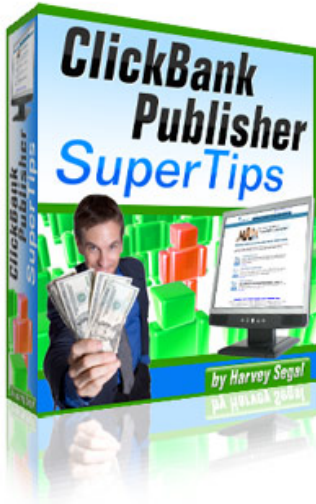
Appendix A2: ClickBank Calculator

20	50%	8.75	8.75
20	60%	10.50	7.00
Product Price	Commission Rate	Affiliate Commission	Publisher Profit
25	0%	0.00	22.13
25	25%	5.53	16.59
25	30%	6.64	15.49
25	40%	8.85	13.28
25	50%	11.06	11.06
25	60%	13.28	8.85
Product Price	Commission Rate	Affiliate Commission	Publisher Profit
30	0%	0.00	26.75
30	25%	6.69	20.06
30	30%	8.03	18.73
30	40%	10.70	16.05
30	50%	13.38	13.38
30	60%	16.05	10.70
Product Price	Commission Rate	Affiliate Commission	Publisher Profit
35	0%	0.00	31.38
35	25%	7.84	23.53
35	30%	9.41	21.96
35	40%	12.55	18.83
35	50%	15.69	15.69
35	60%	18.83	12.55
Product Price	Commission Rate	Affiliate Commission	Publisher Profit
40	0%	0.00	36.00
40	25%	9.00	27.00
40	30%	10.80	25.20
40	40%	14.40	21.60
40	50%	18.00	18.00
40	60%	21.60	14.40
Product Price	Commission Rate	Affiliate Commission	Publisher Profit
45	0%	0.00	40.63
45	25%	10.16	30.47
45	30%	12.19	28.44
45	40%	16.25	24.38
45	50%	20.31	20.31

Appendix A2: ClickBank Calculator

45	60%	24.38	16.25
Product Price	Commission Rate	Affiliate Commission	Publisher Profit
50	0%	0.00	45.25
50	25%	11.31	33.94
50	30%	13.58	31.68
50	40%	18.10	27.15
50	50%	22.63	22.63
50	60%	27.15	18.10

Appendix A3: ClickBank Publisher SuperTips



Have you considered becoming a ClickBank publisher ?

You don't actually need your own product.

Why not have affiliates working for YOU !

See the companion book to this one [ClickBank Publisher SuperTips](#)

Appendix A4: ClickBank Contact

Problems with spam complaints mean that your emails to ClickBank or their replies cannot be guaranteed to arrive – ISPs periodically place their domain name on a blacklist.

For the same reason ClickBank no longer sends out mass mailings to convey news to their hundreds of thousands of clients.

Here is how communication is achieved:

Contacting ClickBank:

Use the Publisher and Affiliate Questions form at the [Contact Us](#) page

Announcements from ClickBank:

Critical message are posted in the News section which can be accessed from your account.

Tip

You can see the latest announcements from ClickBank and post your questions at [The ClickBank Success Forum](#)

Appendix A5: About this Book

Title: ClickBank Affiliate SuperTips
Version: 2.0b, August 2007
Publisher: SuperTips Marketing
Author: Harvey Segal
Email: hsegal@supertips.com
Web Site: www.supertips.com

Final Tip:

You can read about future releases of this book – and all my other books – when you subscribe to the SuperTips Ezine.

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Thanks, Harvey

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