

[Profit Machine] Mini Course **E-Report**

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About The Author: Dylan Loh



Dylan has been marketing online since 2003. He started out as an affiliate just like you and was basically clueless. He ventured into affiliate marketing like a headless chicken running around...

...waiting to be slaughtered.

After numerous setbacks, failures and money spent, he finally found a winning system that can drastically shortcut the affiliate's learning curve and enable affiliates to start making profits in the shortest possible time.

And so, "*Clickbank Profit Machine*" was born. Besides ClickbankProfitMachine.com, he also maintains several sites and is working on a few others. He's 21 (2006) this year.

P.S. Read through the end of this report because at the very end, I'll tell you how you can make use of this free report to *build a huge profitable list* in no time !

"How To Find Out What To Promote On Clickbank"

One of the many mistakes that affiliate marketers do is not failing to acquire enough knowledge. Rather, **It's not making something happen with the knowledge they have.**

Contrary to what most people think, affiliate marketing isn't all that difficult. Most people already have some knowledge in affiliate marketing but they don't succeed because they don't apply their knowledge properly.

Let's Go Back On Track. So How Do You Determine Which Products To Promote?

Step 1:

You go to Clickbank's marketplace and scan around the top 2 pages of each category. Take a look at the statistics of these products.

By this I mean the *gravity*, *the % referred*, *\$ earned per sale* etc...

So you think you've found a good category to enter - Say Sports & Recreation. The next logical step would be to **unearth a winning product to promote.**

Generally, the top 5 products are extremely competitive and have tons of affiliates promoting it already. It would be quite difficult for you to take on the competition at this stage.

Step 2:

Click through to the next few pages and look for items with a reasonable % referred that isn't too high and a good gravity weighting.

Broadly speaking, a % referred rate of more than 75% is high and anything with a gravity rating above 30 would be worth a shot.

Step 3:

Select 3 products that fits the criteria and choose from them. Click on "view pitch page" to see the sales page for yourself. It'll instantly become very clear to you which of the 3 sales page converts better.

I'll talk more on some things to look out for in the sales page in tomorrow's lesson.

Clickbank Profit Tip #1: First, I do a "look" around Clickbank Marketplace. I look from the first page (best sellers) onwards slowly to the back. You would notice that most are around the same niche but I need something different, something that is a niche and does not have many similar products in the Clickbank marketplace...

(Page 8 of "Clickbank Profit Machine" of "Finding The Right Product To Promote)

Looks familiar doesn't it? You've probably seen it when you first saw ClickbankProfitMachine.com. Using the above method has helped me unearthed many gems in Clickbank

And there's no reason why you can't too!

Other things to look out for:

1. Does the vendor provide a strong affiliate resources page?
2. Is the % Earned per sale stat high? Generally, I'd never promote a product that pays below % 50 unless its a high ticket item.
3. Are there any payment leaks? Scan for them, its extremely important that you do this. More on this in the next lesson.

I've to mention there is **no sure-fire way** to select and pick products to promote.

Even if you follow what I say to the dot, you could end up picking a loser, the only 100% guaranteed way is for you to test it out - Find what works and what doesn't yourself...

And that is one of the reasons I created ***Clickbank Profit Machine***

"How to Instantly Determine If A Product Converts, From Its Sales Page, In A Single Glance"

In this topic, I will talk about the little tricks and methods I use to gauge the "promotability" of a product.

The Sales Page Is Even More Important Than The Product Itself...

You can have the best product in the world but if you do not have a good sales page, no one is going to buy anything from you!

So from an affiliate marketer's point of view...

You won't make a single commission or sale whatever the promotional methods you use and however great the product is unless the sales page converts!

I hope you'll read that a couple of times over till it get into your head.

So What Should You Look Out For In A Sales Page?

1. **Scan for payment leaks.** Let me elaborate further - Many unscrupulous vendors have an added payment method on their sales page.

Now wouldn't that be good? More choices for the customers! Well not really...

Imagine spending so much time, money and effort driving traffic to the site only to have the customer buy through an alternative payment gateway in which you will **NEVER** get a penny!

2. **Look out for the bonuses.** Generally, strong bonuses converts more. And not just any hodge-podge of bonuses but good, quality bonuses that compliments the main product.

3. **The use of headlines.** Headlines are attention grabbers and actively seek out and engage the reader. Scan the page and see if any of the headlines stop you in your track. Take a mental note of the amount of pre-heads and sub-heads used.
4. **Use your common sense.** Bad language, poor grammar and unrealistic promises are a sure sign of a bad sales page.

Gauge the "promotability" of the sales page *on a scale of 1-10*. How convinced are you of buying it? Ask your friends and family members and have them gauge it too.

Other things you can do and look out for:

- Email the vendor with a simple enquiry
- Ask customers or existing affiliates about the product
- Buy the product yourself. What's more convincing than a customer promoting a product that he has bought and used before?
- Ask in the related forums. Pose some questions; look for any one who has experienced problems promoting it etc...

Inside ***Clickbank Profit Machine*** you'll find in-depth information on selecting the most profitable products to promote. Not only that...

- ***You'll discover the complete set of criteria*** I use to pick and select products to promote on Clickbank.
- ***The "way" to use Google Adwords effectively*** and it doesn't matter how many times they slap you! (I'll be touching on Adwords in the next lesson)
- ***The 2 hidden top-level techniques that all world-class affiliates use.*** Imagine the power you'll wield once you've this...SO use it carefully!

"How You Can Slap Google Back At The Adwords Game"

Let's go straight to our topic:

"How You Can Slap Google Back At The Adwords Game"

The legendary Chinese war strategist Sun Tzu said something like this:

"Knowing yourself but not knowing the enemy and you'll lose every single battle.

Knowing the enemy but not knowing yourself and you'll only win one battle out of a hundred.

BUT knowing the enemy and knowing yourself will result in you winning every single battle..."

Sounds rather corny I know but maybe its because of my bad translation :) Anyway, the whole point in me listing this out is...

You've got to know what Google Adwords is penalizing before you can tackle the problem! Why are people getting "slapped" by Google? **What exactly have they done? You've got to know the "enemy" inside out.**

The fuss all came when Google introduced its landing page quality score.

Pages that didn't have any real quality content were penalized. And ads that weren't relevant to what searchers were looking for were also penalized...

Those That Were Hit The Hardest

1. Affiliates promoting a "name squeeze" page. A "name squeeze" page is basically a page where it asks for the visitors' name and email address before directing them to the sales page.

These kind of sites tend to have very little content on them.

2. Advertisers with very low Adwords keyword costs.
3. Advertisers who are promoting sites with very little relevant content.

The relevant content part comes from Google's landing page quality score. In short the relationship between your landing page and your ad and search term will affect your quality score.

Imagine your ad getting a good click-through rate but a very high "click-back" rate - The times a visitor hit the back button immediately after landing on your site - ***Surely Google will be thinking "there must be something irrelevant here..."***

What can you do if you were hit hard?

- Improve relevancy and add content of your site.

I suggest you DROP promotions on name squeeze pages and focus on direct sale pages instead.

My adwords campaign for ClickbankProfitMachine.com was not rattled a single bit. This is because there is relevant content on the page related to the search term and the ad.

Yes! They actually recognized my sales copy as relevant content

- Look for alternatives

There are many other paid search placements alternatives. Like Overture, Kanoodle, FindWhat, MSN, Dogpile to name a few. This is not mentioning the other promotional methods you can use...

Alright! This wraps up today's short lesson. When you get ***Clickbank Profit Machine*** you'll discover a treasure trove of Adwords information. Information like...

- **The top 3 Adwords writing techniques.** These techniques will make you write ads like a pro and more importantly gets you a high click-through rate!
- **The Google Adwords Headline swipe file.** You'll get the very best headlines to modify and fit in for your own use. These are headlines that have proven to get clicks.

"How To Keep Growing Your Profits Without Any Additional Effort"

Well, you simply take it forward! Expand on your sales!

So how do you expand on your sales?

Now that you've made a few sales, use this chance to expand and *gain momentum*.

Don't freeze and stand still. Use a new method of promotion. Join a traffic exchange; advertise in Ezine, use word of mouth, classifieds, Adwords...etc

Most importantly, maintain a list of your customers, these are people who have bought through your affiliate link before.

It is always easier to get an existing customer rather than a total stranger to buy. Treasure the emails of your customers and guard it with care. BUT please do not spam. **You must always ask for their permission to send them mail!** The simplest way of doing this is by using an autoresponder.

Many affiliates do not know what to do after getting their first few sales. They let inaction take over. They "freeze up" and do nothing, so they basically make just that odd sale every now and then. **It's pathetic.**

The main 'secret' to growing your profits - **Do a little something everyday that'll add to it!**

Do a little something everyday that'll add to your profits!

You could:

1. Find another profitable product to promote...
2. Find new traffic sources...
3. Find and apply a new promotional method...

These are just a few examples; the main gist of this is to **consistently do something** that'll all "add up" at the end of the day.

Maintaining an "**action schedule**" is very important. Commit it to writing and make a goal every week and list the steps you'll be taking to achieve that. The simple act of committing your actions and goals into writing can have a very profound effect in your affiliate marketing efforts.

An example of an "action schedule"

Goal for the week: Make at least 5 sales this week

- **Monday**

Write 3 articles and submit it to 10 article directories.

- **Tuesday**

Add my affiliate link to my email and forum signature and start participating actively in the forums.

- **Wednesday**

Join a safelist and start sending out a few emails detailing my affiliate offer.

- **Thursday**

Do some major keyword research and find new words to target in my paid search engine marketing efforts. Write a new ad. Test a new headline.

- **Friday**

*Get **Clickbank Profit Machine** and apply the strategies taught...*

- **Saturday**

Run a couple of solo ads in a few targeted ezines.

- **Sunday**

Write a few more articles and submit them to the article directories.

This is a very general example. Of course your very own "action schedule" will be quite different from the one listed here.

Remember, ***keep setting little actions to do every single day that will all add up to your main goal.***

Be focused and keep going at it! **Do one thing at a time.** I've made a grave mistake by attempting to do so many things at one shot before. The end result? I ended up doing none well.

I realized it would be better to do things one at a time and keep focus. That's a rule people like *John Reese, Jimmy Brown and Willie Crawford swears by...*

"The One Secret And Highly Advanced Technique Revealed!"

"The one secret technique"

Have you heard of a "lead capture page"? I'm pretty sure you've heard of a "name squeeze page" because I've mentioned it before in one of the past lessons.

A "name squeeze" page is basically a page where it asks for the visitors' name and email address before directing them to the sales page proper.

Now, what would you do if you could capture the names and email address of the people that didn't buy...

...Yes! You could send them another email and direct them to your affiliate link again!

Why would you want to do this?

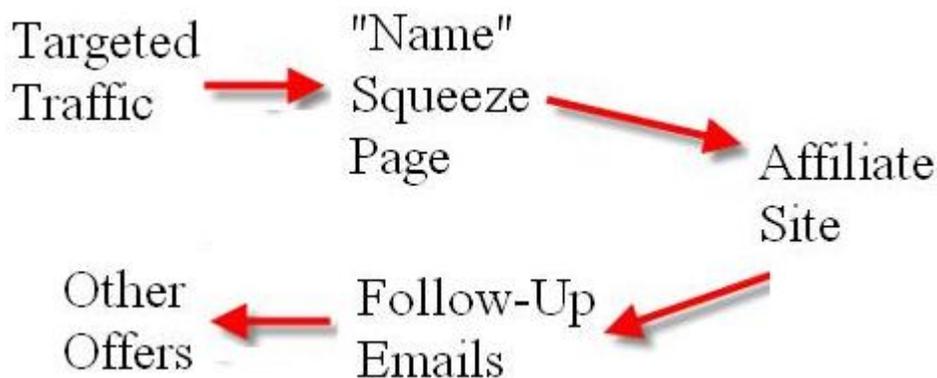
1. Experts have stated that an average person needs to be exposed to the same advertising message **at least 7 times** before making a purchase!

It wasn't possible before if you didn't have a way of capturing their emails and names!

2. You could send this list of yours other promotions on other products forever! This is the main reason why people build lists, because ***they can keep in contact with them and tell them about their latest product they are promoting!***
3. A bargaining chip. When you have a big enough list, you could be approached for a JV where you get offered a higher-then-usual commission from the other "normal" affiliates.

Maintaining a list is quite a complicated thing for a newbie. An autoresponder is your best bet to maintaining and automating your whole email marketing efforts.

To help you understand more about what I'm talking:



It's really quite simple to create a "name squeeze" page. In fact, it has to be one of the easiest thing to create on earth!

Of course, when you get ***Clickbank Profit Machine*** you'll be shown how exactly you can create your very own "name squeeze" page. **Heck, it just takes you 3 clicks of the mouse to create it!**

We've really reached the end of the course now! By now, I believe you'd have gained some very useful affiliate marketing knowledge.

Surely, after this small 'whiff' of what is in ***Clickbank Profit Machine***, you'd realize how its going to transform your affiliate marketing business?

Get the other half of the highly advanced technique now because a pair is never quite complete with just one...

...And believe me, if you think this advanced technique is good, wait till you [see the second one!](#)

"How To Profit From A Huge List By Giving Away This *Free Ebook*"

We've reached the end of the ebook. I'm sure, after the lessons and emails and this free ebook, you'd have seen what "*Clickbank Profit Machine*" can do to your affiliate business...

If you haven't already got it yet, I strongly urge you to [act on my advice](#) and do so. If Clickbank Profit Machine doesn't turn you into a lean mean profit affiliate, I don't know what will...

Now, you've read the last topic on the affiliate lead capture page right? ***It's your chance to give away this free ebook and build your own list!***

Just follow these 4 simple steps:

Step 1: Sign up with an autoresponder. I recommend [GetResponse](#) or [Aweber](#). An autoresponder basically handles your lists (collects and stores email addresses)

Step 2: Register a Domain or get a FREE domain and set up shop. Don't worry, [GetResponse](#) and [Aweber](#) BOTH have their codes for you to place on your webpage to have a lead capture page or "name squeeze page".

It doesn't matter if you don't' know squat about creating lead capture pages, its as easy as copy and pasting a one line code...

Step 3: Offer this ebook as an incentive for visitors signing up to your list. Think of it as a bribe. You may even offer something else together with this ebook to make it an even stronger "bribe"

Step 4: Set the re-direct URL to your affiliate URL for "*Clickbank Profit Machine*" and you're done! You make money through (1) the affiliate link and (2) your list collected which you can promote, re-promote and re-re-promote over and over again! (Hidden affiliate URL = www.ClickbankProfitMachine.com/aff.htm)

An example of a good lead capture page: www.ListProfitMachine.com and www.SecretGoogleTactics.com. Do let me know if you've any questions at all!

Yours In Clickbank Profits!

Dylan Loh

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