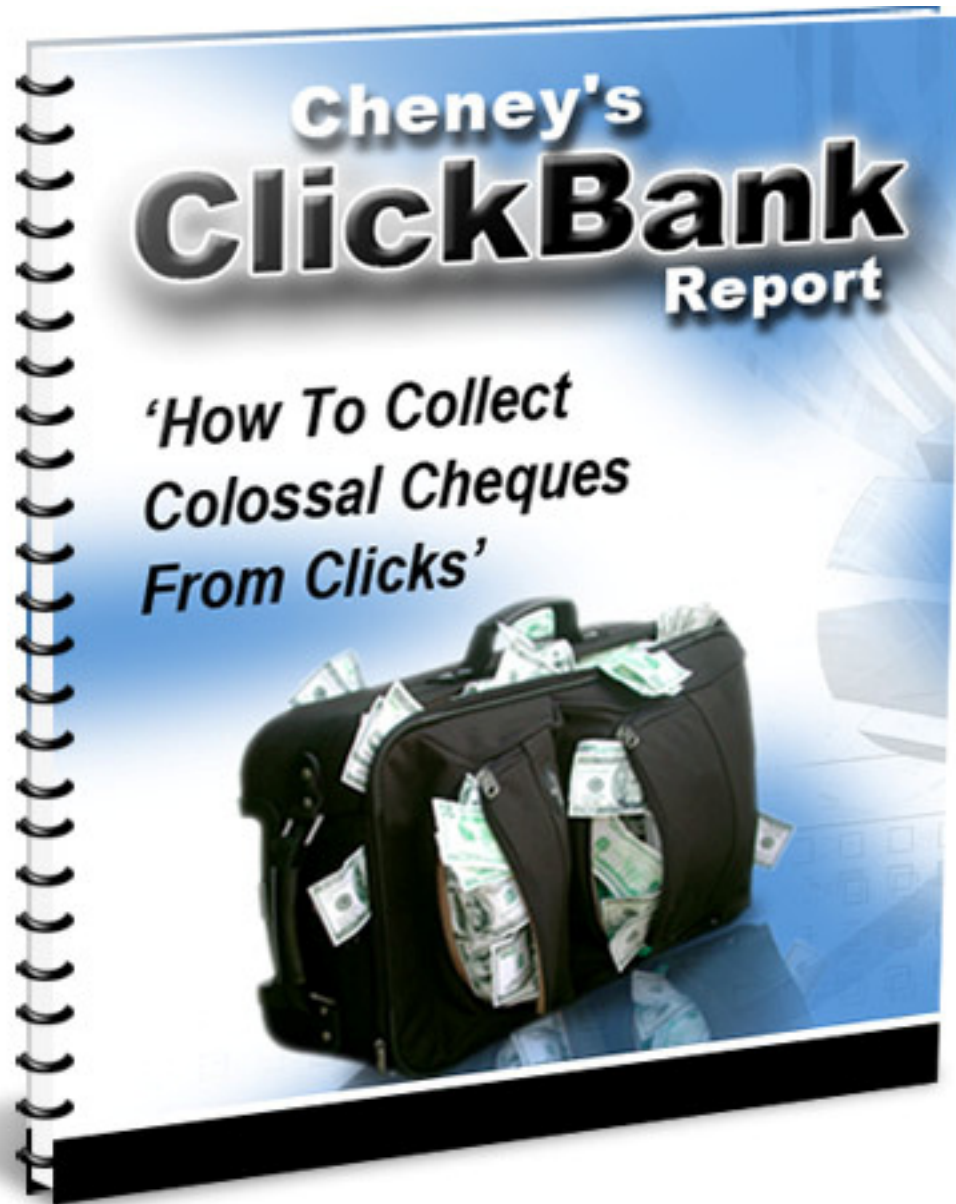


“Cheney’s ClickBank Report”



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CONTENTS

Legal Notices	Page 3
What You Can Do With This Report	Page 4
Reasons Why You Need To Read This Report And Reasons Why I Wrote It For You	Page 5
Getting To Know ClickBank	Page 7
How To Make Money Using ClickBank Even If You Don't Have Your Own Product	Page 8
“Why All The TOP Marketers Are Using Clickbank And You Should Too!”	Page 9
“Power Tips For Boosting Your ClickBank Earnings”	Page 10
“How To Make Money By Selling Electrons On ClickBank”	Page 13
ClickBank & PayPal – Working Together?	Page 14
You Want To Know Why ClickBank Rules?	Page 14
The Hidden Power of the Clickbank Marketplace	Page 15
“How To Become A Top Seller On ClickBank”	Page 17
“How To Create Your Own Affiliate Arsenal”	Page 18
“The Biggest Learners Are The Biggest Earners”	Page 19
“Take These Lessons, Take Action and Take Home The Profits!”	Page 21

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What You Can Do With This Report

Here's what you can do with it;

- You can give your own contacts access to this report
- You can give access to this report as a bonus of your own when you are promoting something or selling your own product
- You can give access to this report as a 'carrot' or incentive to get people to join your list

You can only give access by sending people to www.CheneysClickBankReport.com – you cannot place this report on your server and give this report away or redistribute it.

“How Did This Report Come About?”

This report is my answer to a concern that has been troubling me for quite some time. Namely that there's a whole bunch of people making easy money in large amounts using a free website called ClickBank.com and there's a lot of other people (you probably included!) who are not!

The people NOT making any money from ClickBank (and the chances are that you are one of them!) are on the other side of the fence thinking that it's too difficult or are not even aware of what 'the ClickBank opportunity' is.

This report is my attempt to redress the balance so that YOU can join the people who ARE making good money from ClickBank and the best part is;

- You don't need your own product to sell!
- You can join ClickBank for free!
- You can be up and running in minutes flat!

So – what is this report about and what are you going to get out of it?

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Well, to be honest, I think you are going to get a LOT out of this report whether you are already using ClickBank or if you are just starting out.

The objective of this report is to show you WHY some of the world's top internet marketers are using ClickBank and HOW they are generating *millions* and YES, I mean MILLIONS of dollars every year with ClickBank.

Before I tell you all about the how-to let's just take a quick look at WHY you need to read this report..

“Reasons Why You Need To Read This Report And Reasons Why I Wrote It For You”

You need to read this report because I'm going to explain to you why some of the most successful Internet marketers on the planet are using ClickBank.

You need to read this report because I'm going to show you some of the techniques hugely successful marketers use to make millions using ClickBank.

You need to read this report because whether or not you use ClickBank already – you can apply what you learn here to make more money online.

So that's all well and good but WHY did I write this report in the first place? Well, there's a story behind it that I want to tell you..

It all started when I met with arguably the best marketing minds on the planet in the party capital of the world – Las Vegas. It was like a who's who of Internet marketing. You want to see some of the names? Of course you do! 😊

In no particular order, here are just some of the guys who I shared the weekend with..

Mike Filsaime, Rich Schefren, Jeff Walker, Shawn Casey, The Rich Jerk, Joel Comm, Sterling Valentine, Michael Morgan, Simon Leung, Dan Kelly, Tom Beal, Andrew Fox, Jason James, Harris Fellman.

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I have to say a big thank you to Mike Filsaime for putting on the entire weekend which started out as him rewarding some of his top affiliates for his recent launch of the Butterfly Marketing Manuscript and ended up being one big party!

There was no fixed agenda and it wasn't a seminar – it was just a bunch of people coming together to have fun in Vegas and chat about Internet marketing. It was a blast!

And the best part of the entire experience for me wasn't winning at roulette, seeing the Cirque du Soleil circus show or seeing Joel Comm trying to eat his way through the entire Rio Hotel buffet (big respect Joel!) it was what I learned from all these top marketers.

Seriously, this was like an Internet marketing degree transferred to me via brain transplant! Just spending a few minutes with each of these guys and being able to discuss ideas and tactics was a total inspiration to me.

One of the best chats I had was with a fellow Brit – Andrew Fox. You know sometimes how you're just in the right place at the right time? Well I was sitting in Las Vegas airport waiting for my flight back to the UK when Andrew turned up – turns out we were on the same Virgin Atlantic flight home!

So anyway, as we were waiting we got talking about ClickBank and how it was so easy to use and how we felt like forerunners to a certain extent as some of the more established marketers out there are only just starting to see its potential.

We 'put the online world to rights' in that departure lounge as we discussed the gap between those making money from ClickBank and those missing out. That really planted the seed for this report – to help you bridge that gap and start joining the thousands of people already earning a very healthy residual income using the 'ClickBank Method'.

Andrew, like me, has been making tens of thousands of dollars every month with ClickBank for quite some time. He's actually created a series of step by

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step videos all on how to make money from ClickBank – you can see them at www.HowToDominateClickBank.com

Anyway, after speaking with him in Vegas I realised I had to get out to you my verdict on ClickBank and put the record straight about some important topics such as;

- Why ClickBank is the best way for you to start making money online
- Why top marketers like Mike Filsaime and others are starting to see the light and sell their products via ClickBank
- How easy it is to make good money just by promoting other people's products you can find on ClickBank

I'm getting ahead of myself here and don't want you to feel overwhelmed at what's in this report before I even get into showing you the main content!

I just thought it was important to explain to you how this report came about.

“Getting To Know ClickBank”

Right then, let's get started. Even if you are already signed up to ClickBank.com do not skip this part as there's stuff in it to help you make more money.

What Is ClickBank?

ClickBank is an online marketplace that lists thousands and thousands of electronic products that product creators will pay you to promote.

You have two ways to make money using ClickBank;

#1. You can promote other peoples' products and get paid commission for every sale

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#2. You can sell your own products

As you might not have your own electronic information products to sell just now let me first help you by explaining how you can make money just promoting other peoples' stuff.

“How To Make Money Using ClickBank Even If You Don't Have Your Own Product”

You don't need to have your own information product to tap into the power of 'the ClickBank phenomenon'. All you need to do is go to the ClickBank marketplace and find other people's products to promote..

You use the search tool there to find products that match your target market or your ezine content or your website content and BINGO! You have a ready-ranked, ready-approved list of information products that you can promote and make good commissions from every sale.

Let me tell you something now that I'm a bit ashamed of..

A few months ago I did just this and found a product on the ClickBank marketplace that I wanted to promote. I took a slightly different approach to promoting it to my list or even on my websites.

Instead, all I did was set up some Pay Per Click ads and drove traffic to a page where I explained the benefits of the product. From that page people were sent to the product page.

You want to know how much I was making doing this? I made between **\$500 and \$600 PER DAY** doing just this! PURE PROFIT after the cost of the pay per click ads!

So why am I ashamed to tell you this?

Because I stopped doing it and have let that campaign slip. I since went on to launch AdSense-Videos.com and dropped the ball.

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Now I have to qualify the above example by saying that there have been some changes at Google regarding how you can advertise affiliate programs. And what you are reading is not a report about making money by promoting affiliate products via Pay Per Click ads.

I merely wanted to show you this example to say that you don't need lots of experience or hundreds of pages of website content to make this work and start making good money selling other people's info products.

Now I'm not saying it's always going to be that easy to make money but there are a LOT of people making a LOT of money just by sending targeted traffic to people's information product sales pages.

You just need to stick to a market that you know. If you understand the product you are promoting and have an interest in it then you just send traffic to that product's sales page using your ClickBank affiliate link you will make commissions from the people you send there.

“Why All The TOP Marketers Are Using Clickbank And You Should Too!”

Well hopefully I've demonstrated to you already how easy it can be. You can start earning in just FOUR SIMPLE STEPS;

#1. You register for free at <http://www.clickbank.com>

#2. You find products you want to promote by selecting them from the ClickBank marketplace: http://www.clickbank.com/buy_products.htm

#3. You send traffic to those products using your unique ClickBank link and every time a sale is made you will get paid commission!

#4. You learn from the best ClickBank marketers in the business who have gone before you. My recommendation to you would be you check out Andrew Fox's videos: www.HowToDominateClickBank.com

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That is all there is to it!

Like a lot of things online – the biggest difficulty is often getting over the psychological barrier that there really is nothing stopping you! So you can get started right away but let me first help you with some ‘insider’ power tips that I use to make more money promoting ClickBank products..

“Power Tips For Boosting Your ClickBank Earnings”

You can be up and running at this in minutes and start earning. Now you might get lucky and find the best products and the best way to send traffic to those products immediately.

More likely however is that you will need to spend some time fine-tuning your approach but here are some tactics you can use to be successful more quickly;

#1. Only promote products that you have used and understand fully

You will make more sales when you convey to the visitor that you have actually used and benefited from the product. If you start promoting any old thing even though you’ve never tried it and have no idea whether it works or not then your visitors will see right through it and you’ll make less sales.

#2. Promote products that you have an interest in and passion for – your enthusiasm will come across to potential buyers

Go after markets and products that you have a passion for and an understanding of. Yes – there needs to be money in that market but don’t pursue something just because you think it will be lucrative if you have no interest in or knowledge of that area.

#3. Add extra value to the visitor’s experience – don’t just send people directly to the product homepage; consider writing a review of the product

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The easy 'lazy' way to make money from ClickBank is just to send people direct to the product's sales page but you won't make many sales doing this. Be creative and ADD SOMETHING to the visitors experience when they come to your website first or click on your link. Do something that stands out and helps them (even if they don't buy!) and they will return to your links again in the future!

#4. Create a 'before and after' case study of how you actually used the product as this will convert more sales for you than a straight link

Have you noticed how all those infomercials on TV work in the same way? You think there's a reason for that? ;-)

Of course there is! You'll notice when you watch them that they always show a BEFORE shot, then a DURING shot and then an AFTER shot. This clearly demonstrates to the prospect how wonderful the product is and how their life will be improved in some way by having it.

Model the infomercials and start giving people those all-important BEFORE and AFTER pictures or descriptions.

#5. Consider giving people who buy via your ClickBank link a free bonus of some kind (an ebook, a free report, some information, a piece of free software etc.) and make it relevant to the main product you are promoting

Don't think that just because you have taken the time to find a great product on ClickBank and then drive traffic to that site that you DESERVE to make a sale!

You are fighting it out here with a LOT of other people so you need to add something to your offer that is going to make it compelling and ESSENTIAL for people to consider.

You can do this by giving bonuses away. You can track this by asking buyers to email you their ClickBank receipts after purchase or just by tracking the sales you make in your ClickBank account.

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Either way – this makes for a great profit-boosting strategy but remember to give away bonuses that match the product you are promoting for the maximum effectiveness. Giving away a microwave and scooter for someone buying a dog training product is unlikely to tip many more extra sales in your favour!

“If you do what everyone else does you’ll get what everyone else gets.”

You see , most people trying to make money from ClickBank are lazy. And that’s why they’re not very good at it.

Are YOU lazy?

Don’t be!

If you RAISE THE BAR and don’t just send people straight to the product sales page but also provide additional value then more people will buy from you.

You need to build a list of contacts from the people that are interested in the products you are promoting. This way you can market to them again and again and convince them to buy a product that you can know will improve their lives in some way.

That’s the important thing here – you are providing a valuable service by saving people the time and money of research. You are helping them by giving them the shortcut to the best possible products so they don’t have to waste their hard-earned money on rubbish products.

The more you can help people and the more value you can add to the interaction they have with you the more inclined they will be to buy from your link and recommendation.

Don’t try to bite off more than you can chew – it will be best for you if at first you just focus on getting to know one product inside out and start promoting that.

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“How To Make Money By Selling Electrons On ClickBank”

If you think about it – that is all you are doing when you sell an information product, ebook or whatever – you are selling electrons!

You’ve got no shipping costs, no printing costs and no packaging costs! You just give people the information they want that solves a problem for them and hey presto! You can make money selling electrons!

Although you will need to refer to more advanced resources to REALLY unlock the earning potential of ClickBank it is very easy for you to get started.

You can get signed up for free, find products to sell, start promoting and making money very quickly.

Not only is ClickBank proving very popular amongst the most experienced online marketers for reasons I’ll explain to you later in this report, but it’s also the ideal place for internet marketing beginners to start too.

You have to realize here that I have no vested interest in you going and joining ClickBank. I don’t have any affiliation with them other than the fact that I sell some of my own products using ClickBank and have made hundreds of thousands of dollars promoting other peoples’ ClickBank products.

So, in essence then, ClickBank is just a collection of products that you can choose to promote and the way it works is very simple.

The product owners join ClickBank and pay a small activation fee. They then place their electronic info products in the ClickBank marketplace. From this point forward that product owner is ready to start making sales online and start making money without the need for a merchant account, any credit card processing capability or any meetings with bank managers!

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As a product owner all you do is create your info product, sign up to ClickBank and let ClickBank see the page you are selling it from and the page you are delivering the info product from.

That's it!

After that all that happens is you get a simple piece of information that you copy from ClickBank over to your sales page where you're selling the product and then people click on it – they can buy your product with their credit card or using PayPal.

“ClickBank & PayPal – Working Together?”

For a long time there was no connection between PayPal and ClickBank which meant that if you wanted to sell something via ClickBank then you needed an extra ‘Buy Now’ button on your sales page if you wanted people to be able to buy your product using PayPal.

Thankfully all that's changed now and the two companies have got together so that if you include the standard ClickBank ‘buy now’ link on your sales page people get the option to pay via ClickBank OR via PayPal.

This basically means that you are opening the door on pretty much ANY type of payment method to be taken – someone with a PayPal account OR someone with a credit card.

This also means, as one of my esteemed colleagues told me in Vegas, that you can continue to let PayPal users send you money even if you have had fallings out with PayPal.

The upshot of this is that for a few dollars and a relatively small percentage fees taken off each sale you can be ready to start taking payments for your information product within a day or so of applying for approval from ClickBank.

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“You Want To Know Why ClickBank Rules?”

Let me tell you. They have made it so easy for you to accept payments online that if you ever have to use another provider it will feel like you've been transported to the dark ages.

And believe me – I know this from first hand experience!

ClickBank give you the small piece of code you place on your site. People click on it and then once every two weeks you get paid.

ClickBank take care of all the credit card processing, fraud issues, refunds and most importantly – the affiliate payments.

As I'll show you in a moment – the affiliate marketing power of ClickBank is one of the main reasons so many marketers use it. You've probably heard countless times before that the best way to sell lots of your info product online is to get other people (i.e. affiliates) to sell it for you.

Well ClickBank makes the entire process virtually seamless. You give your affiliates the special code they use to promote you (they need to have registered for a free ClickBank account also) and you're ready to go.

You decide what commission you want to give to your affiliates and then when they make a sale ClickBank does all the calculations and automatically adds the affiliate commission to that person's account.

You don't have to worry about a thing.

You just keep recruiting and training affiliates and they keep sending you buying customers. In the background ClickBank sorts out all the payments, divides up who gets what and sends each of your affiliates the amount they have earned every two weeks.

It's perfect!

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“The Hidden Power Of The Clickbank Marketplace”

I personally know of at least two top marketers whose *sole reason* for launching their product using ClickBank is to get listed in the ClickBank marketplace. So what is it and why is it so important?

The ClickBank marketplace, as the name suggests, is where all the products on ClickBank are listed and there are THOUSANDS!

But rather than just lots of stalls and aisles like your usual marketplace in the real world, the ClickBank marketplace does several cool things..

First off it allows you to do a search so you can enter words or phrases related to the sort of products you want to find and it will return the relevant products.

But also – it actually RANKS the products in the marketplace by popularity and by the *selling power* of that product.

Now because so many people use ClickBank there are thousands of people every day who refer to the ClickBank marketplace to see what is selling well and what are the best products to promote. So you can see now why the top marketers want to launch their products using ClickBank – so they can get on the ClickBank marketplace.

It's *almost* like a perpetual motion machine as if your product sells really well on ClickBank then it will 'chart' highly in the marketplace and get a good ranking. That in turn means that all the many potential affiliates who look at the marketplace each day will notice the higher ranked products and become affiliates for it.

This means more sales will be made as these new affiliates come on board because they see the product is highly ranked. That in turn means the product gets well-ranked on the ClickBank marketplace and so the cycle continues!

Now, don't get me wrong – I told you that this is ALMOST like a perpetual motion machine. Getting your product on the first page of its category in the **You Can Join In The Discussion About This Report Now!**

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ClickBank marketplace is by no means a guarantee that you will stay there indefinitely. But it will certainly be a great source of new affiliates and new sales for you.

So let me give you some of the things I've learned about becoming a top seller on ClickBank.

“How To Become A Top Seller On ClickBank”

Make the most sales! That's all there is to it but if only it were that simple!

You know that I could talk to you non-stop for several months about all the ways you can get more sales online and some of the things you should be doing to get more buyers into your site and more sales out of it.

So to be practical here, let me instead give you an insight into two of 'THE BIG ONES' when it comes to making more sales on ClickBank.

Become a master educator.

You need to become a master educator of your affiliates. Don't just give them the standard affiliate link and expect them to go off and make you a small fortune.

So what do I mean by educate them?

Well, first off you need to somehow try and capture their email addresses so that you can communicate with them on a regular basis. How crap do you think a sales force would be if the managers never got in touch with each person on the sales force?

There'd be no motivation, no positive reinforcement and no praise to keep the sales force going because it's not ALL about the money.

So use an autoresponder (I use <http://www.getresponsefast.com>) to communicate with your affiliates.

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But even if you're not able or willing to set up an autoresponder and contact your affiliates on a regular basis then the bedrock of becoming a master educator is your.. AFFILIATE ARSENAL;

“How To Create Your Own Affiliate Arsenal”

I think of it like a war. You are the general and you are sending out your affiliates (the troops) into battle. Now 99% of other generals out there send their troops into battle with the weaponry equivalent of a pea-shooter i.e. the one line affiliate link “Where XXX equals your affiliate ID”.

It's not good enough. Troops armed with this will get slaughtered by generals who provide better weapons. You need to be one of the elite generals and give your troops a FULL ARSENAL of weapons.

So yes, you give them the straight standard text link but you go further, a LOT further than that.

You can see great example of this with Mike Filsaime's 'Butterfly Marketing Manuscript'. My own personal version of an AFFILIATE ARSENAL was built after reading Mike's Butterfly Marketing course – you can see all this LIVE in action in the affiliate area for AdSense Videos;

<http://www.adsense-videos.com/affiliate/>

But even if you don't have time to see those examples here's what you should be giving your affiliates by way of 'promotional weaponry';

- Text links
- Ads they can use in Pay Per Click campaigns
- Banner images of varying sizes and shapes
- Ready-written email messages of different styles, length and subject headings
- Forum signatures

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- Email signatures
- Press releases
- Text interviews or long copy for them to use on their websites

You need to realize that this is a MINIMUM kitbag for your troops. The more ready-written, ready-created stuff you can give them, the more sales they will make for you. That's it.

Don't assume that one ready-written email is enough. Give them four or five and write them in different styles so they can pick out the ones that suit them best or even use two or three of them to promote to their lists on multiple occasions.

“The Biggest Learners Are The Biggest Earners”

You can get started making money with ClickBank very quickly and easily as I've shown you but you will hit brick walls and dead ends. It's like anything online – you always have TWO choices;

You can take the slow, painful way and try to work everything out on your own

OR..

You can follow in the footsteps of someone who's already been there and done it.

To go full circle with this report – that's one of the major takeaways I got from meeting all the top Internet marketers in Las Vegas – **THEY NEVER STOP LEARNING.**

They are always listening out for new ideas, learning from others' points of view and reinvesting some of their earnings into new educational products.

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The moment you stop learning you are standing still and all your competitors are catching up on you. If you get ANYTHING from this report please let it be the fact that you need to keep constantly learning new skills and leveraging the knowledge of others to constantly improve.

Something else that came up as a theme time and time again at the Vegas weekend was that;

YOU NEED TO RAISE THE BAR.

You can apply this principle to tackle all the so-called ‘problems’ facing internet marketing today many of which I’ve heard about first hand time and again recently.

Problem; “My list is unresponsive now, they’re not listening to me any more.”

Solution: Raise the bar on what you send to your list, make them your raving fans by providing value and information that is WAY ABOVE what everyone else is doing

Problem: “I launched my product in October just like Jeff Walker told me to but so many other people were launching I got swamped in all the noise.”

Solution: “Stop being part of the noise. Raise the bar. Do something that my good friend Sterling Valentine likes to call ‘unignorable’

Problem: “I’ve got an info product on ClickBank but it’s making hardly any sales for me.”

Solution: Raise the bar by becoming a master educator of your affiliates and giving them the ultimate affiliate arsenal

“Take These Lessons, Take Action and Take Home The Profits!”

You’ve heard it a thousand times but you know that’s only because it’s true!

Nothing happens until you TAKE ACTION!

So take what you learned from this report and start applying it. I’ve gone over the basics with you here, enough to get started.

If you want more advice and advanced “How To” strategies then you need to see Andrew’s ClickBank videos;
www.HowToDominateClickBank.com

Finally – I wish you all the very best in your journey towards big profits using ClickBank!

See you on there!

A handwritten signature in blue ink, consisting of stylized, overlapping loops and curves. The signature is written in a cursive style.

(Michael Cheney)

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