

# Internet Marketer's Guide to Working with Clickbank in 2008



## **Start Selling Your Membership Site and Digital Products Using ClickBank!**

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**This eBook is intended to be used as a guide to becoming an affiliate or seller (publisher) at ClickBank.**

\*\*\*\* This information came from ClickBank.

\*\*\*\*\* If you have a digital product or service to sell, consider the benefits of becoming a ClickBank publisher. ClickBank sells thousands of the web's most popular products every day. Becoming a publisher allows you to list your products for sale in there high-traffic marketplace and take advantage of the extensive affiliate network.

ClickBank offers customers a safe, efficient shopping experience. The simple checkout offers customers a wide variety of payment options -- a welcome convenience that increases sales. The friendly customer service guarantees satisfaction even after the sale.

ClickBank has over 100,000 affiliates who are ready to promote digital products. Sign up today as a [ClickBank](#) publisher and harness the power of this incredible marketing resource.

As a ClickBank publisher, you can decide the commission rate you are willing to offer affiliates who actively market and promote your product. Acting as a trusted partner, ClickBank's sophisticated affiliate tracking systems will accurately award commissions and pay affiliates on your behalf. And the best part is you only pay if there is a sale, which means that your marketing dollars are 100% effective. **Can you say that about the money you've spent on other marketing programs?**

Here are just a few of the features and benefits over 10,000 publishers can't stop talking about: Reach millions of customers worldwide.

- Enable a huge network of experienced affiliates to promote your product.
- Track product sales with extensive real-time reporting.
- Keep customers happy with our reliable customer service.
- Experience accurate and on-time payments to publishers and affiliates.
- **Sell subscriptions, memberships, and digital products that leverage regularly scheduled customer payments with recurring billing.**
- Offer installment payments, which allow for customers to purchase and access a single product, but spread out the payments over a period of time after the purchase.
- Target new markets with phase one of Platform Globalization, which includes Spanish language products and a currency converter.
- **New! Create consistency between your sales page and the ClickBank order form by using a product image and title. \*\*\***

ClickBank makes it easy to become a successful **publisher**. Just follow these simple steps and start earning right away:

- [Sign up](#) with Clickbank,
- **Agree** to let Them sell your products,
- Maintain a [promotional web site](#) that explains your products to potential customers,
- Provide [delivery page](#) and technical support email address for your products, and
- Deliver your product and membership access (when applicable) and provide technical support for the customers

**Start Here:** Just follow these simple steps and get your product listed today:

1. You **must** join ClickBank and get a reseller / publisher / affiliate unique name.

This unique name is how ClickBank tracks your account. You can manage your account, sell products, membership subscriptions even be an affiliate and link to the marketplace. Once you have this account you can keep adding to it... If you have more than one service to promote, you do it all from this one account.

Very cool.....Huh!

2. You now have your account, and want to add your product or membership site to it or get your affiliate hoplink.

Follow the steps below to do this;

Log into your new account.

Click on “Account Settings”, now you have 3 steps to follow.

\*If you just wish to be an affiliate complete step 1. Then go to the market place tab located above and view the market, pick a product or service to promote. Create your hoplink, add this information to your web pages, safelists, traffic exchanges, etc...

\* If you wish to be a publisher complete steps 2 and 3.

Let's start with the step's needed to be just an affiliate;

You need a hoplink:

For an affiliate to earn credit for a sale, the customer must first follow a ClickBank hoplink. The link takes the customer to the publisher's Hoplink Target URL, and automatically credits the affiliate with that referral.

Your hoplink will include your ClickBank user name:

Example;

<http://YOURCLICKBANKUSERNAMEHERE.spywarebot.hop.clickbank.net/>

To get your affiliate hoplink:

Click on the link to the market place, select a category from the menu.

Select a product you wish to promote, review the publisher's ads, and view the pitch page.

Once you find a product to promote, click on "Create hoplink" under this product and begin referring sales today.

That's it easy as pie!

3. Let's start with the steps needed to be a publisher:

Getting started involves the following steps:

Step 1: [Confirm Account Information in "My Account"](#)

Step 2: [Add Hoplink Target URL Information to "My Site"](#)

Step 3: [Add Thank You Page URL Information to "My Products"](#)

a: [Standard Products](#)

b: [Recurring Billing Products](#) (subscription)

Step 4: [Test Your Payment Links](#)

Step 5: [Request Product Approval](#)

Step 6: [Pay the one time \\$49.95 Activation Charge](#)

You need two web pages to make a sale through ClickBank: a [Pitch Page](#) and a [Thank You](#) Page. These pages must be published using your own registered domain name. ClickBank does not accept Pitch Pages or Thank You Pages hosted on free sites, and ClickBank does not provide hosting for these pages.

\*\*\* If you need help on learning to create your own pages, consider training from [Lead Generating Tools](#). Be my guest!!  
Lead generating tools is my one stop marketing resource center. \*\*\*

#### A. Pitch Page basics:

The Pitch Page is the web page where you describe the product to the customer, and convince them of the value of your product. On this page, you will need to direct the customer to a ClickBank payment link to buy the product.

In addition, your Pitch Page will need to include the following information:

Provide a detailed description of the product

Clearly state how much the product will cost. For recurring billing products, be sure to clearly state all the details of the rebill schedule. The rebill schedule for recurring billing products includes the duration, which is the number of times a customer is billed, and the frequency, which is the amount of time between each rebill.

For example:

"Your initial charge will be \$19.95. You will then be charged \$9.95 per month for 11 months after your initial charge has been made."

Explain how the product will be delivered (web page, email, etc)

Explain how long delivery will take (instant, 5 minutes, etc). For recurring billing products, be sure to explain how it will be delivered and how often it will be delivered. For example, if you are offering a membership site, explain how the membership site will be delivered (email, web page, etc.), and when it will be delivered (e.g. 1st of the month, 2nd Monday of every month, etc.).

Include the ClickBank payment link.

To make a payment link:

The payment link is what customers will click on when they are ready to purchase your product from ClickBank. This link must be placed on your Pitch Page. When customers click on the payment link, they are taken to our product order form where they enter their payment information. After entering their information, they click a button which says, "Click Once to Pay Now". Assuming their payment is approved, our system takes customers to a page which confirms their order by providing them

with a unique receipt number. We then direct customers to click a final link, "Click Here to Complete Your Order", which takes them from our order form to your Thank You Page, where you provide instructions on how they can obtain the purchased product.

Your payment link should be targeted to a new window, and should be in the following format:

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

Here it is in html:

```
<a href="http://ITEM.PUBLISHER.pay.clickbank.net"
target=cb>CLICK HERE TO PURCHASE</a>
```

Here's how to make it work...

Replace **ITEM** with the item number of the link (product) for sale. As you set up products to sell in your ClickBank account, you will need to assign each of your links an item number: 1, 2, 3, etc. If you are setting up your first product, the item number is 1. The item number in the payment link must correspond to the item number for the Thank You Page in your account under "My Products".

Replace **PUBLISHER** with your ClickBank account nickname

Replace **CLICK HERE TO PURCHASE** with any promotional text or image you prefer.

Here's an example:

<http://ITEM.PUBLISHER.pay.clickbank.net>  
<http://1.bestreal.pay.clickbank.net>

The # 1 represents the item. Bestreal is the publisher name. Pay is the instructions for the link. Clickbank is the payment processor.

B. Thank You Page Basics:

The Thank You Page is the page customers will see after they purchase a product. Customers will only reach this page if their purchase has been approved.

Your Thank You Page **must contain** the following information:

Thank the customer for making a purchase.

Display your email address so that you can provide technical support if the customer has questions about the product they purchased. ClickBank does not provide technical support for specific products. **Do not** simply make a clickable email image or button. You must actually display your email address visibly so that the customer can see it and have a record of the address.

**Remind the customer** that his or her credit card or bank statement will show a charge by ClickBank or CLKBANK\*COM rather than a reference to your specific product. Your reminder should be prominent. Often customers request refunds because they forget that ClickBank is handling the purchase.

If the purchase was for a recurring billing product, be sure to restate the rebill schedule on your Thank You Page.

Collect additional information from the customer, if necessary.

Make an "exit link". Once the customer sees the Thank You Page, make sure they have at least one link to follow. (ex: create your account here; download your product here, etc)

You have now completed the three steps needed to become a publisher.

1. You have updated your account.
2. You have created your pitch page.
3. You have a thank you page.

## Putting it all together: Step by step to setting it all up and testing

1. Log in to your Clickbank account

2. Click on account settings, and then click on "My Site".

You are going to fill in the blanks with your sites specific information.

Hoplink Target URL = your pitch page URL

Market Place Title = this is the title that will be displayed in the market place for affiliates to see.

Market place description = describe your product, service for all affiliates to see.

Secret key = create a secret key that only your links will have, this is a security feature.

Commission = the amount an affiliate will make after a sale from their advertising efforts.

Select your market places categories and payment method.

Click Save changes. This completes setting up your hoplink target URL.

3. Click on the “My Product” tab. This is how to set up your Thank You Page.

Depending on your product, select the option you wish to set up.

Standard = no recurring billing, just a direct download link to your product.

Recurring Billing Products = a monthly payment must be paid for the subscriber to access a members only area.

For recurring billing set up follow these instructions:

1. Select “Add New Product” a new window will open, fill in the blanks with your product information.
2. The Thank you page URL you created will go on the first line.
3. Item # = If this is your first product you are adding to the market place, this number will be 1. If this would be your second product the number would be 2, etc.
3. Market Place title must match the “my site” information you completed in the “My Site” area.
4. Product description must also match the information you put in the “My Site” area.
5. The rest is simple, select the language, put in an image if you have one, set your billing price, rebilling price, and monthly if it's a monthly recurring billing, set it for 12 months, if you offer a trial set it to yes.
6. Click save changes. Now your product is in test mode.

The next thing you want to do is attach your pitch page to your site.

Now test it, while its in test mode you will not have any billings, Make sure all the pages are going to the correct redirect pages. Follow it yourself.

If all is ok, log back into Clickbank, select “My Product”, select actions, select submit for approval, once you are approved Click bank will send you an email with further information.

### ***Requesting Product Approval***

If the product you have added requires a product approval, the "Status" column on the "My Products" page will show "Pending Approval Request" for that product. You will need to submit a product approval request as follows:

- Log in to your ClickBank account.

- Click on the "Accounts Settings" tab.
- Click on "My Products".
- Click on the "Request Approval" button under the "Action" column for each product that you want to submit for approval.
- Verify the information on the "Request Product Approval" form is correct, and answer the required questions on the form.
- Click "Submit Product Approval Request", which will send your request to the ClickBank Product Approval Team for their review.

If you have submitted your request correctly, the "Status" column will change to "Approval Requested" for the product that is awaiting approval from the Product Approval Team. If a product has been approved, the "Status" column will show "Approved".

Every recurring billing product has to be approved by the Product Approval Team. To request a higher product price limit, go to the "My Site" page and click the "Request max retail price change" button.

The typical retail cap for standard products is \$50. In some circumstances, we can approve a retail cap as high as \$200 for standard products, and even higher with a prior sales history with ClickBank with low refund and chargeback rates.

For recurring billing products, the typical retail cap for the initial payment is also \$50. However, the standard retail cap for the rebill amounts is \$30. In some circumstances, we can approve a retail cap as high as \$100 for the initial payment, and as high as \$50 for rebill amounts, and even higher with a prior sales history with ClickBank with low refund and chargeback rates.

You will receive the results of your request in three business days via email.

**After a product has been approved, you need to pay a onetime activation fee.**

Once you receive the approval email for the first product that you submit for a product approval, you will need to pay your one-time \$49.95 Activation Charge.

Instructions will be sent from the Product Approval Team on how to log in and pay the Activation Charge. You can pay by credit/debit card, PayPal, or money order.

Once your payment has gone through successfully, your site status on the "My Site" page is changed to "Activated", and you are set to begin selling any products that have been approved by the Product Approval Team. Please note that you cannot pay the Activation Charge until your first product has been approved and you have been notified by the Product Approval Team.

\*\*\* The Activation Charge only applies to publishers who list their products with ClickBank. There is no Activation Charge to be an affiliate or reseller.

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