“How-to” Guide for ClickBank eBooks

Step-by-Step Instructions for ClickBank Affiliates

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“How-to” Guide for
ClickBank eBooks
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Welcome from Forel Publishing

To start, I want to thank you for your interest in reselling our product. My name is David LeBlanc and I am the owner of Forel Publishing Company, LLC, a family owned and operated business. We have been in business for over twelve years and produce 100+ vintage Ford Motor Company manuals in digital PDF format (CD-ROM / eBook downloads). I am confident we can serve you, and all your customers, with the best PDF manuals on the market.

Purpose of the Guide

The purpose of this “How-to” guide is to help individuals, clubs, and traditional retailers sell our eBook digital download version products using ClickBank. I recall my first experience with using ClickBank was a little confusing. It’s not hard, but like anything, it can get complicated. As a result, this guide is intended to simply the entire process: from creating an account to creating product specific links.

Our goal is to make selling our products as easy as possible. If we can help you in any way, please feel free to contact us.

Our service to you

- **Profit Margin** – 55% discount off suggested retail.
- **We handle all Tech Support** – if a customer has trouble, send them to us!
- **Our Guarantee** – if you or the customers are not satisfied, we will offer a full no-hassle refund.

Product features

- **Adobe Reader (PDF)** - the best “reader” on the market
- **Mobile Device App** - Free app to install on your iPhone, iPad, tablet or Android device.
- **USB Flash Drive** - Save the manual to a USB flash drive to use on any computer!
- **Encrypted** – PDF security protects your profits
- **Keyword Searchable** – search by word or phrase
- **Bookmarked** – click to navigate to any article
- **Zoom-In** – enlarge any page to see every detail
- **eBook Downloads** – available on CD or **instant eBook** download
Quick Start 1-2-3 Option
If you need a quick start option to selling our eBooks that is as easy as 1-2-3, then let us help. Just follow the three easy steps below and you will be selling eBooks within just a very short time.

Steps:
1. Create a ClickBank Account
2. Email us your ClickBank Nickname
3. That’s it!

We will create a set of files with your ClickBank ID (nickname) that will have you selling eBooks in no time! Send your ClickBank ID to: Sales@Forelpublishing.com

What is an Affiliate?
An affiliate is someone who promotes a product or service to potential customers, in exchange for a commission on the sale when one occurs.

For example, let’s say Alan is an avid Mustang enthusiast. He buys a great eBook from Forel Publishing about restoring his car, and wants to recommend it to others. He signs up for a free account with ClickBank, then finds the eBook about his Mustang in the ClickBank Marketplace (or from our site) and creates a customized HopLink (more on this later in the guide). He posts this HopLink in places where he thinks people would be interested in the eBook, such as a Mustang forum he’s a member of, his Ford blog, his Facebook profile, even in an email to some of his Mustang Club friends. The possibilities really are limitless.

If someone clicks on his HopLink to learn more about the eBook and ends up purchasing it, Alan gets a generous commission on the sale— a total of 55%!

Being a ClickBank affiliate is completely free, and takes only minutes to sign up. The best part is that Alan can promote as many Forel Publishing Company and other ClickBank products as he wants, with no limitations. ClickBank handles all of the administrative headaches, so Alan can spend his time finding and promoting all of Forel Publishing’s great products (as well as working on his Mustang, of course).
What is ClickBank
ClickBank provides an ecommerce solution for affiliates and digital content publishers, like Forel Publishing Company. They act as an intermediary that processes the payment, tracks affiliate sales and pays affiliates their commissions.

The diagram below illustrates ClickBank’s process:

Basic ClickBank Process

Affiliates sell / promote Forel Publishing Company product using ClickBank affiliate links called “hoplinks”.

If a sale is made, the customers will pay via ClickBank’s checkout system. ClickBank accepts all major credit cards as well as PayPal® payments. After successful payment, the customer is automatically sent to the download page for the product purchased.

ClickBank will retain a small commission and pay affiliates their commissions and remits the balance to Forel Publishing. ClickBank only accepts publishers and merchants who sell digital products like eBooks, software, video and audio recordings. They do not accept merchants who sell physical products. However, if you are interested in selling our physical products (CD-ROM’s) please contact us!

Why We Use ClickBank

Reliable Tracking and Checkout. ClickBank handles over $1 billion in affiliate sales each year. Their patented link tracking system is very easy to use and very effective for tracking affiliate sales.
Promote Multiple Products and Get a Lump Sum Check. If you promote 10 products and generated just 1 sale each paying $10 in commissions, you will get a check for $100 from ClickBank. This is preferable to receiving 10 checks from 10 publishers for $10. Most affiliate programs have minimum payouts so with ClickBank you can aggregate your sales to make sure you get paid.

A Trusted Third-Party. Because ClickBank handles the checkout, tracking and commission payment, you are protected against unscrupulous merchants who do not pay affiliates.

Flexible Payment Method. ClickBank pays affiliates every 2 weeks. The payment method can be by check to all major countries worldwide or direct wire transfers to your US bank account.

Get Started as an Affiliate

Becoming a ClickBank affiliate is a quick and easy process. By following the three simple steps below, you’ll be on your way to becoming a successful affiliate in no time!

Step 1. Create an Account

To get started as a ClickBank affiliate, first you’ll need to create a free account. Fill out the ClickBank signup form, (https://www.ClickBank.com/affiliateAccountSignup.htm) which takes just a couple of minutes (see figure 3 and 4 below).

You’ll receive an email with an 8-digit confirmation code you’ll need to enter to complete the signup process. This email will contain your account nickname (which you chose) and password (which is the same as the confirmation code you received).
Now that your account is created, click the Log In link on the confirmation page or at the top of the ClickBank website. Once you log in, you’ll be taken to the Account Home page. This is the page where you’ll eventually be able to see your earnings, as well as important ClickBank news, updates, and more. Here are a few key areas:

**Account Settings.** Here you will see all of the information you entered on the signup form. If you have listed a U.S. address, you will see a field called Tax ID flashing in red in the Account Information section. If you have a U.S. address and earn over $600 by the end of the calendar year, you’ll need to enter an Employer Identification Number (for businesses) or a Social Security Number (for individuals) in the Tax ID field. For more information, see the ClickBank webpage on [Accounting Policy](#).

**Contact Information.** Next, you’ll see the Contact Information section. Since you’re an affiliate, you do not need to fill out any of the email addresses or phone numbers in the Contact Information box except for your basic Account Email address and phone.

**Payment Information.** By clicking Edit on the Payment Information box, you can change your payment threshold, which is the minimum amount you need to earn before we send you a check. Please note that there is a $2.50 processing charge per payment we issue, regardless of the amount of the check or direct deposit. When you first start out, you can only choose to be paid by check. However, once you’ve received two (2) checks, and if you’re in our list of supported countries, you can choose to be paid by direct deposit to your bank account.
Important: Affiliates should not fill out the My Site, My Products, or My Images pages. These are for ClickBank vendors only. **Affiliates should not submit product approval requests and do not need to pay an activation charge for their account!**

**Note About Choosing a ClickBank ID**
Your ClickBank ID is very important. It is required to log into your account, to change your password as well as in your “hoplink” for tracking your affiliate sales.

**Anonymous or not.** You need to decide if you want your ID to remain anonymous by choosing something like “xz14” or making it identifiable like “yourname”. Why is this important? Just be aware that your ClickBank ID will appear on the ClickBank checkout page when your referred customer pays for the product.

**Step 2. Creating HopLinks**
Now that your account is created and you have a ClickBank nickname, you’re ready to start creating your “Hoplinks”. There are a few different ways to create HopLinks for Forel Publishing Company eBooks. It can be a little confusing, so let’s cover each one in detail. The names for each method below are not official names. In other words, we created these names to describe the method and so you will not find the names (like Basic HopLink) listed on the ClickBank website

**What is a HopLink?**
A “hoplink” is an affiliate link created by ClickBank. ClickBank has a very ingenious way of tracking affiliate sales by using ClickBank IDs to link affiliates and publishers together. Here’s the typical format of a “hoplink”:

http://AFFILIATE.VENDOR.hop.ClickBank.net

As you can see, as long as you know the vendor’s ClickBank ID and your own ClickBank ID, you can create your hoplink and get credited for affiliate sales.

**The Forel Publishing (Vendor) ClickBank ID is: FORDMANUAL**

**How HopLinks Work**
Hoplinks are essentially “redirects”. This diagram below illustrates the process:
As an affiliate, you can place your hoplink on your website, advertisement, blog, social network, forum or even on emails and PDF documents. Basically you can place your affiliate hoplink anywhere you can post a link. When a prospective customer clicks on your hoplink, they will be silently directed through ClickBank’s affiliate system.

During this redirect process, a ClickBank affiliate cookie will be installed in the prospective customer’s web browser. This cookie identifies that you are the person who referred this customer. If the customer decides to buy the product, the credit will be given to you as the referring affiliate.

It is important to note that these cookies do not expire. So if your customer decides to wait a week and navigates directly to the Forel Publishing eBook website, you will STILL be given credit for the sale.

There are a few different ways to create personalized HopLinks that you can use to promote our products. In the paragraphs below we will discuss:

- Product Specific HopLinks (our recommended method)
- Basic HopLink
- MarketPlace Generated HopLinks
- Encrypted Hoplinks
- Optional Tracking ID’s for HopLinks
Improving ClickBank’s HopLink

Now is a good time to mention that ClickBank hoplinks send customers to one location: the Vendors website. That’s fine for some situations, but what if you want to promote just a single product? Well, the Basic and MarketPlace (discussed a little later) won’t let you do this. These hoplinks only link to the homepage of the Vendor.

We thought: “There must be a better way!” Turns out, there is. By using special software, we can allow our affiliates to create hoplinks that take customers directly to the ClickBank checkout page. So, if you want to promote and sell our 1955 Ford Thunderbird Shop Manual, our “product specific” hoplink will take the customer directly to checkout!

Why is this important? Two words: increased sales. Once a customer decides to buy a product, it is time to “close the deal”. If the “Buy Now” button takes the customer to another website where they must search for the product, they could get impatient or frustrated and not make the purchase.

What our specialized software does, is give you, the affiliate, more options.

If you need help building your hoplinks or just have a question, please contact us at Sales@forelpublishing.com We’re here to support you!

Now, let’s get started on how to build the different kinds of hoplinks!!

Product Specific HopLink (Recommended)

For affiliates who do not want to direct customers to the Forel Publishing Company eBook website (like is done in the Basic HopLink and Encrypted HopLink methods) or if you want to promote only a specific eBook, the “Product Specific HopLink” is the solution.

With this method, the customer is immediately taken directly to the ClickBank checkout page for the specific product. This method has proved extremely successful for websites or promotional articles because, from the customer’s perspective, the checkout page is part of the affiliate’s website.
An example of what the customer experiences is shown in Figure 6 above. From the customer’s standpoint, they click the Buy Now image, make the purchase, and then get the manual. It’s that simple.

From a processing standpoint or behind the scenes, Figure 7 provides a pictorial of the actions.
Creating Product Specific Hoplinks
To create product specific hoplinks, a Product Identifier or PID must be used to identify the exact product. Every Forel Publishing Company eBook will have a unique PID. The PID must be included in the hoplink.

A complete listing of products and their PID is provided in Annex 1 of this guide.
To make the Product Specific HopLink, you just replace NICKNAME with your ClickBank nickname and change the PID to match the product. Product specific links will look like this:

**Plain Text version:**

http://www.forelaffiliates.com/go.php?offer=NICKNAME&pid=1

**HTML Version:**

<a href="www.forelaffiliates.com/go.php?offer=NICKNAME&pid=1" target="_top">Click Here!</a>

Table 1 are four examples of product specific hoplinks for the same product.

**Table 1 - Example of Product Specific Hoplinks**

<table>
<thead>
<tr>
<th>To Display this</th>
<th>Add This Code</th>
<th>What Happens</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Image" /></td>
<td>&lt;a href=&quot;http://www.forelaffiliates.com/go.php?offer=NICKNAME&amp;pid=1&quot; target=&quot;_top&quot;&gt;Check this Out!&lt;/a&gt;</td>
<td>Only the text “Check This Out!” is displayed. Example of simple HTML. Customer taken to checkout</td>
</tr>
<tr>
<td><img src="image" alt="Image" /></td>
<td><a href="http://www.forelaffiliates.com/go.php?offer=NICKNAME&amp;pid=1">http://www.forelaffiliates.com/go.php?offer=NICKNAME&amp;pid=1</a></td>
<td>Text version. Customer taken to checkout</td>
</tr>
</tbody>
</table>
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Remember, Annex 1 of this guide has the complete listing of all products and their PID.

Does this look like too much work? If so, don’t worry – we can help! We have created downloadable Excel spreadsheets of all the product PID information. We also have pre-formatted HTML pages with everything you need.

Again, if you have any questions or concerns just contact us for help.

Figure 8 - Example of a product specific webpage. We can create this for you.
Basic HopLink
The most basic way of creating HopLinks requires you to know your ClickBank account nickname, as well as the nickname of the ClickBank vendor you want to promote. If you know both of these nicknames, you can create your own HopLink by sending people to a website address in the following format:

http://AFFILIATE.VENDOR.hop.ClickBank.net

To make the HopLink work, you just replace AFFILIATE with your ClickBank nickname and VENDOR with Forel Publishing’s ClickBank nickname. Since our Vendor ClickBank ID is Fordmanual, all Forel Publishing basic hoplinks will look like this:

Plain Text version:

http://NICKNAME.FORDMANUAL.hop.ClickBank.net

HTML Version:

<a href="nickname.fordmanual.ClickBank.net/" target="_top">Click Here!</a>

ClickBank HopLink Generator – You can also use the hoplink generator provided on the ClickBank website. Click on the link below, and you can generate the basic hoplink for all Forel Publishing Company products:

https://fordmanual.accounts.clickbank.com/info/jmap.htm?vendor=FORDMANUAL

Figure 9 - ClickBank’s hoplink generator
Table 2 are two examples of basic hoplinks for Forel Publishing Company products.

Table 2 - Example of basic hoplinks for Forel Publishing Company products

<table>
<thead>
<tr>
<th>To Display this</th>
<th>Add This Code</th>
<th>What Happens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click Here</td>
<td><code>&lt;a href=&quot;NICKNAME.fordmanual.ClickBank.net&quot; target=&quot;_top&quot;&gt;Click Here!&lt;/a&gt;</code></td>
<td>Only the text “Click Here” is displayed. Customer taken to the Forel Publishing eBook website.</td>
</tr>
</tbody>
</table>

MarketPlace Generated HopLink

Another way to create HopLinks is by using the ClickBank Marketplace. You can search the Marketplace to find products to promote, and then click the Promote button to the right of the product listing to easily generate a HopLink that’s unique to you. See figure 10 below.

This HopLink will be automatically encrypted using HopLink Shield for added security. Once you’ve generated the HopLink, you can copy the HopLink address and paste it anywhere you want to promote the product.

To locate Forel Publishing Company in the ClickBank Marketplace, enter “Ford Manuals” in the “Find Product” search box and click the search icon.
The next screen you see will be a listing of all companies that match the search criteria. Generally, the Forel Publishing result will be at or near the top.

![Figure 10 - Finding vendors on ClickBank Marketplace](image)

![Figure 11 - Forel Publishing Company as listed on the ClickBank Marketplace](image)
Before you start promoting, we recommend that you paste the HopLink into a text file on your computer using Notepad (or TextEdit on a Mac) or Microsoft Word, and save the file so you can keep track of all the different HopLinks you’ve created and have easy access to them whenever you find a new place to promote products.

As you can see, there are two formats of your HopLink. The top format is the direct URL, which you can use when you just want to paste a link directly with no HTML formatting. For example, this link format is often used in emails, Twitter, Facebook, or instant messenger with a friend.

The second format is what the HopLink looks like in HTML code. You’d use this type of format if you have your own website and want to post your HopLink, like if you write a product review and want to link to the Pitch Page using your HopLink. You can replace the text that says “Click Here!” with any promotional text you want. You might also use the HTML format when posting a link in a forum or other message boards.
Quick Response Codes. Relatively new to marketing is the QR or Quick Response Codes. These 2D barcode stores information and can be read by mobile devices with a barcode scanner. This image encodes your encrypted HopLink, allowing you to refer mobile customers to the vendor’s site, via off-line or other graphical campaigns.

This QR Code is created to take customers to the Fore Publishing eBook website This hoplink is like a Basic or Marketplace but in QR format.

![QR Code]

This QR Code is created to take customers directly to the checkout page for the 1960-64 Ford Car Master Parts and Accessory Catalog. This is like a Product Specific hoplink in QR format.

![QR Code]

Encrypted HopLink

If you would rather not display the actual HopLink URL, ClickBank offers an encryption feature known as Hoplink Shield. As long as you know your nickname and the vendor’s (Forel Publishing Company), you can generate an encrypted HopLink.

If you want to encrypt your basic hoplink go to: https://www.ClickBank.com/hoplink_encoding.htm

For example:

Un-encrypted HopLink: http://nickname.fordmanual.hop.ClickBank.net

Encrypted HopLink: http://59ae1aozsxsygg39-vmlblg12-t.hop.ClickBank.net/
The Good and Bad about the Basic and MarketPlace HopLinks

This is by far, the easiest HopLink to create but it has some pros and cons. One advantage is that while the customer is on our website, they may see other manuals to purchase. Even if the customer buys a manual you did not originally promote, you still get credit for the sale.

On the other hand, say you want to promote a specific manual (say, the 1957 Ford Truck Shop Manual), the customer must search for the manual on our website. Although searching is easy, some customers may get impatient or annoyed with trying to locate the manual on a different website than yours. It is for this reason; we created the “Product Specific HopLink” method below.

Optional Tracking ID’s for HopLinks

Adding tracking IDs to your hoplink is optional. As I mentioned earlier, there’s virtually no limit to the number of places where you can place your hoplink. However, you may
wish to know which source of traffic is generating the most sales for your promotional efforts.

ClickBank allows you to add tracking IDs to your hoplink so that you can keep track of your affiliate sales. All you need to do is to append the identifier “?tid=” followed by an 8-character tracking id to the end of your hoplink. For example, if I add a hoplink to my blog post, I could append the identifier “blog” to my hoplink like so:

http://AffiliateClickBankID.PublisherClickBankID.hop.ClickBank.net/?tid=blog

When someone clicks on your hoplink from your blog and subsequently buys the product, you will be able to see the identifier “blog” in your sales report. If you see this happening, you may wish to drive more traffic to your blog post. That’s the benefit of using tracking IDs.

For product specific links you should use the format:

http://www.forelaffiliates.com/go.php?offer=YourNickName&pid=1&tid=1234567685

Replace YourNickName with your own, replace the pid with the product pid and assign your own tid.

**Testing Your HopLink**

After you’ve created your first HopLink, it’s important to test it to make sure you’ll receive commissions for sales you promote.

To test your HopLink to make sure it’s working correctly, you can either enter your HopLink directly into your browser’s address bar and hit Enter, or click on your HopLink directly if you’ve already posted it somewhere online. Once you’re on the vendor’s website, click their Buy Now button so you’re taken to the ClickBank order form. If you scroll to the bottom of the order form, you should see `[affiliate=yournickname]` (see screenshot below).

To learn more about HopLinks, visit the ClickBank website “All About HopLinks,” but for now you’re ready to start promoting your HopLink!
Step 3. Start Promoting Forel Publishing Products

OK, you’ve signed up for your free ClickBank account and have created your first HopLink. But where should you actually start promoting your HopLink? Trying to decide where to spend your time and effort can be a bit overwhelming at first, but we’ll give you some ideas to get started. Once you’ve mastered the basics, your imagination is the only limit to the ways you can promote our products.

If you have your own website, that is one great place to promote hoplinks. However – it is not necessary to have a website to be a ClickBank affiliate! We’ve created a section in this guide called Marketing Techniques that’s a great place to learn about other methods affiliates use to promote Forel Publishing products effectively.

An important rule of thumb to remember is that if you want to get a good return on your time, money, and efforts, you should promote products to audiences that might be interested in them. For example, if you post your HopLink our 1966 Mustang Part and Body Manual in a forum dedicated to politics or gardening, people won’t click on your HopLink and you may find yourself quickly banned from the forum.

However, if you link to the same 1966 Mustang Part and Body Manual in a forum or discussion group dedicated to Mustang restorations, along with reasons why you think this is a great product and how it can benefit other members, you’re likely to get many more clicks and purchases from your HopLink. Posting a useful and relevant HopLink and description will also make it more likely that members will trust your recommendations in the future.

The same principle goes for other common promotional techniques like article writing or tapping into your social network— the more relevant and useful the product is to your audience, the better your sales will be.

Earning Commissions and Getting Paid

If you’re new to affiliate marketing, the idea of earning commissions for promoting other people’s products can be both exciting and confusing. How do you know how much you’ll earn? How is the sale tracked and reported? When will you get paid for the sales you’ve driven?

Understanding Commissions

Here’s a simple overview of how ClickBank commissions work:

1. You find a product to promote and create a customized HopLink.
2. You promote the product online.
3. A customer clicks on your HopLink, goes to the vendor’s website, and ends up purchasing the product.
4. The customer purchases the product from ClickBank and you receive credit for promoting the sale.
5. Your commission is calculated based on the net sale price (see below) and credited to your account within two minutes of the sale.

How Commissions Are Calculated and Reported

Every Forel Publishing Company product has a commission rate that is set at 55%. When you drive a sale to that product, ClickBank processes the sale, applies its charges, then calculates the commission rate based on the remaining net sale amount. Here’s an example of how much you'll earn on a one-time purchase product with a 55% commission rate:

- Retail Price: $29.95
- Subtract 7.5% + $1: -$3.25
- Net Sale Amount: $26.70
- 55% of Remainder: $14.69

Therefore, as the referring affiliate for this sale, you would earn $14.69.

Getting Paid

Obviously, the goal of being an affiliate is to get paid for your efforts. To receive your first commission payment, there are two requirements:

1. You must reach your payment threshold, which you set in your Account Settings.
2. You must meet the Customer Distribution Requirement.

For more details about these requirements, please see the ClickBank website on their Accounting Policy at http://www.ClickBank.com/accounting.html

Once you’ve met these two requirements, you can start receiving payments. For more details about ClickBank’s payment schedule see the ClickBank website information on Paychecks at http://www.ClickBank.com/help/account-help/reporting/paychecks

If you’re located in an eligible country, once you’ve received two paper checks from ClickBank within a 12-week time period, you can start receiving payment via direct deposit. Once you become eligible for direct deposit, you can specify this as your payment method in Account Settings->Payment Information. If you are not within a country supported by direct deposit you may be eligible to receive wire payments.
Refunds and Chargebacks

One question you may have is whether you will still receive your affiliate commission if the product is returned or if the customer requests a chargeback on the purchase. Unfortunately, the answer is no. All money is returned to the customer, so Forel Publishing and affiliate must return their portions of the sale as well.

Because of the 60-day return period for all ClickBank products, they utilize a return allowance to cover the possibility of returns. See more information at: https://www.ClickBank.com/accounting.html#A12

Marketing Techniques

As a ClickBank affiliate, the number of ways you can promote ClickBank products is nearly unlimited. However, to help get you started, here are some of the most common ways that ClickBank affiliates choose to promote products, as well as the pros and cons of each.

Article Marketing

If you’re an affiliate who’s just starting out and doesn’t have a big budget to spend on your advertising initiatives, or if you enjoy writing, article marketing can be a good way to start promoting products without having to spend a lot of money. Your main investment in article marketing will be your time and creativity.

Article marketing is the technique of writing articles that are posted and distributed online for the purpose of driving traffic to a particular website or product you’re promoting. These articles may be posted on sites dedicated specifically to article marketing, such as Ezinearticles.com or Goarticles.com, or could be written for an industry-specific website. There are many different styles of these articles, such as expert advice articles, a review of a product, or many other topics.

For example, let’s say you are promoting an ebook about re-wiring your car. You could write an article in an online directory that offers readers some advice about a specific topic, like general tips on wiring an alternator. You could then mention that you learned these tips and more from a particular ebook, and that they should check it out if they’d like even more advice. You’d then post your HopLink, so you get credit if someone ends up purchasing the product.

The additional benefit of article marketing is that if your articles are useful enough, you could become recognized as an expert in a particular field, which could end up generating more exposure and sales for you.
Pros: Free; allows for a great deal of creativity, especially if you like writing; if your article gets shared or distributed around the Internet, it can “go viral,” resulting in a great deal of additional free traffic for you
Cons: Time-consuming; may take a lot of effort before you see articles start generating traffic; can be competitive if there are many other people writing on the same topic

Websites, Niche Sites & Blogs

Like article marketing, creating niche sites and/or blogs can be another great option for affiliates who have more time and creativity than money. If you do create your own website or self-hosted blog, there may be costs for a domain name and hosting, but these are typically pretty small. There are also many options to get your own site or blog that is hosted for free, though you may be more limited on options like the look and feel of the site or how many pages your site can have.

Once you’ve identified a niche market that you want to promote (such as Ford Falcon restoration), you create your own website or blog that is dedicated to this topic. You then write articles for your own site, similar to the types of articles you might write for article marketing directories. The goal is to get free traffic to your website, either by getting linked to from other sites or by ranking well organically in search engines on particular search terms. You can then have HopLinks to a number of different ClickBank products in that niche, giving you the opportunity to promote many different products from a single source.

Creating your own site is especially beneficial for ranking in search engines, as the more articles and content you create, the higher search engines will rank your site. Like article marketing, this technique can take time before you start seeing results, so it’s not something you should expect to show immediate returns, but it can be one of the best ways to create sustainable long-term profits with a minimum of money spent. You can even combine this technique with article marketing or social media marketing, by linking to your site from the bio of your article or social media profile.

Pros: Low cost or free; allows for a great deal of creativity; potential to drive large amounts of traffic through search engines or social media; you can build a “brand” for your website, especially if you host your own site or blog and have a unique domain name
Cons: Time-consuming; may take a lot of effort before you start generating traffic; can be very competitive if there are many other sites in your niche
Social Media Marketing

Social media marketing has exploded in the past few years as a way to advertise and drive free traffic. “Social media” is a very broad term that includes sites and services like Twitter, Facebook, Myspace, social bookmarking sites like Digg and Del.icio.us, Youtube, and many more.

The main benefits of tapping into the power of social media are that it’s free and that your message has the potential to “go viral” and reach a huge amount of people quickly with no extra effort on your part. The difficulties of social media are how to get your voice heard above the millions of other people out there, and how to avoid being seen as a social media “spammer.” The key to being successful promoting products in the social media space is to provide content that’s worthwhile enough for people to actually want to follow you and take your advice when you recommend products.

Pros: Free; easy to get started and participate in; has the potential to reach huge audiences; many potential sites and services to participate in
Cons: Lots of competition on popular services like Twitter; many people on social networks don’t like to be sold to, so there’s the potential to be labeled a spammer

Sample or Demo PDF Files

Many potential customers are wary about making a purchase without knowing the quality of what they are buying. This is where a sample of a manual is a great opportunity to show customers what they are getting. Generally, our samples are between 30-100 pages of the full manual which is just enough to show them the quality and peak their interest. Not only do samples increase sales but they also reduce returns and unhappy customers because they already know what they are getting.

To make samples even better, many of our resellers include their Buy Now buttons directly to the sample. The generic button Buy Now works fine but you can take this to the next level by adding you company or club logo, URL, etc.

Adding a Buy Now image to the sample not only reminds the customer where they downloaded the sample from, but also takes advantage of viral marketing. For example, say Bob saves a sample of the 1960-64 Ford Car Master Parts and Accessories Catalog to his computer. He’s interested in buying it but it too busy at the moment. When he returns to the sample a few weeks later, all he has to do is click on the Buy Now
image embedded directly into the sample. He does not need to rake his brain trying to remember which site he visited. Meanwhile, Bob forwarded a copy of the sample PDF to his friend Karen (this is the viral marketing part). Karen also wants to buy the full version just like Bob. Since the Buy Now image (with your ClickBank ID embedded) is integrated into the sample, all Karen needs to do click it and once again, you get credit for the sale. What’s great is that you never even communicated with Karen in any way but still earned the commission on the sale.

With sample PDF’s that have your embedded ClickBank ID, the idea is to encourage people to share the sample with as many of their friends as possible.

There are a couple of considerations to consider:

1) To add your own customized Buy Now image to a sample, you will need Adobe Acrobat or a third party software capable of editing the original PDF. Although this is an investment it can more than repay for itself.

2) Hosting the sample files on a server (your website) for customers to view and download has an associate cost. For example, some website hosts only allow for a few hundred mb of storage. Depending on the sample itself, each sample can be from 1.5 mb to 30 mb. If you have limited data storage, hosting all the samples may increase your costs.

Forel Publishing can help with both creating and hosting your customized sample files. At a cost of just $3.00 per sample, we can add your customize Buy Now image, add your ClickBank ID, and host it for you on our server. Whether you want to create 1 or 100 customized samples, we are here to help!

**Search Engine Marketing**

Search engine marketing is comprised of two main techniques: search engine optimization (SEO) and pay per click advertising (PPC). Each has very different challenges and benefits.

Search engine optimization (SEO) is the practice of trying to get your website, blog, or other page (such as an article you’ve written for an article directory) ranked highly in search engines for a particular keyword or phrase. The ultimate goal is to drive free traffic to your website or promotion when someone searches on that keyword. SEO can generate an extremely good return for you, but often requires a significant investment of up-front time to learn good SEO techniques and apply these to your work. However, the long-term benefits of creating content that ranks well in search engines can be extraordinarily profitable.
**Pros:** Typically free; can drive huge amounts of traffic; has long-term returns  
**Cons:** Steep learning curve; search engine positions change regularly, so results can be inconsistent; may take a long time before you see results, if at all; competitive

Pay per click advertising (PPC) is the practice of placing paid advertisements in search engine results for a particular keyword or phrase. You agree to pay a certain amount if someone searches on a keyword and clicks on your advertisement. Many very successful affiliates pay to advertise on the search engines, as the main benefit is highly-targeted traffic, but the downside is that it can cost a significant amount of money and requires a great deal of testing and experimentation to find profitable keywords, ad copy, etc. It can also be very competitive, so PPC can be a difficult and expensive tactic for affiliates who are just starting out.

**Pros:** Quick to get up and running; popular keywords can drive a great deal of traffic quickly; you can target highly relevant, well-qualified traffic  
**Cons:** Can be extremely expensive; highly competitive; search engines (especially Google) have many rules about what affiliate promotions are acceptable; usually require a great deal of research, attention, and oversight, especially early on, to be profitable

These are just a few of the many ways you can effectively promote ClickBank products. ClickBank affiliates are constantly finding new and innovative ways to promote products and expand their reach. Hopefully this list will help get you started, but we’ve only scratched the surface. The best way to discover what will work for you and your niche is to get out there and start experimenting!

**eBook Security**

Why the PDF security? Simple, to protect both yours and our profits. Consider this, internet pirates don’t want to steal the cheap, poor quality eBooks. Instead, they target the best quality on the market – those produced by Forel Publishing. As a result, we encrypt all our PDF eBooks to ensure authenticity to the customer. Not only does the security protect the customer from counterfeits, but it also protects you, the reseller from lost sales.

A simple registration process, using a unique “Activations Serial Number” is all that is needed to view the contents. Once activated, the PDF is “locked” to the computer to prevent illegal redistribution.

So, if you are considering selling other eBooks, ask the question: “Do they use adequate PDF security or Digital Rights Management (DRM) to prevent piracy? Simple “password” protection of a PDF is not enough because pirates can share the password and it does not prevent illegal redistribution (making a copy for others).

**We use the best PDF security on the market. Your profits are protected with us!**
Appendix 1 – Product Identification (PID)

The table below is a listing of all Forel Publishing Company products with the associated PID, the price, publisher SKU, and Product Specific HopLink URL. This is current as of the date of this guide publication.

Since we are always adding new products, it is highly recommended to download the most current Excel spreadsheet of products from our website. Go to:

http://www.forelpublishing.com/ClickBank/ClickBank_download.zip

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<thead>
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<th>PID</th>
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<th>SKU</th>
<th>Product Specific Hoplink URL</th>
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<td>D20081</td>
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<td><strong>111</strong> Ford C4 Transmission Service Training (Course 7500.1 and 7501.3)</td>
<td>$8.95</td>
<td>D10175</td>
<td><a href="http://www.forelaffiliates.com/go.php?offer=NICKNAME&amp;pid=111">http://www.forelaffiliates.com/go.php?offer=NICKNAME&amp;pid=111</a></td>
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<tr>
<td><strong>113</strong> Autolite Model 4300 Carburetor - Operation, Adjustment and Overhaul; Training Handbook 9503.1, 9503.2; Vol. 67 S2 L2</td>
<td>$8.95</td>
<td>D10177</td>
<td><a href="http://www.forelaffiliates.com/go.php?offer=NICKNAME&amp;pid=113">http://www.forelaffiliates.com/go.php?offer=NICKNAME&amp;pid=113</a></td>
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Appendix 2 – Affiliate Resources

Visit our website for the most current information at: 

All the resources below are contained in a single download at:
http://www.forelpublishing.com/ClickBank/ClickBank_download.zip

Single WebPage Versions: #1, #2, and #3

Description: This is a pre-formatted HTML page with all our products. Simply add your nickname and within minutes, have a professional looking webpage. Unlike the generic hoplink, this is customized for each and every product.

Single WebPage Version #4

Description: This is a pre-formatted HTML page with all our products. Simply add your nickname and within minutes, have a professional looking webpage. Unlike the generic hoplink, this is customized for each and every product.

Banner Ad Images

Click to See
Appendix 3 - FAQ

Q: Can your team help me create or decide where to place ads or promotions?
A: Outside of the advice we provide in our Help Center and the ClickBank Blog, we cannot assist you in creating or placing ads or other promotions.

Q: To promote different products as an affiliate, do I need multiple accounts?
A: No, you can promote any number of different products as an affiliate through a single account. There is no need to sign up for separate accounts.

Q: Do I need my own website to get started as an affiliate?
A: No, it is not necessary to have a website to be a ClickBank affiliate, though you may use one if you wish. Some other examples of how you might advertise affiliate HopLinks are through the use of online banner ads, e-mail newsletters, online magazines, ads in online classifieds, or advertising on search engines. For more ideas on common ways to promote products, please see our guide called “Common Ways to Promote Products.”

Q: Does ClickBank provide image banners to use in product promotions?
A: No, although many ClickBank vendors will provide banners directly to affiliates via an Affiliates page on their product website. Check Marketplace descriptions or look for an Affiliates link on a vendor’s Pitch Page to see if they offer banners for their product.

Q: I misspelled my ClickBank nickname in my HopLink and I know I’ve made sales! Can I get that money?
A: Possibly. If the misspelled nickname you used belongs to another ClickBank user, we cannot transfer that money to your account. However, if the misspelled nickname does not belong to anyone else, you can contact customer service for access to that account. All sales made using that nickname will be listed in the account’s sales reporting, even though the account did not exist when the sales were made. However, we cannot transfer money from that account to your main account.

Q: Can vendors cheat affiliates by “undoing” the commission on a sale, or by pretending that a sale was returned?
A: No. Unlike some other affiliate networks, ClickBank handles all sales processing and commission tracking, so vendors cannot attempt to avoid paying commission on a sale. If a vendor approves a refund on a sale, they lose their portion of the sale as well, so there is no incentive for them to pretend that a sale has been refunded.
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