

# Preface



## ClickBank Starter SuperTips

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Release 1.2

June 2012

# Chapter 1. Introduction

Hi,

It's Harvey Segal of [SuperTips.com](http://SuperTips.com) here.

Have you seen the figure that ClickBank has over 100,000 affiliates ?

Well those are just the active ones.

ClickBank say that over 90% of affiliates are inactive.

Which means a million plus failed affiliates

If you are one of them I'm almost certain I know the reason.

And I'll tell you what to do about it in Chapter 2.

And if you are a successful affiliate you'll see how to profit from this situation in Chapter 3.

Culminating in a great opportunity for everyone in Chapter 4

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By the way if you are wondering what are my credentials for writing a guide about ClickBank

- I own the [ClickBank Success Forum](#) with over 16,000 members.
- I own [The Complete Guide to ClickBank](#) , the only site devoted completely to ClickBank.
- I am the author of [3 major books](#) about ClickBank and numerous guides
- I have participated as an Advisory Board member in ClickBank's [European Client meetings](#)

## Chapter 2. For struggling affiliates

And so, what is the main reason why so many affiliates fail?

It's because they think that affiliate marketing simply involves handing out an affiliate link: maybe in a forum, or an ad, or a social network, or (even worse) on a traffic site.

The reality is that if you just use an affiliate link you are very limited in your ability to get traffic from the major sources:

- \* You can't use Google AdWords and most other PPC services
- \* SEO (search engine optimization) is not possible
- \* Article marketing is restricted. Most services ban affiliate links.
- \* Forum marketing is restricted. Most forums ban affiliate links.

The truth is that there is one thing you **MUST** have.

It's a proper **PRESELL** page.

That's a page where you offer a personal review or recommendation for the product you are promoting. Something that entices the visitor to read on and click through as you explain, for example, the benefits of the product, how it worked for you, what the results were, and so on.

But the problem is that you need to put the presell page somewhere. Typically, this is on a hosted site.

So why doesn't every ClickBank affiliate have a site ?

Because it involves (they believe):

- \* the problem of choosing a web host
- \* the high cost of hosting
- \* the technicalities of setting up a web site
- \* the need to understand HTML
- \* advanced SEO techniques to attract traffic

No wonder they shy away from using the one strategy which outranks all others – and consequently look on helpless as their ClickBank account slips into inactive mode.

But it need not be like this.

**Think 'Blog'.**

If you don't want to get involved in creating web pages there's a wonderful alternative. A blog.

Putting a presell page on a blog is simply a matter of writing the content of a blog post then pressing the publish button. Then seeing it automatically picked up by the search engines thanks to the in-built blog pinging services.

And there are other great advantages of a presell page:

- \* you can capture email addresses and build a list
- \* you can switch easily to a complementary affiliate program, if necessary, without affecting existing promotions

- \* you can provide a tempting bonus for the customer to claim after the sale
- \* you can use it in all the places mentioned above where a bare affiliate link is not allowed

## **Which Host ?**

Now, do you want to confound yourself by researching the thousands of different hosting companies and their various packages ?

Well that's the **WRONG** approach.

The question you should be asking is "Which web host can help me with my particular needs as a ClickBank affiliate ?"

The answer ?

None.

That's not their job.

Their job is to supply you with hosting space and various tools.

So rephrase the question.

"Who understands the need of the ClickBank affiliate and can provide a hosting solution ?".

Answer coming up soon - but first another essential.

## **Getting expert marketing advice**

Now I guess a hosting service could add value by throwing in a stack of Internet Marketing books - which you'd probably never get around to read.

But here's an alternative

How about having access to a private forum run by a team of experts where you can ask unlimited questions 24/7

Topics include

- Niche research
- Keyword research
- Landing pages
- Minisites
- Email Marketing
- List building
- PPC marketing
- Search Engine Optimization
- Website Development
- Scripts
- Graphic creation
- Blogs
- Viral marketing

And you can also get feedback on your sales copy.

So where can you get all this ?

Introducing the ClickBank Starter Package . . .

It includes the hosting and set up of a Wordpress blog (ready for you to add content) with enrolment in the Private Forum.

And it's deliberately set at a very reasonable price \*\*\* - with the usual ClickBank guarantees.

Click here for the [ClickBank Starter Package](#). And check out the Blog section where you will see an example of how to quickly set up a blog to sell ClickBank products

\*\*\* Less than 26 cents a day !

## Chapter 3. For successful affiliates

If you are a successful affiliate then help us sell the ClickBank Starter Package.

It has all you want from an affiliate program

- \* a huge and growing audience (think of the millions of new or struggling affiliates)
- \* an audience which will pay over and over to renew the product (i.e hosting) - giving you recurring commission with rates reaching the 75% ClickBank maximum
- \* an alternative affiliate link which provides the number one method for selling any product - we'll come to that in Chapter 4
- \* where you can never lose out on your commission due to cookies being lost or overwritten

(Your sign-ups will be registered on our database with **you** as the referring affiliate. So, unlike the ClickBank system where affiliate cookies can be lost or overridden, no-one but **you** will be credited with the sale when the customer orders or upgrades.)

- \* Similarly your customer cannot order with his own affiliate id and deprive you of your commission

In summary your job is simply to get people to the site and sign up for the free membership. Here at the backend we follow up persuading them about the benefits of upgrading. Members will upgrade for a variety of reasons - to get hosting or to join the private forum or just to move to the higher commission rate. When they do you will earn monthly recurring commission.

And we'll make it even easier for you with the next idea . . .

## Chapter 4. How to multiply your sales

Without doubt there is one method of selling any item which surpasses all

Here's how it works

- A customer arrives at a site because he has a problem, question or need related to the product offered at that site.
- Instead of charging in for the sale why not 'presell' him first with a free book which provides authoritative and valuable information to answer his need, building up his enthusiasm and narrowing down his options so that by the time he reaches the end of the book he is already persuaded to click through to that site and place the order.

All it needs is for the book to be rebranded with your affiliate link.

Now if you thought that rebranding involved downloading a rebranding package, running the rebrander tool, entering your personalised information, uploading the resultant file to your site (if you have one) and creating a download page then you are going to be pleasantly shocked.

There is a special technique which avoids all of that.

You simply hand out a link. Nothing else. When the customer clicks on it he visits the download page and retrieves the latest copy of the book rebranded on-the-fly with your affiliate information.

Want to see an example of such a book right now ?

Well . . . you are reading it.

THIS is a rebrandable book.

You can give it away just by giving out a link and have your readers signing up to the membership system under your affiliate id.

Your link is **waiting for you** in your affiliate account.

So collect it now

The cost ?

It's free

Why not sign up as an affiliate [right now](#)

**PS:** A bonus - the links to all my sites listed in this guide will also contain your ClickBank id so you'll get 70% commissions on the purchase of my 3 main ClickBank books and other products in the [SuperTips Account](#) here.

Thanks for reading

Your questions, comments, suggestions are welcomed.

[Harvey](#)