

# Your Clickbank Treasure Map

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## **Clickbank The Introduction**

Thanks for downloading this report... you are obviously interested in learning how to make bucket loads of cash from Clickbank. We'll get to that soon, but first a bit of info on Clickbank itself...

Clickbank is the world's largest affiliate network for digital products (eBooks, memberships etc.). It has hundreds of thousands of affiliates and vendors and great products in all kinds of niches.

There are several reasons why Clickbank is so popular among affiliate marketers, but here are a few of the most important ones:

- It is extremely easy. You just need one free Clickbank account and you will automatically be an affiliate for ALL products in the Clickbank Market Place... No fiddling around, joining hundreds of affiliate programs and trying to remember all the passwords and different affiliate links.

- Every commission you earn will go into that one account and you get paid directly from Clickbank. They are extremely reliable, in the 5+ years we have used Clickbank they have never missed a single check!

They pay out once a week like clockwork... Bottom line, when you promote a Clickbank product you know you will get paid

Clickbank is growing like wildfire right now. If you take a look around the internet marketing world it looks like

every other product or course is about Clickbank... and for good reason! Clickbank is more and more becoming THE affiliate network - and with the explosive growth right now it's definitely something every affiliate and product owner should include in their arsenal.

If you aren't using Clickbank yet, then don't worry - when you are done with this report you will be ready to start raking in the cash.

**But First We Have To Kill A Few Myths - You See...**

## **They Have Been Lying To You!**

As I mentioned there are tons of "how to make money on Clickbank" products out there... Maybe you've been a "test subject" for cheap marketers trying to make a quick buck on outdated information?

Some of these products are good of course, but 99.99% of them suffer from the same problem... If they aren't outright lying to you, then at least they aren't telling you the full truth. They tell you that you can make oodles of cash exploiting this or that Google loophole, by writing tons of articles, by using this magic PPC campaign and just sending traffic to a Clickbank affiliate link.

Now of course PPC marketing, article writing etc. can and should be powerful tools in your overall marketing strategy. But I'm here to tell you...

- There are no loopholes!
- There is no magic PPC campaign or "guaranteed" keyword list!
- You can't just press a big red button and make money while you sleep!

What these so-called gurus are talking about is simply how to generate traffic to your affiliate links. Don't get me wrong traffic is very important - but it should be the last thing on your mind. You need to have a proven system set up before you even contemplate sending traffic to it, let alone experimenting with costly Adwords campaigns.

So forget everything about PPC and the like for now, and repeat after me...

# The Fortune Is In The Follow Up!

## The Proven System

Yes there is a proven system for generating huge amounts of cash promoting Clickbank products. As we

chanted above the fortune really is in the follow up.

Look at it this way... sending PPC traffic (or any kind of traffic) to your affiliate link might generate some sales.

In fact it might even be very profitable.

But the people hitting your affiliate link are likely not specifically looking to buy that product. You are relying

on the vendors sales copy to convert them and you are extremely lucky if you get 1-2% of the visitors to buy

anything.

But even worse - you have to invest the same amount of money or time to make every single sales. Profitable

maybe, but not scaleable and it won't make you rich!

Now wouldn't it be better...

- If you could wet your visitor's appetite, so that when they click your affiliate link, they go there because they WANT the product?

- If you could capture your prospects so you could continue to market related products to them forever,

with no extra work or investment?

- If you could have the entire sales process run on autopilot, so you can focus on getting more prospects

in at the top of your funnel - knowing that they will have turned a handsome profit when they emerge at

the other end?

Of course it would... and you hopefully answered yes to all 3 questions!

The trick is to always go for the subscriber first not the sale... Offer your visitors a valuable free report related

to the product you are trying to sell. Get them to optin to your list, and then you can follow up with them

closing the sale, and marketing related products forever.

## Here Are The Components You Must Have In Your Clickbank Marketing System...

### Squeeze Page:

As I said you need to go after the subscribers first... So for every Clickbank product you want to promote, you

need to have squeeze page that targets that audience.

If they are even remotely interested in purchasing a product, it's because they have a problem or need

something - and you are there to provide the solution!

Your squeeze page should point out this need/problem, tell them that opting in will give them that free report

and that it will give them (at least part of) the solution. And make sure to have some good solid bullet points

that tells them the benefits of signing up.

### Thank You Page:

I highly recommend that you use double optin when building your list. Not only will you end up with a more responsive list, fewer spam complaint and unsubscribes... But double optin also means you get to use a thank you page, a very valuable piece of advertising real estate. Most auto responder services will let you set a custom thank you page... use this feature and never leave it as the default!

I recommend creating a simple pages that tells them exactly how to confirm their subscription, how to white list your email address... and then include an ad for the product you are trying to sell. But at the very least use the thank you page to redirect them to your affiliate link.

#### **Download Page:**

When they have confirmed their subscription you want to deliver your report to them. However don't just send them the link for the PDF... Create a download page that contains the PDF link and more importantly another ad for the product you are promoting.

Your auto responder should let you set a "confirmation success link" - use this for your download page, and also deliver the link in the welcome email in your auto responder series.

#### **Report:**

This is were you "wet their appetite"... As I said if they are interested in purchasing a product it's because they believe it's the solution to a problem/need. Now, just because they signed up for a free report, does not necessarily mean they are aware that they have this need!

Your job is to highlight the problem and present them with the solution (buy the product). You tell them what they need to do and why... but don't tell them how to do it! They need to go buy the product you promote to get the full solution.

This might sound very cynical... but we aren't doing this to make friends, we are doing it to make sales. Of course your report should deliver enough content and value to keep your prospects happy and interested. But for a free report it's not that hard to strike a balance of delivering good content and then sending them to a sales page for the full solution.

#### **Follow Up Series:**

Now that you have people on your email list and have wet their appetite, it's time to follow up trying to close the sale. Add at least 4-5 follow up emails selling the product you are promoting.

At some point you have to let go and realize that everyone won't buy the product - doesn't mean that they don't still have the problem/need. The added benefit of having them on an email list, is that you can keep adding promos for related Clickbank products to your autoresponder series.

The more you add the better - and the good thing with auto responders is that you only have to do the work once and it will keep "selling" for you forever.

Hopefully you just had a light bulb moment and realized... "Hey this process is exactly what they just took me through!"

Great, you're smarter than the average bear ;- ) I'm not even going to try to hide it - and since you are reading this right now... you'll have to agree that this process works!

And it really does... I can guarantee you, that with systems like this you'll earn at least a 10x more from Clickbank. than you would just sending traffic your affiliate links... And that will only grow over time, because you only have to set the systems up once and they'll keep working for you In other words you can now focus on sending traffic to your squeeze pages... Now the gurus book on the magic PPC campaign will come in handy, because you have the proper system set up to monetize the traffic

## But That Sounds Like A Lot Of Work!

Yeah you are right, there's quite a bit of work involved... Nevertheless, if you want to be a successful Clickbank affiliate you'll have to bite the bullet and get it done!

Here's the stuff you need:

- You need a domain name (around \$10). I would recommend getting a separate domain for each squeeze page (containing your main keyword). But you can make to with one general domain and then set up the various squeeze page systems in sub folders or on sub domains.
- You'll need a web hosting account, so you can get your system pages uploaded and live on the internet (you can get hosting from around \$5/month) [Webstarts](#)
- And of course you'll need a good autoresponder service to deliver your email series. This bit is crucial and you don't want to cut corners here (a good service like I Contact will start at around \$20/month) [I Contact](#)

As you can see it doesn't require a huge investment, but you do need to get your wallet out... the old "spend money to make money" is still very true.

The biggest obstacle for most people will probably be the technical side of things... get the pages done,

setting up the autoresponder etc. And then of course you have the writing for the reports and the crucial follow up series.

Don't despair though - if you have a look around the internet and the many internet marketing forums... there are plenty of people who will perform these tasks for you, for a reasonable fee of course.

Now I would be a very poor representative for the model I just described, if I didn't have an easy solution

ready for you....

## **The Easy Solution...**

What we set out to do was create a 100% turn key system that would let you use our proven Clickbank system - without having to deal with any of the technical issues, writing, or selling. You'll get:

- Professionally designed video squeeze pages for maximum conversion rates!
- The full system setup with thank you and download pages, complete with your ads inserted!
- Cutting edge reports that will presell your prospects on the offers!
- Super persuasive email follow up series selling the products using your affiliate links!

Sound good? Thought so, but we aren't done yet...

When we say turn key - we mean it!

- We are going to host the pages for you - you don't have to set up anything or pay for hosting!
- We'll not only write the reports, we'll deliver them for you - completely branded with your affiliate links!
- We'll even host the list for you and deliver the follow up series (no need to pay for an autoresponder either).

And the best part... any prospect you bring in will be tagged to you for life! We'll keep selling them Clickbank products, using your affiliate link - Just one free lead can mean massive recurring commissions, straight to your Clickbank account!

Really the only thing you need to do is send some traffic to the squeeze pages and as you'll see... we've got that covered too!

**It's Time To Pillage & Plunder Clickbank  
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