



**Doing Business with ClickBank:
“Like a day at the beach”**

For many e-tailers, trying to figure out how to get their products in the public eye can be one of the more daunting tasks of becoming a successful business in the digital retail market. Then there’s the whole issue of not getting ripped off by fraudulent credit cards and, for those that do come through, getting paid in a timely manner.

James Jones, a former bank vice president, has been in the e-commerce game before people called it e-commerce. And, after a lot of trial and error, he found his business solutions with ClickBank.

In the 80s, when having your own fax machine was a big deal and a cell phone had the size, shape and weight of a brick, Jones figured out a way to use an electronic Bulletin Board System (BBS) to sell the products he was developing.

One of his early products, now at www.emergencycashgenerators.com, provides details on how individuals buy items at a low price then turn them around for a quick profit. For example, “If someone has the initiative, they can go door to door and sell peepholes to new home owners,” said Jones. “Front doors on most new homes rarely have a preinstalled peep hole – the builder never knows the height of the owner so they just skip it. When asked, most home owners are willing to buy it on the spot since it only takes 5 minutes to install. With that sale, you can generally double your money or better.”

When Jones started using BBS, selling “on-line” was a labor intensive process. “I was putting the materials on a CD, I was doing all the shipping and the people that were buying them were sending me a check in the mail,” Jones said. “I knew I could sell a lot more if I could take credit cards, but I didn’t have a way to do that,” he said.

Then Jones started using ClickBank. ClickBank is the largest online retailer for those engaged in the buying, selling and promoting of digitally delivered products and services.

“It was March 26, 1999,” Jones recalled. “I happened to be off work that day, and I decided to try it out. I wanted to see if I could get my business set up on ClickBank, and it literally took me about an hour to get it done.” Since then, Jones has been successfully selling 25-30 products through ClickBank.

Because of his successful use of ClickBank’s services, Jones officially “retired from the working world” on Oct. 11, 2002 and committed entirely to his online digital retail business.

Jones sells e-books, software, e-newsletters and courses – anything that you can download. As a ClickBank e-tailer, Jones features his own products, which he writes himself and then works with software developers who complete the development to meet his creative specifications.

Jones' best-selling product to date is Micro Niche, www.micronichetool.com. It helps online retailers grow their own businesses and find untapped potential in the digital retail marketplace. Micro Niche allows users to search terms and the tool will bring back hundreds of possible niche markets that relate to those terms. "It is then possible to build a business based on the information the software reveals," Jones said.

ClickBank Solutions

Jones says that anybody that's been doing Internet sales long enough will have been ripped off. That's why he likes ClickBank's totally secure platform and state-of-the-art fraud protection. "ClickBank has a really good mechanism built into their system so they catch fraud 99.9% of the time and I never see it," Jones said.

Jones also found that ClickBank helped him grow his business. ClickBank has more than 100,000 active affiliates selling 35,000 products offered by 12,000 product vendors just like Jones. With this sort of an established support system, it's easier to grow a business.

ClickBank also provides guaranteed tracking of sales that allows individuals to manage their account from anywhere in the world with an Internet connection. This feature allowed Jones to check in on his sales regularly while on vacation in Costa Rica. A benefit Jones does not overlook.

"That's one of the reasons I'm in this business. I don't have to be stuck in an office," Jones said. "I logged in every couple of days just to check on things, but as long as ClickBank's there collecting the payments you don't have to worry about it." Perhaps that's why Jones' favorite service of ClickBank is getting paid quickly, on-time and without headaches.