

# **Special Report**

## **How to Use ClickBank<sup>1</sup> to Sell Your Info Products and Build Your E-Mail List**

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## **1. Money-Making Methods.**

There are two primary ways to directly make money using ClickBank.com.

(1) Selling your own products as a ClickBank publisher (such as ebooks) and having ClickBank affiliates sell them for a commission.

(2) Being an affiliate for someone else's product and selling it for a commission.

This report focuses on the first method although you'll learn some information about the second too in the process. To learn more about ClickBank affiliate marketing, check out [ClickBank University](#).

## **2. Selling Your Products: The 2-Page Method.**

Many info product sellers use only two web pages on their website to sell a product on ClickBank:

(1) A *sales letter page* that describes the product and has an order button or link that can be clicked to take the purchaser to ClickBank to complete the transaction using a credit card, debit card, or PayPal. You can see a sales letter example by [clicking this link](#).

(2) A *"thank you" page* where the purchaser automatically returns to after making payment at ClickBank.

This page contains the instructions on how the purchaser can obtain his copy of your info product (and any bonuses). This may include download links that the purchaser can click on and download the purchased items to his computer's hard drive.

## **3. Selling Your Products: The 3-Page Method.**

A better method is for you to use three web pages in the transaction.

(1) Like the 2-Page Method, you'll use a *sales letter page* that describes the product and has an order button or link that can be clicked to take the purchaser to ClickBank to complete the transaction using a credit card, debit card, or PayPal. You can see a sales letter example by [clicking this link](#).

(2) As an intermediate step, you'll add a *squeeze page* that the purchaser returns to your website after making payment. The squeeze page becomes your "thank you" page. Here's a screen shot of part of one of my squeeze pages.

Thank you for your purchase!

**Please note that your bank statement will show a charge to *ClickBank* or *CLKBANK\*COM* for this purchase.**

**You're just one step away** from downloading your copy of *Internet Marketing Legal Secrets Revealed*.

So that you can receive **free updates** on important Internet law and marketing news, simply enter your first name and e-mail address below and click the "Submit" button. **You'll then be taken immediately to your book and bonuses download page.**

First Name:

Primary Email:

Be sure check your inbox to confirm.

Because I hate spam as much as you do, your information will never be shared with anyone. If you decide that you don't want to receive updates, simply click on the opt-out link that I will always provide you in every message so that you can unsubscribe.

Any questions or concerns, please feel free to contact me by e-mail at

Why is this important?

Because you're capturing the information to stay in touch with your purchasers to provide them with updates and to make follow-up offers to them of related products and services.

How is this information captured?

By using a reputable autoresponder service. I use [AWeber](#) and strongly recommend it because the company goes out of its way to make sure that your e-mails get delivered and that you're not violating unsolicited commercial e-mail (spam) laws in the process.

Because your customer has already paid, it is important to give him access immediately to your product.

Don't wait for him to confirm his opt-in to your autoresponder. Instead, set up your autoresponder so that as soon as your customer hits the submit button, he is taken to the third page for downloading what he bought.

(3) Like the *"thank you" page* in the 2-Page Method, your *download page* in this 3-Page Method contains the instructions on how the purchaser can obtain his copy of your info product (and any bonuses). This may include download links that the purchaser can click on and download the purchased items to his computer's hard drive. Since you're using an autoresponder service on your squeeze page, have the first e-mail you send using the autoresponder contain a link to the download page. This increases the odds that your customer actually gets to the download page and obtains the product he purchased from you, i.e. less complaints or refund requests.

#### **4. Back End (Post-Sale) Offers.**

You're leaving money on the table if you don't have subsequent offers to make to your purchasers. They're in a buying mood. If done correctly, about 20% of your purchasers will immediately purchase something else *if* you make the offer.

What can you sell?

Your own products or services, someone else's products or services as an affiliate, or a combination of the two as a package.

How do you do this?

Test to see what works best.

- Some marketers have an offer on the download page.
- Others have a link there to a new sales page or a sequence of sales pages with multiple upsells or cross-sells.
- Many also send subsequent offers by e-mail using the autoresponder.

#### **5. Conclusion.**

Using the 3-Page Method (sales page, squeeze page, and download page) with [an autoresponder](#) and having back end offers is the way to maximize your profitability when using ClickBank.



## About the Author



Mike Young is the Managing Member of the [Law Office of Michael E. Young PLLC](#).

With an advanced international law degree from Georgetown University and more than 13 years of real world legal experience, he helps entrepreneurs protect and grow their businesses online.

Not just a lawyer who focuses exclusively on Internet and marketing law, Mike's been working with computers for more than 27 years (his first computer was an Atari 400 with 8 KiB RAM) and started representing Internet businesses back in 1996.