



ClickBank And Affiliate Marketing: “That’s Cool!”

There are over 110,000 active affiliate marketers currently using ClickBank. And, from all the stories we hear, not one of them started their career knowing that they wanted to be an affiliate marketer. Now, they can’t think of anything else they would rather do.

Take Miles Baker and Russell Brunson for example. Baker didn’t finish college, tried IT support and sold hot tubs full-time. Brunson tried his hand at real estate, side jobs, ran a raking company that lasted all of four days and tried making it big with e-Bay.

Both men found ClickBank, fell in love with affiliate marketing and are making a full-time living through their online businesses.

ClickBank is the largest online retailer for those engaged in developing, selling and promoting digitally downloadable products and services. The ClickBank retail community is powered by affiliate marketers, individuals like Baker and Brunson who earn sales commissions by promoting products through their own Web sites and other online marketing programs.

ClickBank provided both Baker and Brunson the tools they needed to start and run their online businesses, including prompt and reliable payment of commissions earned and comprehensive tracking, analytics and reporting.

Affiliate Marketing

Russell Brunson’s introduction to affiliate marketing and ClickBank started with a trial and error period. “I was still in college, my wife was supporting me and I always felt guilty,” he said. So, Brunson knew he had to be creative in solving his financial quandary.

At that time, Brunson was trying to make a living buying and re-selling goods online.

While at the post office, Brunson realized that all the time and effort put into buying, posting, selling, packing and shipping wasn’t paying off; he then bumped into a gentleman that had, “80 packages, all the same size that looked like CDs,” he recalled.

When Brunson learned that the man was selling the items online, a lightbulb turned on. “I thought, ‘That’s cool!’ I did further research on what I could sell on CD or even just through a download. That led me to find ClickBank. I thought to myself, ‘This is the answer.’”

That answer was ClickBank providing affiliate marketers, like Brunson, with thousands of products, in dozens of categories, to promote. Like many affiliates, Brunson also became a product vendor.

“I earned about \$250,000 during my senior year in college and within a year of graduation had crossed the million dollar mark,” he said proudly.

Affiliate marketing works because revenue is generated for both the product vendor (the e-book writer, software developer, etc.) and the affiliate through a pay-for-performance revenue sharing model. Affiliates choose which products to offer from ClickBank’s Marketplace and know, up-front, the amount they will make when a transaction takes place. Commission rates for affiliates vary, depending on the rate set by the product vendor, but for ClickBank users the rate is often as high as 75 percent.

Making Money

Miles Baker got off to a very slow start in the affiliate marketing business. “I initially signed up with ClickBank almost 10 years ago and probably was one of the first couple of thousands of people that signed up with them,” Baker said. Then, he promptly did nothing.

After two years, “I went out to my mailbox and got a check for \$7 and some change. I was excited about it,” Baker said. “I was like ‘wow!’ Where did this come from? I vaguely remembered what I had done.” Getting the check made it real for Baker. “I applied myself to it then, started learning, got very active...and the rest is history.”

Now, both Baker and Brunson have people working for them, with Brunson making over \$3 million a year and Baker quickly approaching \$1 million a year. Both speak highly of their experiences with ClickBank.

The user-friendly aspect of ClickBank appealed to Brunson. “The system is easy to use and convenient,” Brunson said. “They made it so someone like me, just starting out and working out of a basement, could get paid.”

ClickBank’s secure platform and fraud protection help on-line businesses focus on what’s important – reaching customers. “ClickBank takes care of everything so there is no need to worry about money management; it’s secure and consistent,” Brunson said. Baker adds, “For as long as I have been working with ClickBank, I have always received my payment on time.”

The large selection of products also makes the affiliate marketers’ job that much easier. “You can go into about any niche and find a product to promote,” Baker said.

Affiliate Advice

Both men have advice for those looking to get into affiliate marketing.

Russell Brunson offers these tidbits:

- “Be unique in your site and products. Find out what you’re passionate about.”
- “The whole Internet is personality-based. People will listen to you, will buy from you and they will go to your site if you are using your personality to speak to them.”
- “What really sticks is the relationships that you can build with your subscribers and your readers.”

Baker has also learned over the years:

- “Do research and make an educated decision about what direction you want to go in.”
- “A big factor is your mental attitude. I see a lot of people giving up when they don’t see immediate success. You just have to believe you can do it.”
- “The most important thing you can do is to take action. The biggest cause for failure I have seen over the years, myself included, is when you don’t take action. If you give up taking action, you won’t be successful.”