

Dynamite Clickbank Profits

Let's Get Started!

Welcome to the *Dynamite Clickbank Profits* system. This system is meant to take you from having *nothing* today to making *real money* on Clickbank.

If you want to start seeing emails like these in your inbox:

		More ▾		201–220 of many					
ClickBank Notifications	CB Sale:	Clickbank ID Hidden	#L7YYWLED - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#75LLEJ4N - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#TLYYWTEW - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#RQLLEJTJ - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#3VYYWWE4 - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:	Clickbank ID Hidden	#CRLLEJM6 - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#KTYWMEK - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#G7LLEJL9 - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#YWYYWRE3 - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#G7LLEJL6 - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:	Clickbank ID Hidden	#BB3ZFEB5 - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#PCNYWRE9 - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#DHSDK4SE - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#PCNYWREJ - CLICKBANK		Feb 15				
ClickBank Notifications	CB Sale:		#BB3ZFE7N - CLICKBANK		Feb 14				
ClickBank Notifications	CB Sale:	Clickbank ID Hidden	#X3XLEJS5 - CLICKBANK		Feb 14				
ClickBank Notifications	CB Sale:		#PCNYW5EW - CLICKBANK		Feb 14				
ClickBank Notifications	CB Sale:		#V73ZFEF8 - CLICKBANK		Feb 14				
ClickBank Notifications	CB Sale:		#X3XLEJKQ - CLICKBANK		Feb 14				
ClickBank Notifications	CB Sale:		#X3XLEJLH - CLICKBANK		Feb 14				

Dynamite Clickbank Profits

Then you're in the right place.

By the end of this guide, you'll know:

- How to create an offer that *converts like crazy*.
- The one thing you can say to list and website masters that'll have them scrambling over themselves to promote you.
- The easiest ways to attract both small and large affiliates.
- How to network with *huge* affiliates *for free*.
- The importance of Gravity and how to raise your Gravity.
- Why most Clickbank vendors fail and the #1 thing you *must have* to succeed.
- A lot more ...

Without further ado, let's get started.

This is a No-Fluff, No BS Guide

If you were expecting a 100 page fluff-stuffed guide, sorry to disappoint. I'm not going to waste your time. The purpose of this guide is simple: to give you the good stuff.

You're about to learn what separates the successful Clickbank players from the thousands who never make any money. This isn't rehashed stuff; this is what I've *actually* used to make money. A lot of it I figured out from my own. Some of it I learned from *in person networking* with other successful marketers.

So, this guide isn't going to go over self-explanatory things like how to create a Clickbank account. I'm going to assume you either know that stuff or can figure it out. Instead, you're here to learn the *real keys* to making money. No filler. Let's jump right in.

Dynamite Clickbank Profits

Why Be a Vendor and Not an Affiliate

There are two ways to approach Clickbank. You can approach it as an affiliate, or you can approach it as a vendor.

This guide is about being a vendor. I know a lot of newbies are more drawn to being an affiliate. If that's you, I'll tell you right now: that's one of the reasons you're having a hard time making money.

To really help you make a decision about which is the better route to go, let's take a quick look at the pros and cons of each

The Pros and Cons of Being an Affiliate

- Pro: Lower initial setup time. You can literally throw up a Facebook ad and start running traffic in 24 hours.
- Con: It's much more competitive. Every arena of affiliate marketing is being fought over by super affiliates. Whether you're buying Facebook PPC, Bing Ads or doing SEO, you're in a high competition arena. The chances of success are slim. If there's no competition for your traffic source, it's probably because there isn't much money to be made there.
- Pro: You get to jump from project to project. A lot of newbies have "Entrepreneurial ADD" and affiliate marketing lets you indulge that.
- Con: The distribution of success is unequal. Generally, affiliates are either making \$10,000+ a month or they're struggling to make money. 99% of affiliate don't make any money; while 1% make a ton of money. It's rare to meet a semi-successful affiliate, because you either beat the competition and have a successful system or you don't.
- Con: You rarely make long term money. PPC, PPV and CPM campaigns almost always die within weeks or months. Even SEO campaigns die, unless you're creating genuine authority sites. You're not building a real asset. Your money can easily disappear overnight. I know firsthand, as I had a \$6,000 a month AdWords dating CPA campaign drop to zero overnight.

Pros and Cons of Being a Vendor

Dynamite Clickbank Profits

- Pro: There's a wide income distribution. You have vendors making \$500 a month, \$5,000 a month, \$50,000 a month and \$500,000 a month. It's not hard for a newbie to come along and make \$1,000-\$5,000 a month as a vendor. The competition in your specific niche won't be all that fierce. Their chances of success are a lot higher.
- Con: The startup time is higher. You need to create a sales funnel and you need to create a product. More on this later.
- Pro: The traffic and money is long term. Yes, it takes more effort up front, but the traffic and the cash doesn't die all of a sudden.
- Con: It appears harder. Being a vendor scares people, because they think it's harder. In truth, being an affiliate is *way* harder. As a vendor, all you need to do is be better than a handful of others in a narrow niche. As an affiliate, assuming you're promoting a converting offer (which you *have to* if you want to make money,) you're competing against *all* the top affiliates *in the entire world*. Being a vendor is far, far easier.
- Pro: It's not hit or miss. With affiliate marketing, you could do everything right, but so much of finding a successful campaign still comes down to luck. With being a vendor, if you do the right things, you'll make money. No luck, no "losing streaks." You work, you get paid.

This guide focuses on being a successful vendor. More specifically, we're going to go into how to be a successful vendor *without* using SEO, PPC or any other expensive or time consuming strategies that take months.

I'm not saying not to do affiliate marketing. I *am* saying that being a vendor is more newbie friendly. If you already understand keyword-level tracking, day parting, split testing, copywriting, offer rotation and other advanced concepts, by all means be an affiliate. If you're just getting started and you're looking to make your first \$1,000 to \$5,000 online, then make it easy on yourself. Be a vendor.

The #1 Key to Success: Conversion Rate

Dynamite Clickbank Profits

The *only* reason to use Clickbank is for its affiliate base. Clickbank charges an enormous 7.5% +\$1 commission. A "normal" merchant account charges around 1.35%. You're paying a *lot* more than normal, for one simple reason: Clickbank makes it easy to do affiliate promotions.

Your goal as a Clickbank merchant is to become popular among affiliates in your niche. What's the key to making that happen?

The #1 Key: Convert Better Than Anyone Else

If you convert better than any other product in your industry, you'll get traffic. In the beginning, it might be small. But word gets around. Sooner or later, people in your industry will figure out that they'll make more money sending *you* traffic than anyone else.

Let's say, for example, I own a fishing website. I try promoting your product. I make a total killing and set a new profit record.

A few things are going to happen now. First, I'm going to try to capitalize on your product in the long run. I might put a banner up on my website that stays there forever. I might add a promo for your product in my autoresponder sequence. I might write a blog post about you. All of these things will bring you recurring income *and* expose your product to more affiliates in your industry.

That's not all though. I of course have other friends in the fishing industry. *Almost all* successful website owners are well connected. It's part of what makes them successful. Next time I'm on the phone with another fishing website buddy of mine, I'm probably going to tell him about your offer. Then he'll promote you. And on and on it goes.

I'll go into super in-depth on getting affiliates shortly. For now, I really want to hammer this point home: your conversions are everything. Learn to create products that out convert your competition and you'll never run out of money again.

Video Salesletters: Boost Your Conversions by 300% to 400%

Dynamite Clickbank Profits

The key to beating everyone in your industry on their conversion rate is to have a homerun video salesletter. All else being equal, a VSL will out convert a text salesletter by 300% to 400%. Seriously - the *same* salesletter, put in video form, will convert at about 300% to 400% higher than its text counterpart.

Here's a screenshot from my Visual Website Optimizer. Remember, this is *Clickbank traffic*. Generally speaking, it's not uncommon for Clickbank offers to convert at one out of 100 or 200. A 3.43% conversion means that about one in 30 was converting.

Variations ?	Conversion Rate Range ?	
Control	3.26% ±1%	
Variation 1	3.61% ±1%	
Average Case	3.43% ±0%	-

Having a great VSL is the only way to get these kinds of conversions.

It's Not as Hard as You Think

Creating a video salesletter isn't nearly as hard as you might think. Just black text on white background can work very well. You don't need expensive graphics or animations. Yes, if you get to the point where you're in the Clickbank Top 50, you'll probably want to invest in whiteboard animation. As a beginner, you'll do very well (better than your competitors) by just going with black text on white background.

The process is pretty simple:

- 1) Write the script
- 2) Record the audio
- 3) Create slides (or outsource it)
- 4) Publish!

All the equipment you need to create something professional grade costs about \$150. I used a [Shure SM-58](#) microphone plus a [Blue Icicle](#) USB converter to connect the mic to my computer. (Not affiliate links.) I used [Audacity](#), a free application, to do the recording.

Dynamite Clickbank Profits

If you're on a tight budget, you can just record it on your computer. Macs tend to have very nice mics, low end PCs tend to have pretty bad mics. Your conversions might suffer a little bit if there's static in the sound; but what's most important is that you get started.

Don't let budget constraints keep you from producing. Once you start making some money, you can redo it with higher quality sound.

Why Video Salesletters Convert So Much Higher

There are a few simple reasons why VSLs convert so much higher than traditional salesletters:

- People can't skip to the price. If you make the buy button appear 15 minutes in, they have to watch 15 minutes before they decide if it's too expensive or not. Many, *many* sales are lost in text salesletters because people skip to the price before you have a chance to demonstrate value in the product. VSLs force users to hear the value before making a decision.
- It's more emotional. Your tone of voice can convey a *ton* of emotion that text salesletters just can't convey. Emotions are what cause people to buy. Text, sound and video together are far more emotionally engaging.
- It's hypnotic. Reading a page takes effort. Sitting back and watching a video is easy. People can just sit back and let you take them on a ride ... and hypnotize them into buying your product.
- You engage their whole brain. You *actually get* them to visualize themselves owning your product. The language centers of their brain, the visual centers, the "emotional communication" parts of the brain, the right *and* the left side of the brain - all of them are engaged. That gets them more "hooked" on to your product and more likely to buy.
- It appears to be valuable. If you're presenting tips in the video, people will often feel like they're getting real value. They don't feel like they're reading a sales piece. They won't just close the page because they think you're pitching them. They'll keep watching for the tips, while you secretly build their desire for your product.

Dynamite Clickbank Profits

- It works. That's the most important thing. It really doesn't matter *why* it works, what's important is that it *works*. Almost every top Clickbank infoproduct uses a VSL now. If you want to succeed, it's what *you* need to do.

Learn to Write a Top Converting VSL Script at Light Speed

Your VSL script is *the most important thing* in the whole process. It doesn't matter how expensive your mic is, how much you pay an animator or even how good your product is. If your VSL script sucks, you're screwed.

So, how do you write a good VSL script?

First of all, I recommend getting Jon Benson's [3x VSL Formula Training Course](#). He basically created the whole video salesletter structure *and* he was a mentor to most of the VSLs in the Clickbank Top 10. Basically, if you want to learn how to write VSLs, his course is invaluable.

But don't worry - I'm not gonna leave you hanging. In fact, even after going through Jon's course, I still had to go through an intensive training process before I got any good at writing VSLs.

After teaching myself to write VSLs, I distilled my learning process into an easily replicable home training program. Follow this program to the letter and you'll quickly and *almost unconsciously* install the skills you need in your brain.

Here's how to get good at writing VSLs quickly:

- 1) Sort all the Clickbank products by gravity using CB Engine. For convenience, [this link](#) will take you straight to a sorted version of all of Clickbank's products.
- 2) Using Camtasia, Screenflow, Cam Studio or any other screen capture software, screencast 10 to 15 top VSLs. If it's whiteboard animation, there's a good bet that it's a consistent converter. Beware of products in the online marketing space that suddenly rocket launch to the top; as chances are they'll quickly fall right back down (they're manipulating gravity.)

Dynamite Clickbank Profits

- 3) Load these VSLs on your iPhone or Android phone. If you have trouble with loading the videos, just load the MP3 of the recording. You're paying attention to the script, so the video is more or less irrelevant.
- 4) Watch or listen to those top converting VSLs *at least* 5 times each. That's right - by the time you're done with this process, you'll have listened to top converting VSLs *at least fifty times*.

Each time you watch it, you'll pick out a little more nuance. You'll notice words that you didn't notice before. You'll notice subliminal sales strategies. You'll see the flow better. You'll start to get yourself into the head of the copywriter. You'll start to see why they wrote things a certain way.

These are things you can't pick out the first or second time you watch a video, because you're actually paying attention to the content. Once you hear it once or twice, you can focus on really getting into the copywriter and the customer's head. Deconstruct the psychology in the VSL. *Figure out why it works*.

Pay special attention to:

- What emotions are you feeling as you watch this VSL?
- How do they open the VSL? Why is it so attention catching? What psychological hook points do they hit in the first 10 seconds?
- Who are they talking to? What would someone in their target audience be thinking as they watch this video?
- How are they building trust? How are they saying "I understand you?"
- What pain point are they addressing? How do they intensify the pain?
- Why did they choose the specific words they're using?
- What visual imagery are they using? (From a top VSL: "Literally have customers *tripping over themselves* in a *desperate attempt* to hire you" - what a powerful visual image!)

Dynamite Clickbank Profits

- What stories are they telling? When are they telling them? Why do you think the stories were in that order? What do you feel when you hear those stories?
- Notice *pace-pace-lead* patterns. That's when they say several things customers agree with, then make an assertion that they want the customer to say yes to.

(Example, 20 minutes into a language course video: "If you're watching this far, you probably already know what language you want to learn and can *feel how much you want this now*." They pace by getting the customer to mentally agree that they know what language they want to learn, then *assert* that they customer wants the buy the course.)

- Notice *open loops*. That's when they open a train of thought, then say they'll fill it in later.

(Example: "By the end of this video, you'll learn to make *any woman irresistibly attracted to you* just by saying this *one thing* at the *right time*. But before we get to that, let me ask you a question ..." The customer has to keep watching to get the tip later.)

- How are they demonstrating credibility?
- How are they addressing objections?
- What tips do they offer in the video? (Most VSLs offer tips and content in the video itself to demonstrate credibility and keep viewers engaged.)
- How are they making themselves human? How do they make it seem like "I wasn't always a millionaire; I used to be just like you?"

(Note: If customers don't think you're just like them, they'll put you on a pedestal, think they can't achieve the same results as you and decide not to buy.)

- How are they presenting the offer? How do they make the price seem like a steal? How do they make it seem like they're getting a lot for very little?

Dynamite Clickbank Profits

- How do they close the sale? How do they create urgency and make them *buy now*?
- 5) Go on eLance and have the top VSLs transcribed. The going rate is about \$8 per transcribed hour. In other words, you can get a VSL transcribed for about \$4. Once you have the scripts, study them. Read each script 3-5 times. Highlight phrases that jump out at you. It'll be the best \$40 you ever spend. A far better investment than spending the money on a copywriting course.
- 6) Break down each top converting script into their parts. For example, it might be something like:
- Hook
 - Engaging question
 - Start an open loop (you'll learn X by the end of the video)
 - Demonstrate credibility and social proof
 - Tell "before" story
 - Explain the solution
 - Tell "after" story
 - Build more value in the solution, get them excited
 - Give 3 tips they can apply now
 - Present the offer
 - Hard close

Learning to break down other people's VSLs into their parts will make it easier for you to see patterns of success. Then when you're building your own VSL, you'll know exactly what building blocks to use and what order to use them in.

Dynamite Clickbank Profits

Writing VSLs is *very different* than writing text salesletters. Even if you're already great at normal text salesletters, you still have to learn the specific structures that make a video salesletter work.

Learning to write strong VSLs is perhaps the most valuable skill on the internet right now. Imagine coming into an industry with a sales funnel that converts 3 times higher than anyone else. How long do you think it'll take before you're making money hand over fist?

Not long at all.

The VSL Creation Process

Once you've written your script, it's time to turn it into a real VSL.

The first step is to record yourself reading the script. Read with as much passion, emotion and enthusiasm as you can. Really put yourself into the emotions of the words. You're not just selling them with words, you're using your voice as well. If you don't want to read your own script, just use Fiverr to find inexpensive voice actors.

After recording, you'll want to clean up your audio. Remove any "umm" "uhh" or "butts." Again, [Audacity](#) is a great software for doing this. Alternatively, you can just outsource it to eLance.

If you have access to Adobe Audition or another professional level audio editor, you can also want to speed up your voice slightly, as well as apply compression filters. That reduces any large volume spikes while making your voice sound a bit stronger overall. It's not essential; consider it extra credit.

Once your audio is finished, you'll need to create text to go with it. Use black text on white background. You can just use PowerPoint and screencast yourself going through the slides. Some video editing programs even let you drag and drop all your PowerPoint slides in and instantly create a video.

Most free video editing programs like Windows Movie Maker or iMovie can create these simple slideshows. You really don't need expensive software to do this. If you don't have an editor, just download a free one online.

Dynamite Clickbank Profits

That said, it is rather time consuming. You can outsource the whole thing for \$30 to \$80 on eLance. If you're a beginner with a little bit of extra cash, it might be worth saving the time. If you're on a really tight budget, then do it yourself. It might take one or two days.

Now you have the entire video completed. The audio is done and the video slides are done. Now, upload it.

Most professionals use either [Easy Video Player](#) which plugs directly into Amazon S3, or [Wistia](#). EVP is slower and typically takes 4 to 8 seconds to load, which reduces conversions. Amazon S3 is also a bit of a pain to setup. Wistia is a lot more expensive, but loads in about half a second and is super easy to setup. On a budget, [Vimeo](#) is a good inexpensive solution; also very easy to setup.

Once you have the video up and running, embed it on your page and you're done!

Creating the Product

I'm not going to spend too much time on product creation. Like I said, I'm here to give you *the good stuff*. The stuff that you can't figure out just by Googling it. The stuff that online marketers talk about behind closed doors.

You can pretty much learn how to create infoproducts by Googling "how to write an eBook" or "how to record a podcast" (for audio products.)

That said, I'll just give a few "pro tips" here:

- Fiverr is your friend. Need a header? Done. Footer? Done. Cover image? Done. 3D eBook rendering? Done. All for \$5.
- Product quality matters. Don't create shitty infoproducts. Affiliates with big lists won't promote crap. It reflects badly on them and degrades their relationship with customers. You also won't be able to sell more products on your back end if your initial product sucks. The back end is where all the money is.
- Don't be perfectionist either. Aim for a B+ or A- product your first time around. You can always refine it later. Get it *launched*.

Dynamite Clickbank Profits

- Break out parts of your content into bonuses. It's better to have a 100 page guide and 6 bonuses than a 160 page guide with no bonuses. Use your bonuses to create urgency and perceived value in your VSL.
- Choosing something you actually care about can make a big difference. If you own a health product, you need to be able to look a health website owner in the eye and have a genuine conversation about your product. If they sense that you don't actually care about what you're selling, they probably aren't going to promote it to their list.
- Personally, I find text a lot easier than audio or video. I can write 3 pages an hour or so, so I can finish an entire eBook in about a week. Audio, including setup, script writing, audio editing and production takes a lot longer. For others, speaking into a mic just comes naturally. They don't even need a script and don't need to edit afterwards. Find the medium that works for you.
- Optimize for time when you're choosing your medium. Don't worry about perceived value. The perceived value of an eBook, audio download and video download are all roughly the same. (Though the perceived value of physical CDs and DVDs are a lot higher.)

Building Your Army of Affiliates

Okay. You've created your product. You've created your VSL. You've setup your Clickbank account. You're ready to get traffic. Now what?

The best way I've found to run traffic to a new site, especially with a small budget, is through affiliates. It doesn't cost you money like PPC and you don't have to wait months for SEO. The key question, then, is "how do you get affiliates?"

An Important Shift in Mindset

Before looking for affiliates, it's important to change your mindset around finding affiliates. So many vendors approach finding affiliates as if they were a *beggar*. They go out, hat in hand, asking if list and website owners would do them a big *favor* and promote them.

Dynamite Clickbank Profits

Here's the truth. List owners *need* affiliate programs to promote. There are *far fewer* converting affiliate programs than you'd expect.

Let's say someone owns a list of 10,000 people. They send 3 emails a week, 9 emails a month. 4 of those emails are pure content or promote their own products. That's 5 emails a month they need to fill with converting products. In 4 months, that's 20 products.

Let me tell you: there are not 20 converting products in your niche. Even in a competitive industry like health, you have Truth About Abs, The Diet Solution, Fat Loss Factor, Paleo Cookbook and Muscle Maximizer. In dating, another hyper-competitive industry, you have Tao of Badass and Text Your Ex Back.

In both of these industries, everything else converts at *a lot* lower than these products. So, most of the time, when list owners send out mailings, they're promoting products that don't really convert all that well. If you come along with a high converting offer, you're doing *them* a favor. It's a win-win situation. You're *helping them make money*.

It's like dating. You can either approach a girl, hat in hand, begging her to go on a date with you as if she was doing you a favor. Or you can recognize that you're offering her an experience that she wants as well. Which would be more effective?

Shift your mindset and your success rate will go up significantly.

Where to Meet the Right Affiliates

The best place to make affiliate deals is at conferences, seminars and trade shows. Don't worry, I'll show you exactly how to *a ton* of events *near you* and get in free in just a second.

These conferences include:

- Traffic and Conversion Summit (Ryan Deiss)
- Blog World
- Affiliate Summit East
- Affiliate Summit West
- SXSW

Dynamite Clickbank Profits

- Ad:Tech (multiple conferences all over the world)
- Search Engine Summit
- Internet Marketing Cruise
- Underground Seminar (Yanik Silver)
- Blow your Mind Conference
- World Domination Summit
- Etc

In addition to these "major" events, there are at least 3-4 smaller online marketing events happening every month in the United States, as well as all over the world. To effectively find a lot of affiliates, you want to attend as many of these events as possible.

How do you find out about these events?

Building Your "Secret Database" of Marketing Events

Create a new Gmail account. This Gmail account is your email swipe file. It's also your "secret database" of all the online marketing events out there.

Once you've created your account, sign up for every single online marketing email list you can find. Get on all the "big guru" lists (Ryan Deiss, Perry Marshall, John Reese, Mike Filsaime, Frank Kern, etc) as well as all the small lists you can find.

Pretty soon, you'll have an email inbox that looks like this:

Dynamite Clickbank Profits

COMPOSE

Inbox (46,783)

Starred

Important

Sent Mail

Drafts

Fantastic! Basically, you want a giant mailbox stuffed full of all the online marketing emails being sent.

Then, whenever you want to find events, just type this in to your search bar:

seminar OR conference OR event OR summit



This will instantly bring up all the emails in your inbox that say either *seminar* or *conference* or *event* or *summit*. Scroll through your emails and you'll quickly find all the events you could ever want.

Unfortunately, there's really not a good comprehensive list of internet marketing events. Fortunately, using this system, you can build your own little database of all the events happening all around the world. Most big and even small events are promoted to multiple lists, so by getting every lists you can find, you'll have instant access to most events.

In you're in the United States, you should be able to attend at least one event every month or two. Major cities like San Francisco, New York or Phoenix can often have multiple events a month. If there's an event a few hours driving away from you, it's usually worth the drive. Non-US events are a little scarcer, but there are really networking opportunities all over the world.

Okay, now you know how to find the events. But what if you don't want to spend \$300 - \$3,000 per event, in hopes of meeting affiliates?

Dynamite Clickbank Profits

The "Secret Technique" for Meeting Big Affiliates, Without Spending *Any* Cash

This system is meant to work *without* spending big bucks. So here's the real secret: in most conferences and seminars, there's not much networking time in the event itself.

Take Traffic and Conversion Summit for instance. Ryan Deiss brings on top speakers from all over the world. They're speaking from 9am to 12pm; you have a 1 hour lunch, then they have speakers from 1pm to 5pm.

If you paid \$1,000 for a ticket, are you going to spend that time networking? Or are you going to be sitting inside taking notes? Exactly.

Almost all the networking happens either *before the event starts, at lunch or after the event ends*. In other words, you can enjoy all the networking benefits of an event without actually paying for a ticket.

Here are a few easy ways to do it:

- Show up to the event early (7am) and hang out in the hotel lobby. Meet people, shake hands and network. When the event starts, excuse yourself to "go to the bathroom" and don't come back.
- Hang around the hotel lobby around noon. Wait for the lunch rush, then mingle. If you strike up a connection, ask "want to grab lunch?" At seminars, most people are down to meet new people and have lunch with people they just met.
- Hang around the hotel lobby or cafe between 5pm and 8pm. Again, look for the rush of the crowd as they come out of the event. Mingle. Often they're all going to one place, like a mingling room, restaurant or a bar.
- Hang out at the bar. There's *almost always* a crowd at the bar at any online marketing event.
- You can even try to sneak in. Conference hosts generally check badges in the morning and early afternoon, but they often get quite slack later in the day.

Dynamite Clickbank Profits

Use your time wisely. After an event, you realistically have maybe 3 hours where people are still mingling. Actively look for people *in your industry* or in related industries. If someone isn't in a related industry, be polite, but don't spend too much time chatting. Work efficiently and meet as many people as you can until you meet someone who *is* in a related industry.

My product was quite a niche product, yet I still managed to meet *a ton* of people with related websites. At these kinds of events, there are people with all kinds of websites. The key is to quickly meet a lot of people until you meet the *right people*. Then stick and build a connection.

Once you find one person in your industry, make sure to ask who else they know that you should meet. Most people at conferences know other people in their industry. The weight loss guys know the other weight loss guys, the seduction guys know the other seduction guys, etc. Asking who else you should talk to can take a lot of the guesswork out of meeting the right people.

Focus on *offering value* and seeing if you can help them, instead of *taking value* and asking for favors. Some deals you can close on the spot, though some can take some relationship building.

Never just give out your business card. Always get their contact info. Try to find *one concrete way* you can help them. It could be as simple as an article you'll send them later, or someone you help connect them with. Always follow up within 24-48 hours. Smile and be a real human being. Make a human connection, instead of trying to hard sell them.

There's not a magic pill to getting people to say yes to mailing for you. I recommend reading [Never Eat Alone](#) by Keith Ferrazzi and [How to Win Friends and Influence People](#) by Dale Carnegie.

Your first mailing is the hardest one to get. You need to meet someone who you have a strong enough connection with that they'll mail for an unknown. Once you have stats from one mailing, it's much, *much* easier to meet someone else and lead with your stats.

If you can say "We got a 3.5% conversion rate and a \$1.10 earnings per click on our last mailing," the next affiliate is much more likely to say yes. In fact, if you have solid stats, your close rate on meeting someone with a list should be 80%+.

Remember, big list owners need to make money. Finding a converting offer is a *big win* for them as well. If you can lead with your stats, they're virtually guaranteed to say yes.

Dynamite Clickbank Profits

Winning Over Smaller Affiliates

Winning over big affiliates usually happens in person, at events. It's hard to reach those guys over email. Meeting them in person, looking in their eyes and shaking their hands is pretty much the only way to land those deals.

That said, big affiliates aren't everything. You can win over a lot of smaller affiliates through the internet. Here's how.

The "Try This Offer" Method

Look for people who're promoting your competitor's product. Just Google the product name, in quotes: "Truth About Abs" or "Tao of Badass." Look for affiliates who're promoting that product. Then reach out to them directly.

If you have trouble finding the contact info for the affiliate, try this:

- 1) Go to sameid.net and type in their Clickbank ID. If you have trouble finding their Clickbank ID, just follow their affiliate link, go to the checkout page and it'll be at the bottom. If you find a Google Analytics tracker on any of their sites, plug that into Same ID and look for more sites they own.
- 2) Visit all the web pages they own. Look for their contact info.
- 3) If you can't find it, go to Whois.net and look up their registration contact info.
- 4) Even if they're guarding their registration with Whois Guard, you'll still be able to email their Whois Guard address. It'll forward to them.

Your pitch is pretty simple. Let them know you have an offer that converts better than what they're promoting. Ask if they'd be willing to try out your offer and see if it makes them more money. Again, all affiliates want to make money, so there's a very good chance they'll give you a shot.

If you send 20 emails a day, 100 emails a week, you'll pretty soon have a small army of affiliates working for you. Again, it's *absolutely essential* that you have a high converting VSL. Small

Dynamite Clickbank Profits

affiliates will test you, but if you don't convert, they'll stop sending traffic. It's utterly pointless to do this unless you *really can* beat out your competitors' conversions.

Master the Gravity Game

Most affiliates use Gravity to find new products. It's what CB Engine uses, it's what CB Analytics uses. Clickbank's marketplace actually sorts by "Popularity" by default; but most other tools only use Gravity.

A lot of vendors and affiliates don't actually understand what Gravity is. From the Clickbank website:

This number represents a unique calculation by Clickbank that takes into account the number of different affiliates who earned a commission by promoting this product over the past 12 weeks. Since more recent transactions are given a higher value, this number can give you an idea of what products are "hot" at the moment.

More specifically, one Clickbank sale by one affiliate is worth 1 Gravity point for 24 hours. That sale becomes worth 0.96 gravity points the next day. Then it's worth 0.92 points the day after that. It hits zero at 12 weeks.

One affiliate who makes 1,000 sales will still count as just one Gravity point. Gravity is not an indicator of a product's *sales volume*, but of the number of *different affiliates* promoting that product.

That's why it's so important to take care of your little affiliates. The magic number for Gravity is around 20. Once you pass 20, you'll start to regularly get new affiliates promoting you. Even if you have a bunch of small affiliates that only make one sale every week or two, that's *fantastic*. They're driving up your Gravity and helping you get to that magical 20 Gravity mark.

Taking Care of the Little Guys

What can you do to attract and keep small affiliates?

First, have a good affiliate page. You should have at least four banner ads, if not eight. Have skyscraper and 300x250 ads at minimum.

Dynamite Clickbank Profits

You should also have email templates (called swipes) that they can use to mail their list. Have at least 2 or 3 different emails they can use.

Small affiliates are often lazy. They just want to stick a small banner up or stick your email in their autoresponder. Don't make them create banners or write emails. The less friction for them, the higher the likelihood that they'll promote you.

Where to Find Small Affiliates

A lot of them will come to you. Even when our gravity was around 2, we had small affiliates sending us *some* amount of traffic. Once you pass 5 gravity, you'll start getting quite a few small affiliates sending you traffic.

Again, the key here is conversions. If an affiliate starts sending you traffic and makes money as a result, they're going to keep sending you traffic. If they don't make money, they'll quickly move on to the next thing.

The success or failure of the entire project rests on your VSL. If your VSL converts, small affiliates will naturally come to you and stick with you as you both make money. That's the power of Clickbank. Affiliates *will* come to you naturally. All you have to do is convert their traffic.

Combine Clickbank's natural affiliate flow with the "Try This Offer" direct outreach approach and you'll very quickly raise your gravity and have a ton of affiliates sending you consistent traffic.

Wrapping Up

That's all there is to it. By now, you know:

- How to achieve 300% to 400% higher conversions than everyone else.
- How to become a master VSL copywriter in no time flat.
- How to meet big time affiliates.
- How to find an almost unlimited number of conferences anywhere in the world.
- How to network at conferences *for free*.
- How to find small affiliates.

Dynamite Clickbank Profits

- How to find their contact information.
- How to keep them happy (make it easy and convert their traffic!)
- How to use small affiliates to boost your gravity.

That's all you really need to know to succeed. We did most of our volume through big affiliate mailings; but a significant number of sales also came from small affiliates who only made a few sales each.

Combined, these techniques are *lethal*. Don't waste time on SEO and don't blow your bank account on PPC. Find events, go to them for free, shake hands with list owners and you'll pretty soon earn your first \$500 day.

Yours truly,

- Derek Pankaew

