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The Secret

What I'm about to tell you may shock you. People are stealing millions of dollars worth of ClickBank¹ products and getting away with it.

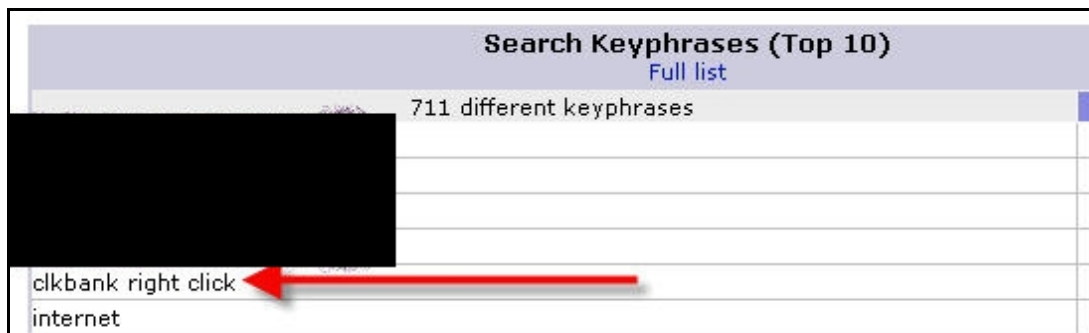
It isn't a victimless crime. The type of person who will steal your ebooks, audios, and other digital info products will give copies away by e-mail, peer-to-peer (P2P), BitTorrent, etc. just for the fun of it...and that means lost sales to you.

Why? Because *some* of those who illegally obtained your info product would have bought it from you if that was the only option.

Are you a victim? How can you know?

Let me show you the dirty details...

I found out about it by accident when reviewing the stats on a website. Here's an example:



The image shows a screenshot of a search analytics tool. At the top, it says "Search Keyphrases (Top 10)" with a link for "Full list". Below that, it indicates "711 different keyphrases". A table lists the top 10 keyphrases. The first entry is "clkbank right click", which is highlighted with a red arrow pointing to it. The second entry is "internet". The rest of the table is obscured by a black redaction box.

Search Keyphrase
clkbank right click
internet
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

Now why would someone be searching for that key phrase?

ClickBank requires that your "*Thank You*" page for customers contain certain information. This includes the following requirement.

3. Remind the customer that his or her credit card or bank statement will show a charge by ClickBank or CLKBANK*COM rather than a reference to your specific product. Your reminder should be prominent. Often customers request refunds because they forget that ClickBank is handling the purchase.

By providing this customer service, you may be telling thieves how to steal your stuff in the process.

Here's how it works.

Many "*Thank You*" pages contain information on how to download and save a ClickBank info product that has been purchased.

¹ Please note that other payment processors (such as PayPal) have similar issues. However, the focus of this report is protecting your ClickBank info products from theft.

These download instructions typically include words like "thank you," "*right click*," "*download*," "*save link as*," "*save target as*," "*my documents*," "*hard drive*," and "*desktop*."

Why? Because you're trying to make it easy for your paying customer to receive your info product.

Remember that in ClickBank's instructions shown above that you're supposed to remind your customer that a credit card or bank statement might show "*CLKBANK*COM*" as the seller because ClickBank is handling the money when the customer buys your product.

Here are a few examples of how thieves use this information to steal your stuff.

Let's do a Google search for "*CLKBANK right click*" and see the results.



That's right...**575** results² were returned for that search and many of them were the direct download pages for info products.

And the Yahoo! results were even worse.



² To protect the owners of these info products, I'm not going to show you the search engine results links here. You can perform a similar search on any of the search engines but please respect the intellectual property rights of those who worked hard to create the products. If you like something that you see, buy a copy through ClickBank.

946 results returned by Yahoo!...and many of them were direct download links. Although the number of results will vary by search engine, you will see the same type of results. That's like leaving all the doors to your house wide open at night with a flashing neon sign in your front yard that says "please steal my stuff."

The Solution

Because ClickBank requires the notice on your "*Thank You*" page, the solution isn't to delete it.

However, there are several steps that you may want to consider taking to avoid this problem.

First, talk with your web designer about (1) protecting your "*Thank You*" page from search engine indexing and (2) using tracking software, such as Google Analytics, to see where your visitors are coming from.

In addition to the "*no robots*" metatag (which doesn't always work), there are other technical steps that can be done. For example, there are scripts available that deal with this security issue, including some that create a unique download page for each customer that can't be bookmarked or re-used.

Remember that increased security, such as one-time download pages that self-destruct, can result in dissatisfied customers. You don't want a bunch of complaints and refunds simply because your paying customers botched the first download attempt and were unable to bookmark your download page or try a second time to download.

At a minimum, you should consider making key words like "*CLKBANK*COM*" and "*CLICKBANK*" graphics (jpg or gif files) images on your "*Thank You*" page instead of having those words as text. Here's an example:

ClickBank or CLKBANK*COM

Note: Don't name the image files something like "*clkbank.jpg*" or "*clickbank.gif*" either.

And, of course, if your info product download page shows up in search engine results, consider changing the name and location of the download page. Avoid using a common search term when naming your download page. For example, "*thank-you.html*" and "*download.php*" are not good web page names unless you're wanting someone to find your page through the search engines and steal your products.

I hope that you found this information to be helpful.

If you did, please share a copy of this special report with your friends by e-mail so that they can protect their info products too.

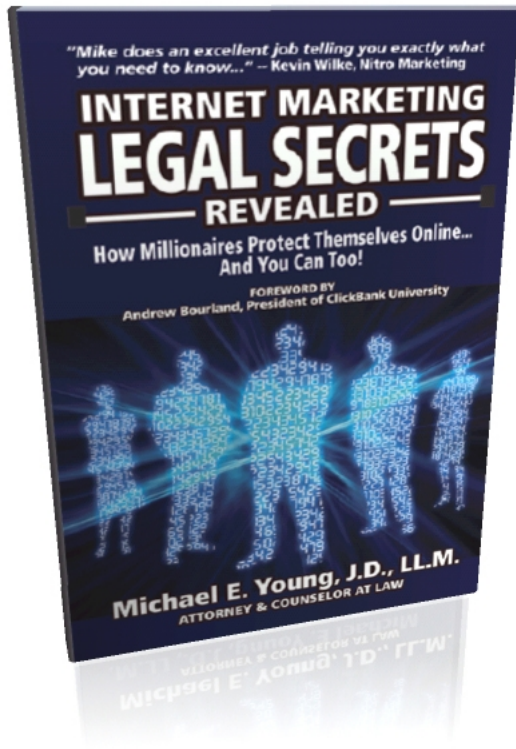
Best wishes,

A handwritten signature in cursive script that reads "Mike".

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P.S. Effective January 1, 2008, new clients will be accepted on a referral-only basis. This means that prospective clients must be referred by an existing client.

P.P.S. Be sure to check out the next page.



“Whatever you do, read this book from cover to cover. More than once.”

Andrew Bourland, President
ClickBankUniversity.com

“If you've ever tried to navigate the complex legal landscape of the net and ended up on a deserted island (or in jail), this dumbed down guide will be your life preserver.”

Mark Joyner
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“I've seen first hand the considerable cost and pain that comes with not taking the legal issues of your online business seriously. Mike does an excellent job telling you exactly what you need to know to avoid the pitfalls and do things the right way from the beginning.”

Kevin Wilke
NitroMarketing.com

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