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Introduction

Ever since the inception of the Internet, people have come up with hundreds of ways to make extra cash, earn an entire living, or even become wealthy. The use of the Internet has allowed people and businesses to network and sell goods and services more than ever before.

Whether it's selling that old guitar on an online auction site, or starting up your very own home based Internet based business, there is definitely a lot of money to be made. Affiliate programs and advertising have really made big gains over the last few years, and now it's easier than ever to market ebooks, digital downloads, or other "virtual" items online.

With Clickbank, users have plenty of options to make life easier for their customer and for themselves. The money gets deposited directly into the user's bank account on a weekly basis, so the income is residual and typically comes in as its made. There are many great reasons why Clickbank is the best choice for online retailers. First and foremost, they have a good focus on security, so you know your customers' transactions are secure, as well as the security of the materials you are selling online. The company has been in business since 1998 without any missed payments to clients, so your money is guaranteed to be deposited into your bank account every time. Based in Ohio and Idaho, Clickbank is an American run and owned company with an excellent track record.

In 2007 Clickbank achieved a monumental goal: they sold over \$1 million of material in one single day! This is just one great example of how popular the website is. In fact, Clickbank is often cited as one of the Internet's top revenue making websites. In a matter of two years, their revenue grew over 50%. The concept of Clickbank came from the idea that the Internet can be used to effectively reach an entire demographic of people who are looking for reliable, helpful information in digital format.

For affiliates, Clickbank is a wise choice because there is no need to set up a merchant account or have to take credit card payments. No banking relationship of any kind needs to be established in order to be a Clickbank member. The site prides itself on its track record of fraud prevention. They also offer comprehensive support that includes forums and easy contact methods. Anyone can become a reseller through Clickbank and it's easy to use.

The cost of Clickbank is relatively low compared to many other alternatives. There is a one time \$49.95 activation charge. Clickbank purchases ebooks and other material directly from the publisher at wholesale cost, so the markup is good. This means that as a publisher of online digital material, you can offer your affiliates a good incentive to sell your product and still make a viable profit. In fact, Clickbank currently has over 110,000 active affiliates. Commission rates vary, but you are able to choose which products to sell, and at which commission rate depending on what the publisher is offering.

Another impressive feature of Clickbank is the stats tracking. This feature allows users to watch their sales statistics and see where the good sales are, how to improve, and much more. Each time your ebook sells, you will receive an automated email with a sales summary. This handy tool helps sellers stay aware of what is selling as well as maintain a good record of all sales. Chargebacks can be an issue for many online merchants, but Clickbank offers chargeback protection. There is also the option of recurring billing for merchants who want to sell monthly publications or other online digital items on a weekly or monthly basis.

There is a scoring system that is used to help affiliates decide which material they want to sell. This system gives them a combination of factors to take into account that can help them to make the best decision when choosing which materials they want to promote. Using this system, affiliates have an edge in the world of online digital material. They also have control over how much commission they make per sale, depending on what the publisher is offering them.

The Clickbank service has its own blog where contributors post helpful advice and tips, and give some insider insight on how to use the service to work to their benefit. There are over 35,000 unique digital products available for you to choose from and sell. The website has grown exponentially over the last several years and now offers a wide variety of topics and information that affiliates can sell to potential customers. It is currently one of the most widely recognized and highly praised affiliate websites on the web today.

How it Works

Here is an example of how the Clickbank method works:

- An expert in the field of natural medicine decides to publish a well-written, thorough digital ebook about the subject. He researches it intensely, and composes a comprehensive and informative book in digital format that should appeal to the general population.

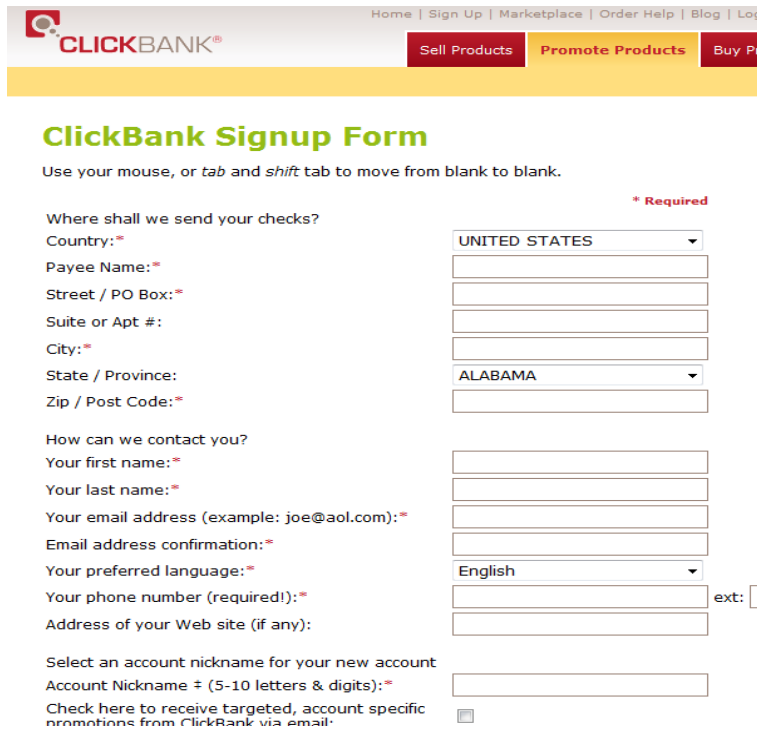
Once the ebook is complete, he then turns to Clickbank to get the ebook published. Once the book has been approved, he then offers a high rate of commission for his resellers who sell the book online. This high commission rate entices new affiliates to help him get the ebook marketed online.

- Several different affiliates decide to help market this ebook, and create links that will direct customers to the material for download at a set price.
- Every time someone clicks on the affiliate's link, they are taken directly to the publisher's pitch page, or website where more information can be found, as well as pricing and instructions on how the ebook can be downloaded.
- Clickbank then takes over by processing the customer's payment and ensuring that the transaction is a smooth one. This includes taking several measures against fraud and using the ability to prevent any potential problems with chargebacks later by implementing new technology.
- When the transaction is complete, the publisher gets paid, and the referring affiliate also gets paid the set commission (this is the percentage of the sale that has already been set by the author).
- The more affiliates who refer the product, the more get paid. In addition, if a customer happens upon the publisher's website directly, the publisher gets paid his set price without having to pay out any sales commission to an affiliate.

How to Sign up for a Clickbank Account

Signing up for Clickbank is easy. First, it is important to remember that members act as both publishers and affiliates, so you will be signing up for an account as both even if you decide you only want to act as an affiliate. As a publisher, you can sell your own written works online directly through Clickbank, but the material must be your own original writing. When you sign up, be sure to choose a nickname that others will see on your affiliate or direct sales/publisher page. When choosing a nickname, be sure it's something original, and something that your buyers will remember. This helps you to stand out in the crowd and encourages people to return to make more purchases later. Pick a nickname that fits the idea of what you're trying to sell in terms of the subject matter or material you want to market. You can also choose a more general, professional sounding nickname so it represents a virtual store or business.

The Clickbank sign up page is fairly simple to complete; you'll need to fill in the fields for your name, address (where the check needs to be sent), email address, contact phone number, the address of your website (when applicable), your new Clickbank nickname, and a secure password.



The image shows a screenshot of the ClickBank sign-up form. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log. Below this is a yellow banner with three buttons: Sell Products, Promote Products, and Buy Pr. The main heading is "ClickBank Signup Form" in green. Below the heading is a note: "Use your mouse, or *tab* and *shift* tab to move from blank to blank." The form is divided into two columns. The left column contains labels for various fields, and the right column contains the input fields. The fields are: Country (dropdown menu with "UNITED STATES" selected), Payee Name (text box), Street / PO Box (text box), Suite or Apt # (text box), City (text box), State / Province (dropdown menu with "ALABAMA" selected), Zip / Post Code (text box), Your first name (text box), Your last name (text box), Your email address (example: joe@aol.com) (text box), Email address confirmation (text box), Your preferred language (dropdown menu with "English" selected), Your phone number (required!) (text box) with an "ext:" label and a separate text box, Address of your Web site (if any) (text box), and Account Nickname (5-10 letters & digits) (text box). At the bottom, there is a checkbox labeled "Check here to receive targeted, account specific promotions from ClickBank via email".

Before submitting the sign up form, however, there are some important things to remember. If you provide Clickbank with inaccurate or false information, the account can and will be deleted without notice, so make sure you're entering a valid mailing address, email address, and telephone number.

Once you sign up, be sure to log in and check your account fairly regularly. Even if you're not getting sales just yet, it's important to log in. Any account without a login for 90 days is automatically deleted by Clickbank, so make sure you log in on a somewhat regular basis. Finally, it's essential to know the policies and rules that are enforced by Clickbank. Deceptive marketing schemes, any form of marketing products in a way that could possibly create chargebacks, or anything else that goes against Clickbank's accounting policy and client contract can cause your account to be deleted immediately.

If you decide not to provide Clickbank with a telephone number for customer service, this is fine as it is not currently required. Clickbank will not give your paying customers a contact number to you directly in the event that they have a question or concern. Instead, if a customer who purchases something from your website is unhappy, they are to contact Clickbank directly. From time to time, a customer or client might request the direct phone number of a publisher, but in the case of an affiliate, they most likely will just go to Clickbank directly.

Setting up Your Clickbank Account

Once you've signed up for an account, it's time to set it up so you can begin making money through Clickbank. First, you will want to utilize the site status bar. This handy tool shows you where you stand with Clickbank.

If you're a publisher, the first thing you need to do is submit the ebook, software or other digital works you've created to Clickbank for approval. If you're in the midst of creating or writing something, it will show as pending product creation. It's very important to note that if you're just signing up for an affiliate account, then your status will always stay in this state since you are not submitting something to be published or approved.

Welcome: salinafn | Home | Marketplace | Blog | Log Out | Search

CLICKBANK®

Account Home | **Account Settings** | Reporting | Resources | Help Center

My Account | My Site | **My Products** | My Images | My Spotlight | My Ads | HopAd Builder

English

My Products: salinafn

Setting Up Your Thank You Page URL(s)

ClickBank allows you to sell standard and recurring products. Standard products, like ebooks or instructional videos, are available for one-time purchase. Conversely, recurring products and services, like membership sites, provide ongoing value. Both types of products require a Thank You Page. [More Information...](#)

Note: Affiliates may begin promoting products and are not required to complete any of the information below. For more information on how to get started, [click here](#).

Standard Products | Recurring Billing Products | Shipping Profiles | **Add New Product**

One item found.

Actions	Item	Product Image	Thank You Page	Title	Currency	Price	Commission %	Status
	1		[REDACTED]	Banner Generator Pro	USD	27.00	75%*	APPROVED

Export options: CSV

* Default commission is 75% and is set in My Site -> Marketplace Information

After you submit your original writing, ebook, or other digital download to Clickbank, the status will change to pending approval. This means that the Clickbank staff is getting ready to review your writing and let you know if it's suitable for resale.

Once the review team has taken a look at it and given their approval, the status will again update to pending activation. The status for this simply means that the review team has approved the writing, and you need to pay the one time activation fee of \$49.95. Once activated, you can begin making money with Clickbank.

When the status has changed to activated, you're ready to start selling your work through Clickbank. There are, of course, requirements to what can be sold and how. All items have to be digitally delivered, and this usually occurs within 2 hours of purchase. In other words, when a customer pays for something, the download is sent to their email address within the next 24 hours following payment. If as a publisher you prefer to send printed media to certain customers, this is considered a courtesy and you will not be able to charge customers for this through Clickbank.

Affiliates also have an excellent opportunity to make money through Clickbank. There are over 100,000 affiliates worldwide, and a sale is made through a Clickbank site somewhere in the world every three seconds. Clickbank serves over 200 countries and it is one of the highest traffic generating websites online today. Affiliates can earn as much as 75% per sale.

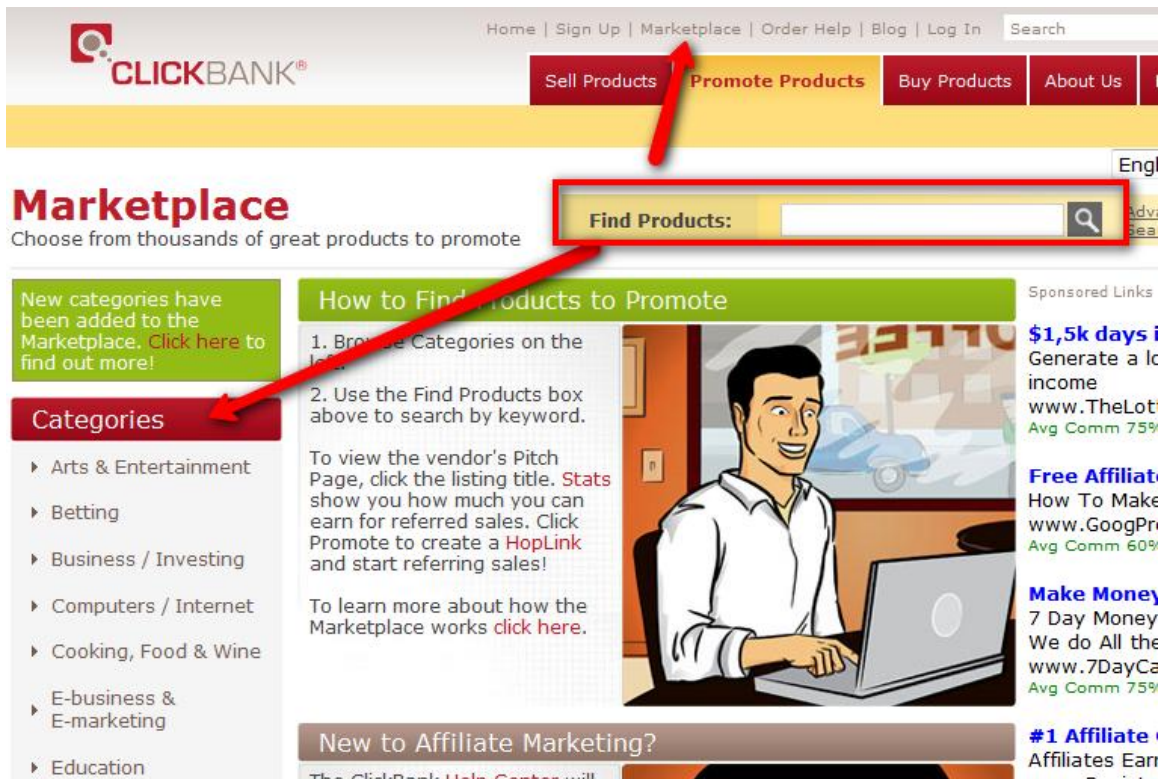
They can also earn recurring money (or residual income) from subscription-based sales. Clickbank handles all tracking report, accounting, and payouts, so affiliates can focus their time and energy on promoting their own website or products.

Earning money is easy and fun with Clickbank, and sign up is simple. Once the activation fee is paid, affiliates can begin working on their site and getting ready to earn money.

How to use the “Marketplace” in Clickbank

Clickbank offers its affiliates the opportunity to shop through thousands of different titles based on several criteria in the marketplace area of the website. This allows users to customize their website to sell ebooks or other digital downloads based on a particular subject, author, or other term as they see fit.

There are now 23 main categories that affiliates can pick material from.



Any items within the marketplace can be searched by main subject as well as subtopic, popularity, and of course, a keyword. Users can also look them up by product type, which in this case will be either standard billing (where customers are charged a one time price), or recurring billing (where customers are billed weekly or monthly based on a subscription). Affiliates can view what is called a “pitch page” so they can see how the products they choose will be presented to the customer. This page is extremely important, since it is what will actually coax the customer into making a purchase, therefore generating sales.

The screenshot shows a search results interface. At the top, there are filters for 'Narrow Results by:' (Product Type, Language, Billing Type) and 'Sort results by:' (Popularity, Low to High, High to Low). The 'Popularity' filter is selected. Below this, a product listing is shown for 'Ewen Chia's Fast Track Cash - 70% Commissions!'. A red arrow points to the product name. To the right of the product name, it says 'Avg \$/sale \$34.14' and there is a green 'Promote' button. Below the product name, there is a description: 'The Fastest, Easiest And Laziest Way To Massive Cash Online - With No Experience, No Website And No Product!'. At the bottom of the listing, there are statistics: 'Stats: Future \$: \$48.38 | Total \$/sale: \$38.27 | Avg %/sale: 70.0% | %/refd: 73.0% | Grav: 285.55 | Cat: Business / Investing : Marketing & Sales'. There are also icons for the US flag, a dollar sign, and a refresh symbol.

The pitch page is also important because it represents what the affiliate will be selling. The red arrow above shows you where you would click to view the pitch page. It is basically an introductory website with basic information on the topic that the affiliate will be selling. For example, if the ebook you choose to sell as an affiliate is about buying a new boat, the pitch page will be a simple website getting the reader excited to find out more about how to purchase the boat.

The page will let them know that the digital download they're about to buy is full of helpful information, and can unlock secrets to getting the best deal on a boat. Once the customer decides to buy the material, a sale has been made.

Some pitch pages are actually quite detailed, with audio and sometimes video presentations. The more information included on a pitch page, the better the odds are that a customer will be interested to find out more and will actually close the deal. As an affiliate, it's important to take a look at the pitch pages before choosing what to sell. Be sure the page is accurate, up to date, informative, and not too over the top. Sometimes a pitch page can actually turn people off if it's too pushy or makes claims that are a little too outrageous.

A great feature of the Clickbank Marketplace is that it's updated every night. This means that as new publishers submit their new materials for approval, the Marketplace is being updated. This also means a lot more selection for affiliates to choose from, as well as fresh new material. If you want to be a publisher and submit something to Clickbank, it's important to note that the current categories are the only ones available at this time, so be certain that your material fits within one of the categories.

The Marketplace is an excellent tool for affiliates. It allows them to pick and choose the pages and products that they feel will work best for them, as well as

generate the most sales. The ability to search items by keyword is a good feature and makes finding what you need much more quickly. Each affiliate earns a percentage of every purchase that is made by a referred customer. In fact, over half of the revenue earned comes from the sales of affiliates.

The Marketplace is where everyone goes to select the products they wish to sell in order to refer more traffic. Each product has its own commission rate which can range anywhere from one to seventy-five percent of the total sale amount. The very minimum amount of commission is \$0.25, and affiliates can earn up to \$100.00 per sale.

All items in the Marketplace are ranked by something called a productivity score.

<p>Ewen Chia's Fast Track Cash - 70% Commissions!</p> <p>'The Fastest, Easiest And Laziest Way To Massive Cash Online - With No Experience, No Website And No Product!'</p>	<p>Avg \$/sale \$34.14</p> <p>Promote</p>
<p>Stats: Future \$: \$48.38 Total \$/sale: \$38.27 Avg %/sale: 70.0% %/refd: 73.0% Grav: 285.55 Cat: Business / Investing : Marketing & Sales</p> <p> </p>	
<p>Infamous Rich Janitor System Converts 70% Easy.</p> <p>Promote This And You Will See Why RichJanitor Is The Money-making Program Of 2010. Easiest Ways To Make Cash In All Of Existence...</p>	<p>Avg \$/sale \$41.69</p> <p>Promote</p>
<p>Stats: Future \$: - Total \$/sale: \$41.69 Avg %/sale: 70.0% %/refd: 91.0% Grav: 114.62 Cat: Business / Investing : Small Biz / Entrepreneurship</p> <p> </p>	
<p>PennyStockProphet.com -75% Commissions! Top Affiliate - \$1,000 P/day!</p> <p>Brand New Website - Top Selling Stock/Investment Site On CB! Now Paying 75% Commission! That's \$67 Per Sale! Completely New Website, Professionally Written. Conversions Have Doubled Since Launch! Top Affiliate Making Over \$1000 Per Day!</p>	<p>Avg \$/sale \$66.45</p> <p>Promote</p>
<p>Stats: Future \$: - Total \$/sale: \$66.45 Avg %/sale: 75.0% %/refd: 68.0% Grav: 92.86 Cat: Business / Investing : Equities & Stocks</p> <p> </p>	

The formula as to how Clickbank comes to this score is not made public, but there are several factors involved. The first factor is the \$Earned/Sale, which is the average net amount of money earned for each sale referred by an affiliate. This amount is the net dollar amount that is earned for each individual sale. It can be impacted by things like chargebacks, refunds issued, or the amount of sales tax charged. Certain things like returned (bounced or bad) checks would not affect this number.

The next factor involved in the score of an item in the Marketplace is the Future \$ factor. This is the average amount of rebilled revenue by an affiliate thanks to sales they generate from their site. It is usually the total sum of all of the rebilled sales. Another factor involved is the Total \$ which is the sum of all of the initial sales made and rebills, divided by the number of initial sales. In other words, this figure is the average total dollar amount per sale, which includes the amount of all rebills that might come out of that sale.

The %Earned/Sale factor is the average percentage commission that's earned for each referred sale, per affiliate. This number will usually stay the same unless the publisher decides to change his or her payout at a later time. The %Referred factor is the percentage of the publisher's total sales, which are referred by their affiliates.

Finally, the gravity factor is taken into account. This is the number of separate affiliates who earn a commission by referring a customer to the publisher's books or digital downloads. For every affiliate paid, Clickbank adds an amount between one penny and one dollar to the total.

In order to get the productivity score, all of these factors are combined together using a secret formula. More recent sales will carry somewhat more weight in computing the total score.

In order for publishers to improve their Marketplace ranking, the products have to be able to show a history of reliability in converting referred traffic into paying customers. Essentially, this means that having a page with an item on it is not enough. Just because your website generates traffic, does not mean that it's bringing in sales. The hits must convert into actual sales before the Marketplace ranking can improve.

Generally, Clickbank looks at the history of sales over the past 8 weeks when factoring scores. Anything that brings in a higher ranking will usually bring more affiliates to the table, and in turn this generates more sales.

As an affiliate, it's important to use the Marketplace to your advantage. Research which topics are hot at the moment and see what sells the most based on the popularity search option. Then, look at the pitch pages carefully to ensure they represent what you'd like to sell.

Try to choose articles or ebooks that are the highest ranking so you can ensure that your hits to the page will generate real sales. Then, you can wait and watch as the income starts to come in. It's important to be vigilant when it comes to marketing these pages, so you're making absolute certain that the page and product is getting the most exposure possible.

Determine Which Products You Will Have Success in Promoting

As a Clickbank affiliate, you want to have as much success as possible so you can make money, and this requires effort on your part. A large part of this falls onto your shoulders as the individual reseller, and how aggressively you decide to market your product or products. This can take some time and some research, and more than likely a few instances of trial and error.

You might not make thousands or even hundreds of dollars in your first year, and you may not necessarily market the right product the first time. Find what works by trying to market several different things until you discover what works best for you. On the other hand, some people can be wildly successful selling digital products online.

A good way to help sell your Clickbank products is to find out what is selling the most online at the moment. The Internet is a dynamic place where things can change rather rapidly, so you want to be sure you're keeping up with the times. Network with other affiliates to find out what works best for them as well. Look into items that people are buying, current events that people are keeping up with, and the hottest trends in technology and other things like natural supplements, and social activities. Understanding the customer and what they want in a product will really help you to hone in on what people want.

Utilize the Marketplace and try to search for the top products fairly regularly. By knowing what is currently the most popular item, you can have the edge over other sellers. Push the product as aggressively as you can online by creating a real presence. This means using the pitch pages in a manner that will get others' attention. You can do this by creating hoplinks on other websites, which are designed to direct potential customers to your affiliate site.

Blogs are another great way to market your products. Create a blog that is specifically about the subject of your product. For example, if you choose to market an ebook about natural cures for common ailments, create a blog around this topic. You can use a format such as Wordpress (www.wordpress.org), Blogger (www.blogger.com) or any other blogging site. These websites are already successful in their own right, so by creating your own blog and joining the website, you have the potential to reach thousands of potential customers.

When you write the blog, try to sound like an expert in the subject. This shows people that you are confident in what you're discussing, and that the information you can provide them will give them the ultimate answers to what they are looking for. By posting a thorough, well-read blog, you're encouraging people to go that next step and purchase the ebook or other published work, which will clinch the sale. It's a good idea to learn as much as you can about the subject of the items you're selling, so you know what to tell those who ask specific questions on the blog. This really helps to encourage visitors to look into the subject deeper.

It might take some time to get the sales you're looking for, and the skills you need to market effectively will also take some time to master. Learn about all of the wonderful resources available to you on the World Wide Web so you can market the information accordingly. By doing your homework and trying out several different avenues to help you market the material, you'll be guaranteed to find one that will work best for you and be able to clinch sales to bring in revenue.

You can also utilize SEO writing to help you get better success. SEO stands for Search Engine Optimization, and it's designed to bring you more exposure when someone searches for specific terms in search engines such as Google.com. Writing an article rich with the keywords you've designated to sell your ebook and then implanting that article on your website will bring in more hits, thus bringing in more sales for you to gain commission on. SEO marketing is quite successful; it has been attributed to a lot of affiliate's success over the years.

The real trick to determining which products you will have success in promoting is to find out what the hottest items or topics are at the moment. Then, use Clickbank's Marketplace and find products relating to these things, and market the pitch page as well as link to your site with them. Use blogs, articles, web pages, and word of mouth to get the exposure you will need to be a success. Then, let the sales come to you. People will begin buying the product, and you will begin to see the commission come in.

Use the formula devised by Clickbank to determine your own choices for top sellers. The gravity factor is especially important, since this one analyzes which pages generate hits that actually turn into real sales. In the larger scheme of Internet marketing, the pages that move from a click to a sale are what people are looking for. Find the products with the best productivity rating so you can help to ensure that you will make money as an affiliate by getting sales.

Using the “Promote” Feature in the Affiliate Marketplace

A hoplink is a link that will take the customer back to the affiliate's target URL that will in turn automatically credit the affiliate when the sale is made. Without the hoplink, you're basically referring customers to Clickbank material free of charge, and you won't see the great results you would get with a real, active affiliate account that uses the hoplink feature. **Simply click the “Promote” button of the product you want to promote to create your hoplink.**

The screenshot shows the Clickbank Marketplace interface for the 'Computers / Internet' category. It features a search filter section with 'Narrow Results by:' (Product Type, Language, Billing Type) and 'Sort results by:' (Popularity, Low to High, High to Low). The main product listing is for 'Simple Php' with the description 'Learn Php In 17 Hours.' and an 'Avg \$/sale' of '\$25.86'. A red arrow points to the green 'Promote' button. Below the product listing, there are statistics: 'Stats: Future \$: \$127.35 | Total \$/sale: \$34.43 | Avg %/sale: 60.0% | %/refd: 71.0% | Grav: 43.53 | Cat: Computers / Internet : Programming'. At the bottom, there are icons for the US flag, a dollar sign, and a refresh symbol.

Affiliate Program: Promote Products for 'SIMPLEPHP'

You can earn 60% for each paying customer you refer to this product. For details please see [here](#) and **tracking ID** (if you have one):

Account Nickname:

Tracking ID (Optional):

No account nickname? Click [HERE](#) to sign up first. It's free!

The hoplink should follow this format:

<http://AFFILIATE.PUBLISHER.hop.clickbank.net>. When integrating the hoplink, you'd need to replace the affiliate portion with your actual affiliate name.

Remember, this is the nickname you chose when you originally signed up with Clickbank. The publisher portion of the hoplink would need to be replaced with the publisher's nickname. The hoplink will look like this in HTML: `CLICK HERE` When the hoplink is entered in HTML format, you'll also have to replace the portion that says "CLICK HERE" with anything you like. This can be promotional wording such as "Don't miss out! Buy now!" or an image if you like.

The great thing about the hoplink is that you're able to integrate some of your own creativity here. You can edit the images you want people to see as well as the text to better adjust it to your customers' desires. This may take some time, but with a little bit of practice, you should be able to find your own combination of promotional words and images that will grab the attention of buyers. A tracking code is essential to ensuring that affiliates get credit, so this will also need to be added to your hoplink.

A hoplink with a tracking code has to abide by the standards as set forth by Clickbank. It can be up to 8 characters in length and must contain alpha and numeric characters only. Anything longer than 8 total characters will be automatically shortened. If a tracking code has anything other than letters and numbers, it will be removed immediately and will not show up in your tracking reports. This is important, so be sure the tracking codes you implement are correct. Here is what a hoplink looks like with an associated tracking code: <http://AFFILIATE.PUBLISHER.hop.clickbank.net/?tid=zzzzz> You will notice the characters tid shown before the code. This is the tracking code parameter and must be included, and has to be in letter case.

You can find publishers to link to and implement by checking out the Clickbank Marketplace. Here, you'll find hundreds of authors and material to choose from so that you can integrate the publisher of your choosing into your hoplink. In order to be paid via referrals, you must use the hoplink feature. This is how Clickbank tracks its thousands of referrals in the system, so keep this in mind when you're using and integrating your hoplinks.

One excellent feature of Clickbank is that you can earn credit for a referral up to 60 days after a customer visits the site, as long as they make a purchase within that time frame. Remember, over 75% of Clickbank earnings come from referrals from affiliates, so it's important to integrate the hoplink into as many avenues as possible in order to make the most income. Knowing how to use hoplinks is definitely key. Keep in mind that you cannot integrate hoplinks into applets, or by making them open into a frame, iframe, or image. This is an illegal hoplink and will not generate the proper referral. Check Clickbank's policies to ensure you are using your hoplinks appropriately to ensure you will get the proper credit.

If you're caught abusing the hoplink system and continue to post them illegally, Clickbank reserves the right to remove your account without any prior notice. If you want to target your hoplink so that it opens in a new window, simply add the target at the end to "_blank." This will target the hoplink to a new window. Some affiliates like to use this feature because it grabs potential customers' attention better, but you can use your own personal discretion.

If your website uses rotating ads to generate revenue, you can integrate the hoplink into the ads, however it cannot take up the entire frame. In other words, when a customer clicks on the hoplink in the ad, it must be created to open a brand new window at that point.

Some commonly used browsers are set to reject something called "3rd party cookies." If you run into a situation like this, keep in mind that all hoplinks through Clickbank open at the top level of the browser window. This means that all cookies will be redirected, making them 1st party instead and therefore not being rejected.

Many other affiliate programs will not do this. Instead, they usually embed their links in an outside frame or image on the website. When this happens, the browser recognizes it as a 3rd party cookie because the domain names do not match which raises a red flag to the browser.

Cookies are a common way to track what links people have clicked on. In most cases this is a very accurate way to track your sales and referrals. However, there are some instances where cookies will not work when it comes to tracking your sales.

Customers can turn their cookies off in the browser or they might be using a new form of privacy protection software that has disabled cookies. When this happens, Clickbank may not be able to register the hoplink. There is a new technology that was recently developed that helps to accurately track all sales through hoplinks in cases where cookies may not be enabled.

Clickbank developed this new technology especially for its affiliates to help make certain that they are receiving the referrals they deserve, whether the customer has allowed cookies or not.

There are many other redirect options users can utilize with their hoplinks. It's also important to note that publishers can see where their material is being sold. They know how to tell which affiliates are referring people to their site. In some cases, a publisher might even hold contests to encourage affiliates to get more sales. It also helps the publishers to better hone in on the type of material that's selling the most, and where those websites are located. This feature gives both publisher and affiliate an advantage: the ability to track where sales go and where they come from in order to better market their product.

Another and perhaps one of the most important items to note about hoplinks is that Google and other popular search engines have no problem recognizing hoplinks. This means that with the right marketing and keywords, affiliates have the potential to reach thousands of customers daily! While Clickbank does its best to ensure that all affiliates get the proper credit through the use of cookies and the hoplink feature, they have issued the following disclaimer:

“The affiliate (if any) we associate with any sale is determined by an automated tracking system. Any decision made by this system is final, and not subject to petition or debate. Though we believe our tracking system to be more fair and accurate than any alternative, we make no representation regarding the ability of the system to track any specific customer, for any specific length of time.”

In other words, if you happen to lose a referral or two due to customers going around the cookies or hoplink system, Clickbank cannot be held accountable. Publishers may market or sell their material, ebooks, and digital downloads through other websites aside from Clickbank. If this is the case and you as an

affiliate wish to refer someone to their website, bear in mind that you can only get credit if the person makes the purchase through your individual hoplink. If you do not, then Clickbank cannot be responsible for the sale coming from another outside source.

If you find you're having problems with your hoplinks, you may use the support forum feature at the Clickbank website. Also, be sure to make certain that everything has been spelled correctly. Sometimes small, tiny mistakes can cause you to lose the affiliate referral so be sure that your hoplinks are all coded and spelled the right way. The hoplinks feature within the Marketplace is an absolutely wonderful resource for beginning affiliates. It's easy, fast, and user friendly. With a little bit of practice you'll be able to market your links the right way and watch the sales start rolling in.

How to Cloak Your Affiliate Link Using URL Shortening Services

You do not have to use the actual Clickbank hoplink if you prefer not to in order to generate referrals. Something called cloaking is a popular way to embed the hoplink into a different, shorter URL. For example, you could sell a special ebook on flowers, and use your Clickbank affiliate link, which contains a long string of information as well as your tid or tracking ID. Alternatively, you can create a website specifically designed for selling this item, but make it easier to remember and more “catchy”, such as www.flowerbookforpros.com (this URL is used purely as an example and is in no way affiliated with Clickbank). You can have this home page redirect to your hoplink or embed it into the script, so people who buy something are actually doing so through your Clickbank account.

Unfortunately even with all of the security measures that Clickbank has put in place, Internet thieves can still try to steal your affiliate links and get credit for your sales. This is where cloaking becomes extremely important. A service called Tiny URL (www.tinyurl.com) is a great way to make sure this does not happen. The service converts your hoplink into a new link that will be coming straight from tiny URL.



TinyURL.com
Making long URLs usable! More than 160 million of them. Over 1.5 billion

Welcome to TinyURL!™

Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**.

Enter a long URL to make tiny:

Custom alias (optional):
 <http://tinyurl.com/>
May contain letters, numbers, and dashes.

An example

Turn this URL:

```
http://www.mapquest.com/maps/map.adp?ovi=18mqma  
p.x=3008mqmap.y=758mapdata=%252bKZmeih6N%252bI  
gpXRp3bylMaN0O4z8OOUkZWYe7NRH6ldDN96YFTIUmSH3Q6  
OzE5XVqcu5zb%252f5wy1M2wTnT2pu%252bNMjOjsHjvN  
lygTRMzqazPStrN%252f1YzA0oWEWLkHdhVHeG9sG6cMrf  
XNJKHY6fML4o6Nb0SeQm75ET9AjKelrmqBCNta%252bKC  
9n8jslz%252fo188N4g3BvAJYuzx8J8r%252f1fPFWkPYg%  
252bT9Su5KoQ9YpNsj%252bmo0h0aEK%252bofj3f6vCP
```

into this tinyURL:

<http://tinyurl.com/6>

While it looks totally different from a traditional Clickbank hoplink, it will actually sort of “redirect” the person to your website using the cloaked URL, but it will go directly through your Clickbank affiliate link. It masks the Clickbank link so people up to no good have no way of seeing your original hoplink. Therefore, no nickname data or affiliate tid numbers can be stolen.

Another reason that the Clickbank links are open to potential fraud is that anyone can easily manipulate your hoplink and change it to their own Clickbank nickname. While this is an obvious violation of policy and is considered theft, it is also easy for people to do yet difficult to track in some instances.

A good way to protect your links is to cloak them and then upload the links on your own private server. Then, you can upload them to the website. Cloaking the links converts your affiliate link into an easy to see yet difficult to decipher referral link that only you know. There are even programs out there designed to specifically help users cloak their links as well as protect them from thieves.

There are many other link shortening services out there besides tiny URL, so do your homework and see which one will suit your needs best. Aside from the fact that cloaking is a good way to help deter Internet theft, it also appeals to customers much more. Think about it: would you be more likely to click on a long, number and letter filled Clickbank hoplink, or a sleek, easy to understand .com website? Obviously, you’d choose the latter, and there’s no doubt your customers would, too.

Cloaking your affiliate links really opens the door to many more customers and gives you a lot more exposure, while your website looks more professional and polished.

Another good point when it comes to cloaking is that you now have full and total control over your links and where they lead. Find a good link cloaking service that you like, and be sure that they offer tracking stats much like Clickbank does. This way you’ll be able to watch not only how many sales you’re getting but where the sales are coming from and how well you are doing in the virtual marketplace.

A good rule of thumb is that if you find a link-cloaking program that does not offer stats or reports, it’s best to stay away. Try to find services that offer trusted advice and are stable without any problems. Read reviews, talk to fellow Clickbank affiliates, and check that they have a good solid reporting feature. In the event that the software program fails or goes under, you don’t want to lose

your links! It's also a great idea to save your URLs onto your hard drive somewhere in case this happens.

Since cloaking links can be rather complicated, it's a good idea to try to do as much research as possible in order to ensure that you choose the best URL, service and method that will work for you. While the hoplink feature through Clickbank is easy and pretty direct, there are more and more possible threats of fraud and theft than there were in years past.

Thanks to new technology and people becoming more and more computer savvy, the window is open for potential loss of revenue for you. That's why it is so important to properly cloak and track your links as thoroughly as possible.

Clickbank Tips

Now that you have a basic idea of what Clickbank is and how it works, here are some helpful tips that will not only help you to get the most out of your Clickbank account, but will also get your links marketed so you can start making great revenue:

1. Use Internet forums to market your links: Online forums are a great way to get the word out about your products. Thousands of people use Internet forums on a daily basis, and there are literally thousands of forums out there on just about every topic.

Look for online message boards that relate to the topic of the products you're selling. For example, if you choose to market a weight loss ebook, try to find some of the hottest weight loss websites and join their forums as a member. Contribute to the message boards, and include your Clickbank link or cloaked link in your posts. Odds are people will be curious and interested in what you have to offer since you're posting in an area that they are already familiar with. Be sure to abide by the forum's rules and guidelines, and avoid "spam posting" at all costs.

2. Utilize your email signature: Everyone has an email address. The signature in your email address says a lot about you, and it's a great way to throw in a little "pitch" for your Clickbank products. Include your link in the email signature and add some sort of eye-catching text to go with it that will encourage people to take a look and click on it.

3. Keep up with the latest trends: Read the news, talk to other Internet users, and find out what the topics of the day are. Do a little bit of homework and find out what kinds of products or ideas are really popular.

Keying into current patterns of what is hot and what is not will really help you out when it comes to finding the right products to market at the Clickbank Marketplace. Remember that the Marketplace is updated every day, so there is new material being added all the time. By staying on top of the latest and greatest, you already have an edge to be able to market towards the people who are really up on the newest thing.

4. Use your tools: Clickbank offers a wide variety of great tracking tools, and there are other programs available you can use to track your sales as well. Take the time to really analyze this data at least once per month, so you can see where your sales projections are headed.

By looking at where most people find you, you'll be much better equipped to market your hoplinks and cloaked links in the best places. Knowing where the business is coming from is undoubtedly the key to knowing where your business is heading.

5. Patience is Important: Remember that no successful Internet marketer was made overnight. Selling online is a very competitive business, and it takes a lot of time and patience before you'll really start raking in the dough. Try to remain as vigilant as you can, but also remember that it's not a matter of posting a link and letting it just bring money to you.

There is some work involved and it takes a really proactive approach. You also have to remember that you will probably make changes constantly; no one or two products are going to sell and make you the mega money you dreamed of. You must evolve and adapt, just like the Internet does.

6. Create a Landing Page: Your landing page is a home page of sorts that will be a base camp for customers to go to. If you are interested in alternative music, for example, create a nicely laid out website focusing on this type of music. By creating this main hub, you give customers a sense that you're confident in the topics of material you are selling. It also looks much more professional and brings a lot more people in.

When a customer sees a nicely done website with a lot of information on it, they usually want to know more. This is how you close a sale: by enticing customers to take a look, and then convincing them that they need to make a purchase.

7. Entice your Affiliates: If you are a Clickbank publisher, you want to have as many affiliates working for you as possible. The more affiliates you have selling your ebooks on your behalf, the more sales you will generate. The process works both ways. Not only do the affiliates resell the goods, but the publishers create and then market them as well. As a publisher it's important to get your name out there and promote your product so that affiliates will want to choose your material to sell.

Get to know the affiliates and find out what it is they're looking for in high quality material. Then, hone in on this by getting the word out about a new product you've created. Internet marketing is not just about selling to anonymous buyers online; it's also about selling yourself to others. And of course, it's also about money. If you offer your resellers higher commissions, they will most likely opt to sell your material over someone who may be offering significantly less.

Running a business of any kind requires some form of investment, so it's essential that you understand the commission you pay your resellers is just part of that overall investment. Once you offer a decent commission, you will find many more resellers who are willing to work for you and sell your product on your behalf.

8. Consider recurring Commissions: Keep in mind that Clickbank has over 100,000 affiliates, so you will be competing with a lot of people. Sometimes, it's best to try and market the subscription-based products since these will reap you a monthly paycheck. Once you've clinched the sale of a recurring product, you will get the set commission amount every month as long as the customer is a subscriber. This helps to guarantee money every month whether you get new sales or not.

9. Learn from Experience: There are tons of great resources on the World Wide Web available to you for Clickbank affiliates, as well as for publishers. Tips and tricks are readily available as well as articles, websites, and software all designed for the Clickbank user.

Be sure to check out as much information as possible so you can tweak your marketing program into a fine tuned machine. Don't be afraid to ask questions of other publishers and affiliates. Most people are more than happy to assist you in your journey. Take the time to look at all of your options, and then come up with a game plan that will work best for you. In time, you'll be surprised how easy it is to earn a great extra income with Clickbank.

10. Use your Own Good Judgment: Think about the products you're selling before you create a hoplink, make a website, or post on a forum. The question you should ask yourself is, would you buy the product? It's difficult to sell

something if you don't believe in it yourself. Look for high quality ebooks and other materials that offer a lot of good solid information. Think about the topic and decide if it's relevant and written in a concise and informative way. It is hard to sell something to other people if you don't feel confident in it yourself, so use your gut instinct when you pick and choose the products you want to sell.

Conclusion

In the difficult economic times that our nation faces, more and more people are searching for a way to make extra money, either to make ends meet or to be able to afford extra luxuries. With Clickbank, you can achieve that goal through hard work and a little bit of Internet ingenuity.

Hundreds of thousands of people have already made money with Clickbank either referring other publishers' material as an affiliate, or by acting as a publisher themselves. If you have an idea you'd like to write and submit, let the team at Clickbank know, and before you know it you could be selling your very own ebook online.

Affiliate marketing is one of the most widely used forms of online marketing, because people can earn an income without having to actually ship any goods to customers. Being an affiliate takes a lot of hard work in order to become successful, but it can be done in one's spare time without having to go to an office every day or hold inventory in a warehouse. With some proper planning and a good knowledge of how affiliate programs and websites work, anyone can make good money selling their products online.

Using unique marketing plans as well as aggressively getting your URL or hoplink out to the masses, you can close the sale and make money online. Networking with other Clickbank users makes it easier than ever and you can trade ideas with other successful marketers online.

The best thing about selling the material online is that it stays fresh, and there is always something new to choose from. This helps to guarantee that the products you're selling never get old, and you will have a better chance of finding the right audience and the right buyers through a little bit of effort.

The team at Clickbank is dedicated to your security and the security of your affiliate account. They're also there to help answer any questions you might have and to ensure that you're getting the proper credit for any sales you refer. It's a

highly recognized and esteemed company with an excellent track record. If you're planning on making money online, Clickbank is certainly an option that will give you the boost you need.

People today are looking for information quickly, and the ebooks and other products offered by Clickbank are high quality and delivered to the customer fast. In an ever-changing world, it's important to meet the demands that Internet shoppers are looking for. This is possible with the products and services available to all publishers and affiliates through Clickbank.

To your success,
Frank Salinas