Add Your Product to Clickbank
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Disclaimer
The following lesson is based on my personal experiences and the methods I personally use which may or may not be the best or most effective practise. Nothing presented in this or any other lesson should be considered
as legal advice.

Why use Clickbank instead of another platform?
There are a number or good reasons for using Clickbank over another platform.

Let me start by asking “who hasn’t heard of Clickbank” (providing you work online), yep, we’ve all heard of Clickbank. Clickbank are renowned as the leading retailer of digital self-help products so that’s where you will find the largest number of digital product affiliates (good and bad it really doesn’t matter that much).

Selling your digital product through Clickbank is one of the best ways to quickly get exposure and sales for your product because they already have a huge bank of affiliates looking for products to promote. You can be up and running and have your product promoted by their huge network of affiliates in days (sometimes).

The most important reason for using Clickbank
But; the most important reason for using Clickbank is their account structure. Clickbank will allow you to add 100’s of products to just one account, however only one product will ever show in the marketplace for that account. Lots of marketers and vendors hate this and see it as a real issue, personally I see it as a huge plus, here’s why.

Even though you can add more products to your account a Clickbank account basically boils down to one product - one account. This means you build your brand, good standing and affiliate base through that account for just that product. It also means that when you come to sell your website you can transfer the related Clickbank account to the buyer. The buyer will pay a premium because he or she is buying a thriving business with active affiliates.

The disadvantage of using another platform to sell your products
If you decided to set your product up somewhere other than Clickbank you will in most cases have one account where you can list lots of products (which all show up in the marketplace). This is great while you own the site and product but not so great if you want to sell it as you won’t be able to transfer the account.

Here are the steps for getting set up as a Clickbank vendor:
Please note: much of the following content which details how to set up your product with Clickbank is taken from Clickbank’s own instructions and tutorials which can be found on their website.

As far as Clickbank are concerned you need two pages; which are as follows:
• Pitch page: this is your sales page.
• Thank you page: this is your download page.

The Pitch Page
The Pitch Page is used to describe your product to potential customers and convince them to buy. It is more commonly referred to as a "sales page." When customers are ready to buy they click on a Clickbank payment link on your Pitch Page that links them to the Clickbank order form, where customers can place their order. In addition to the Clickbank payment link your Pitch Page must include the following information in order to be accepted:

• A detailed description of the product.
• The cost of the product.
• The file format of your product, as well as any particular software or operating system required to use it (e.g., PDF reader.).
• How the product will be delivered (e.g., direct download, via email, etc.).
• How long delivery will take (e.g., immediate, 5 minutes, etc.).
• Customers must be able to reach you if they have a question about your product prior to purchase. Please include an email address, a link to your email address, or a contact us link on your Pitch Page.
• To ensure your use of a Clickbank trademark does not mislead consumers as to any sponsorship, affiliation or endorsement by Clickbank of your company, products or services, you will need to add a JavaScript footer code to your Pitch Page(s) and Thank You Page(s). I will show you how to add this to your website in a while.

All statements made on the Pitch Page are subject to Clickbank's Client Contract and Product Requirements, as well as all applicable federal and state laws, including, but not limited to, U.S. Federal Trade Commission (FTC) regulations, policies, and guidelines governing advertising, disclosure, and consumer protection.

Your Thank You Page (download)
The Thank You Page is the page customers will see after they purchase your product (download page). Customers will only see this page if their purchase has been approved and the payment processed. In addition to thanking the customer for their purchase, your Thank You Page must include the following information:

• Customers must be able to reach you if they have a question about your product need technical assistance after the purchase. Please include an email address, a link to your email address, or a contact us link on your Thank You Page.
• A reminder to the customer that his or her credit card or bank statement will show a charge by ClickBank or CLKBANK*COM, rather than a reference to your specific
product. This reminder should be prominent, as customers sometimes request refunds because they forget that Clickbank is handling the purchase.

- Clear instructions on how to download or access the product, or information on how and when it will be delivered to them.

- To ensure your use of a Clickbank trademark does not mislead consumers as to any sponsorship, affiliation or endorsement by Clickbank of your company, products or services, the following disclaimer needs to be at the bottom of any page with a Clickbank reference:

  ClickBank is the retailer of this product. CLICKBANK® is a registered trademark of Click Sales, Inc., a Delaware corporation located at 917 S. Lusk Street, Suite 200, Boise Idaho, 83706, USA and used by permission. ClickBank’s role as retailer does not constitute an endorsement, approval or review of this product or any claim, statement or opinion used in promotion of this product.

**Make a Payment Link**

When a customer is on your Pitch Page and ready to buy your product, you need to provide them with a payment link that sends them to the ClickBank order form, where they can enter their payment information and complete the transaction. Once the payment is approved, the customer is taken to a page hosted by ClickBank that confirms their order by providing them with a unique receipt number. Customers are then prompted to click a final link that takes them from this confirmation page to your Thank You Page, where you provide them with the information detailed above (download link).

You'll need to manually create the payment link to send customers to the order form, and then insert this payment link in HTML code on your Pitch Page (sales page). In most cases your website will have payment buttons so you will add the code to the button; I will show you how below.

**What will your payment link be?**

The HTML code for your payment link will look like the following:

http://ITEM.VENDOR.pay.clickbank.net

You need to make your payment link and add it to your sales page before you apply to have your product accepted by Clickbank. To be honest, when I first started adding products to Clickbank I couldn’t get my head around the fact that you had to make a link before the product was accepted as most platforms give you a link once the product has been accepted. Maybe that was just me, but I just couldn’t work out what the link would be, and if you’re scratching your head as I was, wondering how to do it, here’s an explanation:
What does ITEM mean?
Where it says ITEM in the URL; this should be replaced with the number of your product. The number for your product will be 1. If you set up additional products such as a OTO that product would be 2 and so on.

So where it says ITEM you will put 1.

What does VENDOR mean?
Where it says VENDOR (in the URL above); this should be replaced with your Account Nickname (Username, user ID). You should have set up a number of CB accounts; one of them will be the account for your product.

For example I set up an account specifically to sell my PPP removal product (case study). I set the account up with the username 'pppremove'. Once your product is accepted your CB account becomes a Vendor account, so 'pppremove' will become my Vendor name.

How to add payment links
E.G

This is how my payment link will look:

http://1.pppremove.pay.clickbank.net

Text Payment Link:
If you wanted to make a simple HTML link instead of a payment button the code would look like this:

<a href="http://ITEM.VENDOR.pay.clickbank.net" target="cb">CLICK HERE TO PURCHASE</a>

Replace ITEM with your product number; if it is your first product the number will be 1. Replace VENDOR with your ClickBank account nickname.

If you want, you can replace CLICK HERE TO PURCHASE with any text you prefer, or you can insert code to make the payment link an image as shown below.

Image Payment Buttons:


For those of you who hate working in code (as I do) here’s an easy way to add your payment link:
link to your payment buttons (example tutorial uses NVU web editor (free)).

**Step 1:** Click the area that you wish to insert your payment button (Fig: 1)

**Step 2:** Click insert (Fig: 2)

**Step 3:** Click image from the drop down menu
Step 4: Choose the image (payment button) you wish to use (Fig: 1).

Step 5: Click the image (Fig: 2).

Step 6: Click the Open button (Fig: 3).

Step 7: Add your alternative text to the field (Fig: 4)

Step 8: Click OK (Fig: 5).

Step 9: Right click on the picture (payment button), see picture below.

Step 10: Click Create Link from the drop down menu.
Step 11: Enter your payment link in the field shown in the picture below (Fig: 1). And click OK (Fig: 2).

The payment button should now be encrypted with your payment link, make sure you upload the page and check that your button is working. When you click the button you may see the following page (see picture below). This page will change after a couple of hours (after set-up but before being accepted by Clickbank).
Complete Your Site Information within Your Account

Designate a HopLink Target URL. A HopLink is the link your affiliates use to send potential customers to your site. The HopLink target URL is your pitch page (sales page).

To designate a HopLink Target URL, follow the steps below:

**Step 1:** Log in to your ClickBank account

**Step 2:** Click the Settings tab

**Step 3:** Click on My Site

**Step 4:** Click Edit to the right of the Marketplace Information section
**Step 5:** Enter/choose the main category from the drop-down menu. Then choose a sub-category in the field below (see picture)

**Step 6:** Enter your HopLink Target URL in the top field (note: you can also edit your HopLink Target URL at any time by using this screen)

**Step 7:** Enter Marketplace Information; this is what potential affiliates will see in the Clickbank marketplace. Use the picture below as a reference. Once all the information has been completed click ‘Save Changes’ at the bottom. Don’t worry about little mistakes at this stage as this page can be edited at any time.
Commission rates; this is the amount of commission you will pay your affiliates for each sale they refer. Personally I always offer a standard rate of 75% which is the highest commission rate Clickbank will allow. You can set your commission rate at whatever you wish; however products offering commission of less than 60% in the Clickbank marketplace seldom do well (in my experience).

Additional reading on attracting affiliates though Clickbank’s marketplace
Click the link to read what Clickbank have to say about writing your CB Marketplace description – Click Here

Complete ‘My Products’ Information within Your Account
To enter important information about your product, such as the location of your Thank You
page and your suggested retail price; click on the My Products link under the Settings tab (see picture below).

Choose whether you'd like to create a Standard Product or Recurring Billing Product by clicking on the appropriate tab, then click on Add New Product on the right side of the page.

Enter the following information, based on which type of product you're creating.

**Standard Products: (See picture below).**

- The web address (or URL) for your Pitch Page. This might be the same as the HopLink Target URL on the My Site page
- The web address (or URL) of your Thank You Page
- The item number of your product; this value can be alphanumeric
- The suggested retail price of your product, which is subject to ClickBank approval
Recurring Billing Subscriptions:

- The web address (or URL) for your Pitch Page. This might be the same as the HopLink Target URL on the My Site page
- The web address (or URL) of your Thank You Page
- The item number of your product; this value can be alphanumeric
- Product Title (up to 70 characters; will appear on the ClickBank order form, not in the ClickBank Marketplace)
- Product Description (up to 250 characters; will appear on the ClickBank order form, not in the ClickBank Marketplace)
- Suggested Initial Price and Rebill Price (subject to ClickBank approval)
• Frequency (how often the customer will be billed)
• Duration (total number of times the customer will be billed over the life of your product, including the initial charge, even in the case of a trial purchase)

**Product Images**
Clickbank allow vendors to upload product images such as ecovers which will show on the order form. You can however only upload images once your product has been approved by Clickbank.

The following link will take you to Clickbank’s tutorial on uploading your images – [Click Here](#)

**ClickBank Disclaimer**
Clickbank require you to add their disclaimer to your sales page and download / thank-you page. The disclaimer reads as follows:

ClickBank is the retailer of this product. CLICKBANK® is a registered trademark of Click Sales, Inc., a Delaware corporation located at 917 S. Lusk Street, Suite 200, Boise Idaho, 83706, USA and used by permission. ClickBank’s role as retailer does not constitute an endorsement, approval or review of this product or any claim, statement or opinion used in promotion of this product.

In the past simply adding the disclaimer to the required pages as text was acceptable. However Clickbank have changed their terms (2012, I think); instead of adding the disclaimer as text Clickbank now require you to use Java script. You will need to add the script to both pages before submitting your product for approval, I’ve forgotten to do this twice and it will delay your products approval.

**Where to get your footer code**

**Step 1:** Log in to your ClickBank account

**Step 2:** Click the Settings tab

**Step 3:** Click on My Site
**Step 4:** Scroll to the bottom of the page and look for the box which says: ‘Pitch / Thank You Page Footer Control’. Then click on one of the two links (see picture below).

![Pitch / Thank You Page Footer Editor Control](image)

**Step 5:** Right click in the code box (as pictured below), then click ‘Select all’ from the menu, and then copy.

![Pitch / Thank You Page Footer Editor Control](image)

**Step 6:** Insert the CB script into the footer. To do this; open the required pages in your web editor, switch to ‘Source’ (at the bottom left if you are using NVU). Paste the code where the picture shows below (directly above the final </body> tag in your HTML pages).
Step 7: Upload the amended pages to your server

Go to your host CPanel

- Log into domain
- Click ‘Upload’
- Click ‘Choose File’
- Select newly amended pages; you will see a message like the following. Click yes.

The file index.html already exists on the server in the directory /home/*****/public_html/*******com/Demo. It was last modified on 4/6/2013 11:54:58.

Do you want to continue your upload and overwrite it?

Test Your Payment Link
Before submitting your product for approval, you must first place a test order for your product as if you were a customer. That way, you can make sure all of your links are working
before potential customers try to buy. Testing your payment link also helps ensure your product is approved the first time by ClickBank.

To make a test purchase, you’ll need to use test credit card details that ClickBank provides to you. You will not be able to place test orders using a real credit card number for products that have not been submitted or approved.

To get this test credit card information:

**Step 1:** Log in to your ClickBank account

**Step 2:** Click the Settings tab

![ClickBank Settings](image1)

**Step 3:** Click on My Site

![ClickBank My Site](image2)

You should see a box near the bottom of the ‘My Site’ page called Testing Your Products (see picture below). Click the ‘Edit’ link.

![Testing Your Products](image3)

Then click ‘Generate New Card Number’.

![Generate New Card Number](image4)

This will create a credit card number, expiration date, and validation code you can use to place test orders. This card information will be valid for 24 hours, after which time it will expire and will no longer be usable for test orders.

Note: If you need to change the test credit card information for any reason, you can click
Edit on the right side of the box, and then click Generate New Card Number. This will disable the old test credit card information so it can no longer be used to place test orders for your product.

Take note of the test credit card information, or leave the information open in your Internet browser.

To make a test purchase, go to your Pitch Page and click your payment link or Buy Now button as if you were a customer. On the ClickBank order form, enter any address information you want, along with the test credit card information we provided on the My Site page. Once the order is submitted and approved, continue the order process as if you were a customer, to ensure you can access or download your product. It’s important to make sure you can access the product, as Clickbank will test this before approving your product for sale.

**Test purchase Errors:**
If you receive errors during a test purchase, here are some things to check:

- Is your payment link set up correctly?
- Is your ClickBank nickname spelled correctly?
- Did you enter the test credit card information correctly?
- Do you have the correct item number listed in the payment link?
- Have you saved your Thank You Page URL in the My Products section of your account?

**Request Product Approval**
Before you can start selling your product with ClickBank, it needs to be. Once you’ve completed the steps above, you can submit a product approval request by following the steps below:

- Log in to your ClickBank account
- Click on the Settings tab
- Click on My Products
- Click on the Request Approval button under the Action column for each product that you want to submit for approval
- Verify that the information on the Request Product Approval form is correct, and answer the required questions on the form
- Click Submit Product Approval Request, which will send your request to ClickBank for review

If you have submitted your request correctly, the Status column will change to Approval Requested for the product that is awaiting approval. Once your product has been approved,
the Status column will show Approved. You will typically receive the results of your request within three to five business days, via email.

**Clickbank Activation Charge**
Once Clickbank approve your product they will ask you to pay a one-time activation fee of $49.95. Your product will not be available to purchase through Clickbank until you pay this activation fee.

Once your payment has gone through successfully, your site status on the My Site page will change to Activated, and you can begin selling your approved products. Please note that you cannot pay the activation charge until your product has been approved and you have received notification from Clickbank.

**That’s it!**
Once your product is activated, it will be listed in the ClickBank Marketplace and ready for affiliates to promote. You can also begin accepting orders through the ClickBank Order Form.

**Clickbank Acceptance Issues**
If everything goes to plan your product will be accepted by CB without issue. But occasionally you will hit a snag.

More often than not this will be because the CB reviewer has not read your disclaimer at the bottom of the page.

**DISCLAIMER:** This site contains information which is intended as information only. It does not constitute medical or financial advice and users should consult an appropriate professional about any information presented here to determine its suitability. Any names used on this website should be treated as pen names of real people unless otherwise stated. All images displayed throughout this website should be considered as stock photos used for illustration purposes and to protect identities unless stated otherwise.

I have personally run into this problem a few times. If this happens to you simply reply to their email stating that the name used is a pen name, the account is a dramatization and that all pictures used are stock photos used for illustration purposes. The disclaimer you added to your website is usually enough but like I said it often gets missed.

**My Site on Clickbank**
You probably hate theory based courses and tutorials as much as I do which is why I am actually completing nearly all of the steps as I write Niche Synergy (I think the only thing I won’t be doing is selling the case study site).
By the time you read this lesson my site will be listed in the Clickbank marketplace making sales with gravity (at the moment I’m just testing it with a simple PayPal button).

I don’t expect anyone to just take my word for anything which is why I will add an update to the member’s area showing you my site listed on CB, making sales with gravity.