

[Another Publication of eBookWholesaler](#)

# Working with ClickBank

(Version 2.0)



Welcome to Earth's largest interlinked community of independent web stores.  
ClickBank serves over 10,000 web businesses and 100,000 affiliates, worldwide.

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This eBook is designed to assist anyone who wants to set up an account with ClickBank to accept credit card payments on line selling digital products and services over the Internet. This could be you, your customers or your web site visitors.



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# Introduction

## **About ClickBank.com**

Accept Credit Cards with **No Monthly Fee.**

ClickBank is the ecommerce solution for thousands of web businesses that deliver unique products and services over the Internet itself (via web pages, files, or email).

ClickBank's payment technology lets any web business (a seller) automatically pay sales commissions to any other web business (an affiliate) that links a paying customer to the seller. Clickbank bills the customer, pays the seller, and pays the affiliate.

By acting as the trusted intermediary, ClickBank maintains complete security and quality control in every transaction. ClickBank offers significant advantages over any stand-alone solutions for billing, marketing, or affiliate management:

Affiliates can freely link to any seller and be assured that they will be paid for every sale they generate. Sellers can freely accept new affiliates without fear of fraud or misrepresentation.

For sophisticated international fraud control, ClickBank uses ccScan<sup>sm</sup> to screen all purchases. For maximum card security, all orders are sent directly to the banking network for immediate authorization. We do not store card numbers.

Since sellers only pay commissions to affiliates when the customer makes a purchase, the seller's advertising expenditure is 100% effective.

ClickBank's services are underpinned by exclusive licenses to four patents and patents pending that protect various aspects of the system including the linking of the payment transaction with the distribution of commissions.

We have been using the services provided by ClickBank for a year and half now. We are extremely happy with the services we received from them. To open your account as an affiliate at ClickBank is free. If you would like to sell your own products, then they charge a one time fee of \$49.95 to activate your seller's account and 7.5% + \$1.00 for each sale. The best thing about ClickBank is that they offer the best plug-in affiliate facility in the industry. You will be able to set up your own affiliate program in no time. In the long term that \$49.95 fee is definitely a wise investment.

We highly recommend ClickBank to everyone who sells information products on line.

**[Click Here to Visit ClickBank.com](http://ClickBank.com)**

# Step One

## Setting up your Free Account

[Click Here](#) to set up your **Free Account first**. You will not need to pay anything now.

Once the sign up process is completed, you will see a confirmation page as below.

**Important:** Print this page, or at least write down your Nickname and the password ClickBank's system has **randomly selected** for you if you don't have a printer connected to your computer.

This will ensure that you are able to get back to your account at ClickBank even in case anything goes wrong and you don't receive your confirmation email from ClickBank.

You are now a ClickBank member!

**Please print this page for your records then click [HERE](#) to continue.**

---

**- Your Account Login Information:**  
Please take a moment to write down your ClickBank nickname and password. You will need these when you wish to check your earnings, or make changes to your account. The login URL is:

nickname: ustoday  
password: 41f8b6e1

You will need these when you wish to check your earnings, or make changes to your account. The login URL is:

<http://clickbank.com/login.html>

Thank-you for choosing ClickBank!

---

**Please print this page for your records then click [HERE](#) to continue.**

You now can click on the [HERE](#) link at this page to login to your account. Or you can wait until the confirmation email arrives from ClickBank then follow the instructions in the email with your **nickname** and a **randomly selected password** to log in to your account.

After you log in you will see on that page ...

---

**ClickBank Instant Stats: ustoday**

---

- \* Click [HERE](#) to modify your account.
- \* Scroll down to see our payment policy.

Click on the [HERE](#) link, you will see

ClickBank Account: **ustoday**  
Account opened: 4 Feb 2002

\* Click [HERE](#) to view your stats.

\* Click [HERE](#) to modify your account.

Click on the [HERE](#) link in the **Second Line**, you will see a **Modify ACCOUNT INFORMATION** page,

Modify Account: **ustoday**

**ACCOUNT INFORMATION**  
Please be certain that your contact information is accurate at all times.  

SAVE CHANGES

To specify a new mailing address please email [accounts@clickbank.com](mailto:accounts@clickbank.com)

**Contact Info:**  

Tom Hua

Contact Name

tom@ebookwholesaler.com

Email address

61-3-94173368

Phone Number

**Business Info:**  

http://ebookwholesaler.com

URL of your web site

Title for your website

Brief description

**Payment Preference:**  

\$100.00

Hold my paycheck until my balance is zero

**Account Password:**  

41f8b6e1

Account password

Now **the first thing** you should do is to **change the password** to something easy for you to remember and hard for others to guess.

Please note: **Your password must contain 8 or more letters & digits.**

**Payment Preference:**  
\$100.00 ▼ Hold my paycheck until my balance reaches...

**Account Password:**  
41f8b6e1 Account password  
☐ Change password (confirm) .

Input your password in the **Account Password:** field

**Don't forget to check the box** in front of '**Change password (confirm).**'

Then click the '**SAVE CHANGES**' Button.

Your free account is now in good order.



## Step Two

### Setting up your Sales Page

Your **sales page** is the web page where you convince the customer to make the purchase. On this page you will need to put a **sales link**. When the customer is ready to pay, this is the link they need to click on. On this page you need to:

1. Explain what you are selling.
2. Explain how the service will be delivered (web page, email, etc).
3. Explain how long it will take for delivery (5 seconds, 5 minutes, etc).
4. Include your **sales link**.

You need to set up a **sales link** (something like [Order Now](#), or even a small image) on your sales page. This is where your customers should click on when they are ready to order. You need to use a **HyperLink** to direct your purchasers to a URL as below

[http://www.clickbank.net/sell.cgi?YourNickName/1/The\\_Product\\_Name](http://www.clickbank.net/sell.cgi?YourNickName/1/The_Product_Name)

**This is the most important part:**

**YourNickName:**

You need to replace this part of the URL with **Your Own Nickname** you have with Clickbank.

**1:**

This is the number of your selling product. You can leave it as '1' for now since you are setting up the order link for your 1st product.

Clickbank allows you to sell up to 50 different products. You will use '2' when you set up the URL to sell the 2nd product, and '3' for 3rd product. ...

### **The\_Product\_Name:**

This is what your customer will see when they arrive at the **Credit Card Submission** page at Clickbank as the name of your product. Please note to put a ' \_ ' **between each word.**

Below is an **example** of the **sales link** I used for my FreeToSell Package.



The link I used to accept Payment for my FreeToSell Package is

<http://www.clickbank.net/sell.cgi?tomhua/10/FreeToSell>

**tomhua** is my Clickbank Nickname.

**10** is the product number I am selling.

**FreeToSell** is the Name of the product.


If you click on this order link you will see a page generated by Clickbank with the specifications I have set up as below,

Secure Payment Processing by [ClickBank®](#)

We do not store card numbers.

Amex012002Card & expiration

Your card number



- It is never legal to enter someone else's credit card.

- If you need a credit card you can get one online [here](#).

Valid name and email required.

Your first name

Your last name

Your email address

Must match your billing address.

.... country & state ....Your country

Your zip or postal code

Click button only once.

Product 010: "FreeToSell Special Promotion"

Click Once To Pay \$49.97

Terms of sale:

1. A \$49.97 charge by "CLICKBANK / KEYNETICS" will appear on your billing statement.

2. The geographic location of your computer has been determined, and recorded. Card fraud is a felony punishable by heavy fines and jail time.

3. You are using ClickBank to purchase a digital ticket that enables access to a specific internet address. ClickBank and its owners are not responsible in any way for any goods or services associated with that address.

4. Your card number will be transmitted directly to the banking network for authorization. ClickBank does not record your card number anywhere.

5. Your name and email address will be provided to the seller of this product upon completion of this purchase.

0 / tomhua

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## Step Three

### Setting up your ThankYou Page

Your **Thankyou page** is the page that ClickBank sends the customer to after they pay. The customer will only reach this page if their credit card is valid. On this page you need to:

1. **Thank the customer** for making a purchase.
2. **Display your email address** so that you can assist the customer if they have any questions about what they bought.
3. **Remind the customer** that their credit card bill will show a charge by:  
"CLICKBANK / KEYNETICS".
4. **Collect additional information** from the customer, if you need it to complete the sale.
5. **Make an "exit link"**. Once the customer sees your thank-you page make sure they have at least one link to follow.

You don't want people to easily type in 'http://yourdomain.com/thankyou.html' and download your products for free -- So best to bury it under a different file name, even under a subdirectory for your 'thankyou' page!

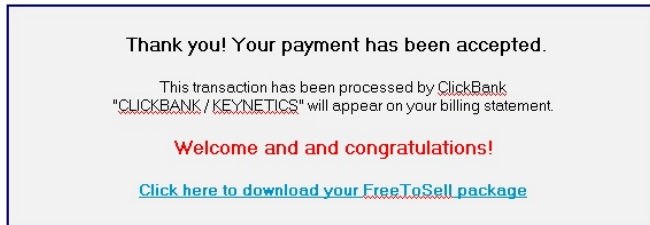
If you are selling eBooks, you need to set up a Download Link (something like [Download Now](#)) on your 'thankyou' page. This is where your customers should click on to download your product. You need

to use a **Hyper Link** to the URL where you store your product.

The HyperLink should look something like  
<http://YourDomain.com/eBook/Title.exe>.

This needs to be pointed to where your product is on your web server including **the name of the file**.

Below is an example of a 'thankyou' page I used for my FreeToSell package.



The URL I used for my customers to download my products is

<http://www.huas.net/dlbin/freetosell6.exe>

**www.huas.net** is my Domain name.

**dlbin** is the sub-directory I store my digital products.

**freetosell6.exe** is the File Name of the eBook.

Click on the - [\*\*CLICK HERE TO COMPLETE YOUR PURCHASE\*\*](#) - link, you should be directed to your '**Thankyou**' page where you should continue to test your **Download link**.

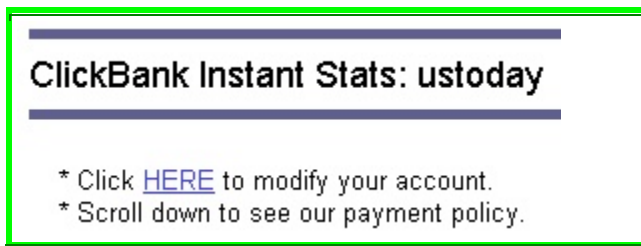
Shortly you will also receive an email notification sent by ClickBank informing you that you have just made a sale.

## Step Four

### Setting up links at ClickBank

**Click here** to log in to Clickbank with your nickname and password.

After you log in you will see on that page ...



Click on the [HERE](#) link, you will then come to your account settings page as below



Click on the [HERE](#) link in the **Second Line** to go to **Modify ACCOUNT** page.

At the **lower part** of the page you will see a section like the image below.

NOTE: Affiliates should skip the section below. Only fill in the blanks if you plan to use ClickBank to

**THANK-YOU PAGES**

Once the customer pays, we send them directly to a "thank-you page" at your web site. You can enter the web address (URL) of up to 50 such pages here. (More blanks will appear as you need them.) Each price should be the price of access, in US dollars.

SAVE CHANGES

Click [HERE](#) to request a price limit increase.

Commission rate you offer to affil

Cgi [purchase validation](#) (for experienced  
 Secret key (up to 16 l

This is where you put **the URL** of your 'thankyou' page and **the price** you are selling.

As you can see Clickbank offers ready-to-use affiliate facility. You can nominate a percentage you offer to your affiliates here as well.

When you are ready click on the '**SAVE CHANGES**' button.

You will now come back to your Account Settings Page,

**ClickBank Account: ustoday**

Account opened: 4 Feb 2002

\* Click [HERE](#) to view your stats.  
 \* Click [HERE](#) to modify your account.

At the bottom of the page you will see



```
Thank-you page urls ($0.01 price limit)
# 1:    $0.00 Click to test link #1
```

Click on the link to do a Test.

You should see your 'Thankyou' Page if the URL is set correctly with Clickbank.


# Step Five

## Testing your Links

Go to your order page and click on the order link. If everything is set up correctly you should see a page generated by Clickbank very similar to the one below.

Secure Payment Processing by [ClickBank®](#)

We do not store card numbers.



Amex

01

2002

Card & expiration

Your card number

Valid name and email required.

It is never legal to enter someone else's credit card.

If you need a credit card you can get one online [here](#).

Your first name

Your last name

Your email address

Must match your billing address.

..... country & state .....

Your country

Your zip or postal code

Click button only once.

Product 001: "EbookWholesaler Exclusive"

Click Once To Pay \$0.00

Terms of sale:

1. A \$0.00 charge by "CLICKBANK / KEYNETICS" will appear on your billing statement.

2. The geographic location of your computer has been determined, and recorded. Card fraud is a felony punishable by heavy fines and jail time.

3. You are using ClickBank to purchase a digital ticket that enables access to a specific internet address. ClickBank and its owners are not responsible in any way for any goods or services associated with that address.

4. Your card number will be transmitted directly to the banking network for authorization. ClickBank does not record your card number anywhere.

5. Your name and email address will be provided to the seller of this product upon completion of this purchase.

0 / ustoday

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Check the left bottom corner to see if your Nickname is displayed correctly.

The Link price is set to \$0.00 now by Clickbank for your testing purposes.

Click on the '**Continue**' button, and use your own credit card for testing. You should see a page similar to the one below when your card is approved.



Click on the - [\*\*CLICK HERE TO COMPLETE YOUR PURCHASE\*\*](#) - link, you should be directed to your '**Thankyou**' page where you should continue to test your **Download link**.

Shortly you will also receive an email notification sent by ClickBank informing you that you have just made a sale.

## Step Six

### **Requesting Price Limit Increase**

Make sure that you have completed all the previous steps and also [click here](#) to double check everything with Clickbank's Guidelines.

Do not request a price limit increase until you have completed all the previous steps.

When you request a limit increase you must provide Clickbank with 10 things:

1. What is your ClickBank nickname?
2. What do you wish to sell?
3. How much do you wish to sell it for?
4. Are you legally entitled to sell it?
5. Do your pages match our [guidelines](#)?
6. Did you make a \$0.00 test purchase yet? (see previous steps)
7. How do you fulfill orders? (web page, email, etc)
8. How fast do you fulfill orders? (5 seconds, 5 minutes, etc)
9. What is the address (URL) of your sales page?
10. What is the address (URL) of your thank-you page?

When you have everything in place send an email to [limits@clickbank.com](mailto:limits@clickbank.com) with all the information they asked for.

And, wait. They will soon send you a letter (USUALLY two or three days), that accepts your request.

When you get it, log in to your Clickbank account. Follow the instructions to make the payment to activate your seller's account, and then wait for a few minutes.

Then go to Modify your account and put the dollar amounts in. AND double check that everything is working perfectly.

AND you are now in business!!!

## **Advanced**

### **Protection for your Downloads**

Clickbank offers you and your customer the security of the payment processing. However, you are responsible for the security of your products. The visitors to your web site could download your products without paying you, if you don't take care of the security of your products.

Here are your potential problems:

1. Not hiding your download page deep enough.  
You should make a directory to put your thank you page in, such as 'mpage' or 'tcpage'
2. Making a page that says `thankyou.html`  
You need to give it a different name something like `tpage.html` or `4789.html`

Using the above information you might have:  
<http://www.yoursite.xxx/tcpage/4789.html>

3. Not putting a meta tag in your html code that says "no follow."  
This keeps the search engines from finding it and displaying it into search engines.

#### **Example:**

```
<TITLE>No Title</TITLE>  
<META NAME="keywords" CONTENT="None">
```

```
<META NAME="description" CONTENT="No Description">  
<META NAME="ROBOTS" CONTENT="INDEX,NOFOLLOW">
```

4. Not changing your thank you pages once in awhile (About once a month, it does not hurt to change where you have your thank you page)

5. Not having an index page in your directory that you make.

Many servers do not protect you when you make a directory such as tcpage and put several thank you pages in. If you don't have an index.html file in there, a person can type in <http://www.yoursite.xxx/tcpage/> and can get a list of all of your thank you pages in that directory.

Some people want to passcode their sites. Most servers have a control panel or a menu nowadays where you can make a directory and passcode it. If you don't have one, you can make a directory and then write your web host and ask them to set up an .htaccess for your directory that you just made.

Another more favorable option is when your customer pays, and clickbank sends them to your thank you page, is to have a form set up that gathers information, and then sends your customer an email to pick up his passcode to get to your product or membership site. You can search for sign-up scripts in <http://www.hotscripts.com>

## **Advanced**

### **Setting Up a Professional Affiliate Program**

Clickbank has an automatic set up for giving you a URL to give to your affiliates. They pay the affiliate when it is time to be paid, and do your bookwork for you.

This URL you are going to give to your affiliates for them to send the visitors to your site will look like:

<http://hop.clickbank.net/hop.cgi?AffiliateNickname/YourNickname>

However, giving someone a URL is not the best way to manage your affiliate programs. When you are serious about helping your affiliates make you money, then it is time to consider the following:

Have a web page that they can market, have some banners and some sales copy that they can use, and have a way to reach them.

One way to begin that professional way to go about your business is to purchase an easy to install replica script which allows your affiliates to sign in and get their own sales page, that is personalized for them.

After they sign in, then you can direct them to where to sign up so you can reach them, and where to go to get their sales material.

**[Click Here to find out more.](#)**



## Other Recommended Resources

- [Web Site Hosting Service](#)
- [Internet Marketing](#)
- [Affiliate Program](#)

I wish your online journey to be enjoyable and profitable!

Tom Hua