



affiliate-powered
e-commerce, worldwide!

CLICKBANK OPENS MARKETS FOR E-BOOK AUTHORS

AFFILIATE MARKETING EXPOSES WRITERS TO THOUSANDS OF POTENTIAL READERS

If you are like most writers the thought of dealing with agents and publishers gives you a migraine the size of Lake Erie. Self-publishing and publishing on demand look interesting, but heavy up-front costs and marketing a book on your own kill the deal. There are e-books, but 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 who operates a Web site, blog or another 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.

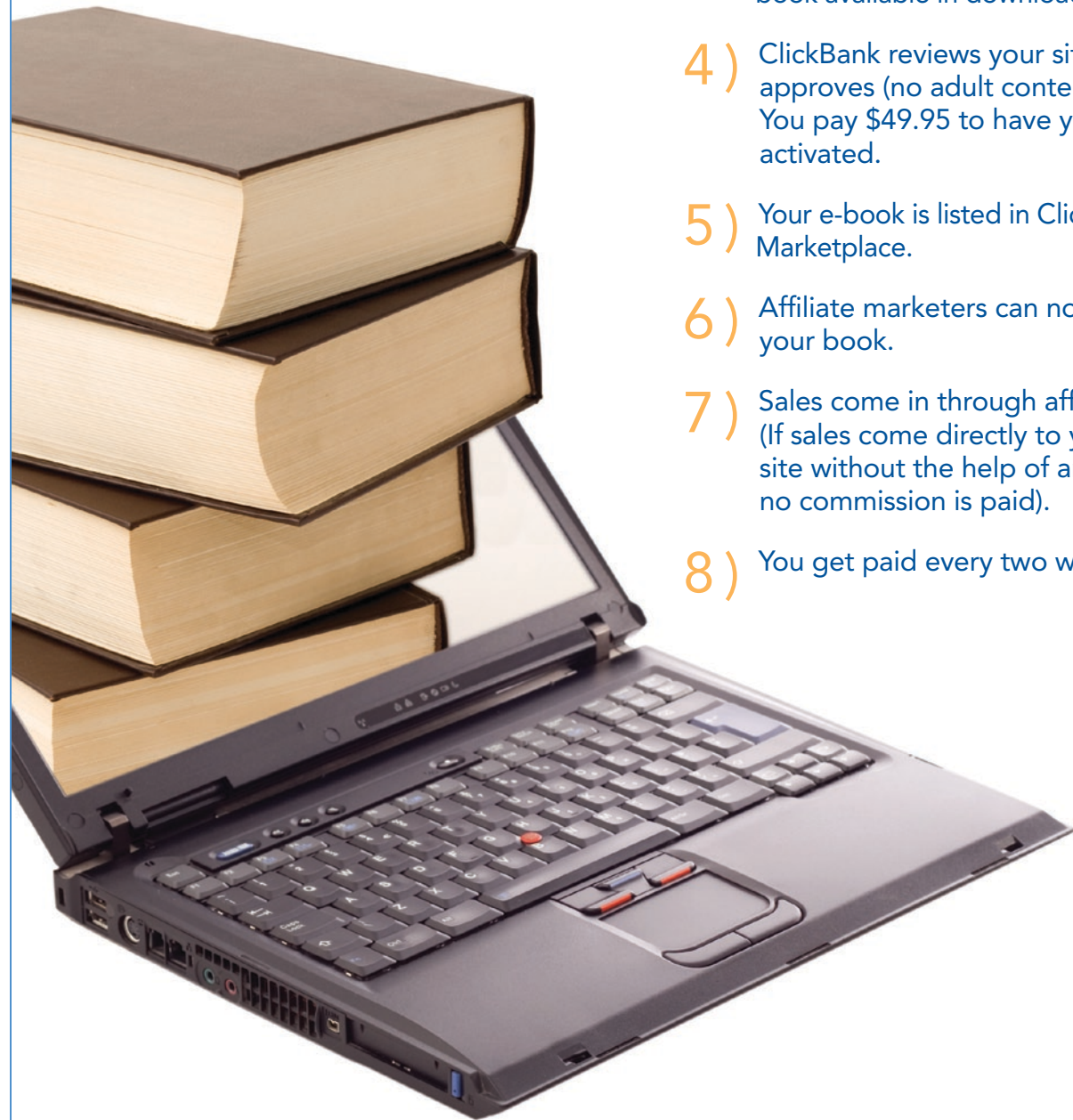
ClickBank provides e-book authors access to thousands of potential customers through this affiliate marketing system.

An e-book author's opportunity is to provide a book that is of interest to potentially hundreds of affiliate marketers that already sell 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 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 off the sale, and, unlike other publishing options, you set their commission rate — anywhere from one to 75 percent.

How Does ClickBank Work for E-Book Authors?



- 1) Go to ClickBank.com and register to “sell products.”
- 2) Choose your commission rate that affiliates will get.
- 3) You set up a Web site and have the book available in downloadable form.
- 4) ClickBank reviews your site and approves (no adult content allowed). You pay \$49.95 to have your product activated.
- 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 every two weeks.

WHY IS CLICKBANK BETTER THAN TRADITIONAL PUBLISHERS?

There are advantages for authors that sell through ClickBank:

NO AGENTS NEEDED

How many manuscripts or queries have you sent to agents with no response? When your book is ready, you can get it to market immediately with ClickBank.

TOTAL CONTROL

Authors, 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. With ClickBank you get your book in front of buyers as soon as you are done writing it. Start selling in just a few days with no software or complex payment processor integrations. The faster it gets to market, the faster you can earn money.

EASY UPDATES

Did new information in the topic area of your book become available after you’ve written it? With ClickBank, you don’t have to worry about a second print run and more costs. Just update the electronic version and it’s ready for the next customer!

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, it gives you 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 e-book. With ClickBank there are no up-front marketing costs, either. ClickBank is a pure pay for performance model. Also, ClickBank manages the contracts, tracking and payments.

NO PRINTING COSTS

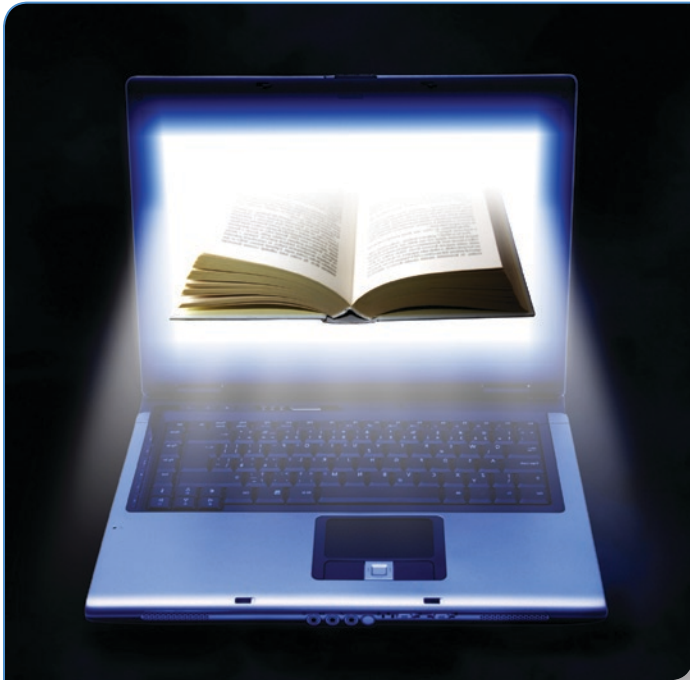
Choosing to self-publish or offer print-on-demand can cost thousands. To set up to sell your product through ClickBank, it costs \$49.95 one time. That’s it.

ALL RIGHTS ARE YOURS

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

SMALL 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

Writers like you need time to write and not deal with the headaches of customer service. That's why ClickBank takes care of a 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 every two weeks. Once you sign up with ClickBank, you are in the e-book business.

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 book.

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. With ClickBank, your e-book gets instant global distribution.

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.