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BLOG TO BOOK: CLICKBANK PAVES THE WAY

AFFILIATE MARKETING EXPOSES WRITERS TO THOUSANDS OF POTENTIAL READERS

If you're reading this, you really put a lot of work into your blog. A lot of work. No, it's not a hobby for you, it's a passion. You write because you have to. When you go to parties, work or play dates you always think, "How do I make this a good post?"

Your passion also carries the curse of the blank page, "What do I write NOW?" And, because you kept at it you've gained a great reward – a following. Your unique voice is resonating with people and they regularly read your blog. You've got the stats, RSS feed numbers and comments to prove it. Now, be honest, that feels pretty good. It makes all the effort of trying to find the right line, the right story and the right thing for you and your readers worthwhile.

Sure, your posts get archived, but wouldn't you love to do more with all that original material you cranked out? Now, thanks to ClickBank, you have a solid option that will help – collecting former posts into an e-book.

Newspaper columnists have done this for years—package previous columns into a book. Now, so can you.

No need to mess around with the old style of getting a book published: beg agents, solicit publishers and pray that someone in desperate need of a tan and sense of humor likes your work. You're part of the Internet generation, and the e-book suits you just fine. The thought was that no one makes money at that – until now.

E-book authors now have an option that opens doors to large markets with no up-front marketing costs: ClickBank.

CLICKBANK OPENS MARKETS FOR E-BOOKS

ClickBank provides e-book authors access to over 100,000 online outlets – with millions of readers – that are looking for e-books to market and sell. These outlets are called affiliate marketers.

An affiliate marketer is an individual or organization that operates a Web site, blog or other online outlet that is devoted to a specific topic – similar to a brick-and-mortar boutique retail store. The affiliate marketer doesn't produce anything, but sells other people's products, such as e-books.

ClickBank provides e-book writers with access to thousands of potential customers through this affiliate marketing system.

An e-book writer's opportunity is to provide a book that is of interest to potentially hundreds of affiliate marketers already selling products within the book's topic area. Once affiliate marketers have chosen your book, they become your sales force. They talk about your book, promote it and drive people to your blog or Web site.

The affiliate marketer only makes money when they refer someone from their Web site to your site and they buy your book. They earn a commission from the sale and, unlike other publishing options, you set their commission rate – anywhere from one to 75 percent.

How Does ClickBank Work for Blog to Book?



- 1) You have your book available in downloadable form from a specific Web site you create or from your blog.
- 2) Go to ClickBank.com and register to "sell products" for \$49.95.
- 3) Choose the commission rate that affiliates will get.
- 4) ClickBank reviews your site and approves (no adult content allowed).
- 5) Your e-book is listed in ClickBank's Marketplace.
- 6) Affiliate marketers can now promote your book.
- 7) Sales come in through affiliates. (If sales come directly to your Web site without the help of an affiliate, no commission is paid).
- 8) You get paid either weekly or bi-weekly.

WHY IS CLICKBANK BETTER THAN TRADITIONAL PUBLISHERS?

There are advantages for authors that sell through ClickBank:

NO AGENTS, PUBLISHERS, EDITORS NEEDED

Your blog is breaking down the barriers that used to exist between the media and public. You tossed the gatekeeper when you started writing your blog, so why get one now? When your book is ready, you can get it to market immediately with ClickBank.

TOTAL CONTROL

Writers, even the most successful, have difficulties and control issues with agents and publishers. ClickBank provides you total control over your work.

ON THE MARKET NOW

Going the traditional publishing route can take 12 to 24 months. OK, stop laughing. With ClickBank you get your book in front of buyers as soon as you are done writing it. Yes, that is more like it. The faster it gets to market, the faster you can earn money.

INSTANT CUSTOMER FEEDBACK

If your traditionally published book doesn't sell, well, that's a shame. With ClickBank, you'll find out in short order if there is a market for your title. And, if not, you have the a chance to adjust your approach until you find the right audience.

THOUSANDS OF SELLERS

It's those affiliate marketers again. ClickBank has over 100,000 active affiliate marketers. Everyone is looking for products that they can promote – and that can be your collection of blog posts that you've turned into an e-book.

NO PRINTING, SHIPPING COSTS

Choosing to self-publish or offer print-on-demand can costs thousands. To register with ClickBank, it costs \$49.95. That's it. You also don't have to mess around with order fulfillment and the need to develop a good relationship with your neighborhood FedEx driver.

ALL RIGHTS ARE YOURS

If your e-book is a runaway hit, you can bet traditional publishers will want to get in on the act. Because you have all the rights to your work, you can set the terms with any negotiations.

NICHE BOOKS WIN TOO

Not every book can be a blockbuster. With small books, money is hard to make. A traditional book deal nets the author 10 percent of the book price for the first 5,000 copies sold. With ClickBank, you decide how much commission you will make, typically 25 percent or higher, making small books more profitable.



CLICKBANK BENEFITS

CLICKBANK IS THE TRUSTED LEADER

Founded in 1998, ClickBank is a \$300 million company with a successful track record that e-book authors, affiliates and consumers have come to trust.

CUSTOMER SERVICE

Bloggers like you need time to write and not have to deal with the headaches of customer service. That's why ClickBank takes care of the majority of customer service issues for you, including the most common questions about billing.

ONE-STOP SHOPPING

With ClickBank there is no need to set up a merchant account, or a relationship with a bank or credit card company. Once you've signed up with ClickBank, you can start selling your books immediately.

PAYMENT PROCESSING

ClickBank takes payment by credit cards or PayPal, automatically pays you and automatically pays affiliate commissions for sales weekly or bi-weekly. Once you sign up with ClickBank, you are in the e-book business, just the way it is supposed to be.

STATE-OF-THE-ART FRAUD PROTECTION

No one wants to get ripped off by phony or stolen credit cards. ClickBank's fraud protection is known and trusted throughout the industry.

REPORTING

ClickBank provides detailed reports of sales, income and commissions so you can spend less time worrying about the business side and focus more on writing your next post.

DEPTH OF NETWORK

The size of ClickBank's Marketplace and the strength of the affiliate network get your e-book in front of thousands of potential readers.

RECURRING SALES

Your book may lend itself to follow-up material or newsletters that ClickBank can help distribute and sell.

READY TO START?

Go to Clickbank.com and click on "Sell Products." You'll soon be on your way to selling your e-book.