

Affiliate Profit Mentor

**THE
FIRST
AFFILIATE
COMMISSION**

**The Clickbank Case Study
By Franck Silvestre**

“How a Complete Affiliate Marketer Newbie Quickly Made His First Affiliate Commission Without Spending A Dime On Advertising” ... Step-by-Step

“The Clickbank Case Study”

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The Body Guard Marketer...*

www.mynetMarketingland.com
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Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

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Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on affiliate and Internet marketing only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source for affiliate marketing information.

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Table Of Content

- 1) **What is ClickBank?**
- 2) **How do you get paid?**
- 3) **Make Your First Clickbank Commission Without Spending a Dime! "Case Study"**
- 4) **Conclusion**
- 5) **Recommended Resources**
- 6) **About me**
- 7) **BONUS: How To Make Your Own PDF Easily.**

Intro

I really like to teach people how to make earn money online, and rather than writing a common manual on "how to", I wanted to show you how I trained a complete newbie to make his first affiliate commission of \$33,80 selling his first clickbank product without investing any money.

Follow the steps outlined in this case study to make your first affiliate commission (except your Internet connection!).

Be aware that you can make your first commission the first week of using this method, or after a few months. It will depend on your commitment, your market profitability and a few other factors.

Note that it is also possible to make your first commission the very first day, using the power of pay per click advertising and affiliate marketing, but it is not our subject here.

I recommend that you start without spending too much money, and reinvest your earnings once you make your first commission. When you earn your first dollar online, everything become easier.

Affiliate marketing is the easiest and fastest way to make money on the Internet, however it is not a "get rich quick scheme". It's a real business, and there is some work involved in order to achieve your goals...

1) What is ClickBank?

ClickBank is a well known affiliate marketing network with thousands of digital info products that can be downloaded instantly by the buyer after his purchase.

A clickbank product can be an ebook or a software. You will generally earn generous commissions on the sales since there are no shipping costs for the merchant. You can earn commissions up to \$100 on a single product.

It's easy to register as an affiliate, and it takes less than 5 minutes.

2) How do you get paid?

Clickbank send checks (your affiliate commissions) every fifteen days like clockwork. I receive my checks every two weeks in France, and you can start receiving your checks in the mail as well if you follow this tutorial and decide to take action.

3) Make your first clickbank commission without spending a dime...

This is the exact method I teach to my private students to earn a steady income with clickbank, and eventually make a full living online through affiliate marketing.

Be aware that it can take anywhere between one week to several months to work. If you stick to this plan, you will own a powerful Internet affiliate marketing business that will grow overtime and become a good source of income.

Don't be fooled by the simplicity of the process, it works. Follow each of the step in this case study, and take action to make your first clickbank commission.

My "affiliate marketing protege" entered the "learn French online" market with this proven and effective strategy and made his first affiliate commission without any prior knowledge of Internet or Affiliate marketing. He is also making money from Google Adsense, but it is not the focus of this ebook.

He started one day after I sat with him and explained him the whole picture. The secret of his success is simple: he took action.

The blog that my student used to make his first commission can be found here: [Learn French Online](#)

Get started now...

Learn Affiliate Marketing "Case Study" Overview

October 30th, 2006.

Here is an excellent opportunity to **learn affiliate marketing** step by step with my "protege".

Let me explain myself: One of my brothers (Patrice) asked me:
"Is this really possible to make money online?"

I replied that I make a living from it (I am not yet satisfied with my results though).

Then, to really prove my claim, I just logged into my clickbank account, as well as other affiliate accounts, and he actually saw my earnings.

I told him: "Do you believe me now?"

He replied: wow, I really thought that all these sites were *Make Money online SCAM*. To go further, I decided to coach him in *affiliate marketing* until he get his first affiliate commission.

After that, he will not have doubts. Even Better, we will start from scratch! with No money at all (he is just paying his DSL connection... and his foods - Kidding.. -)

But that's not all...

I posted the results and all the process on my blog. An easy step by step case study to make your first clickbank commission with no clue about online business, and no money.

We chose the "Learn French" market because we are French and it's a subject that we can dominate easily. (Forgive me for grammatical mistakes in English. I really do my best...)

Actually, what we are doing can be applied in any niche market. Let's start this awesome "case study".

Learn Affiliate Marketing "Case Study"

Part 1

October 31st, 2006.

Last night was long. We went through many explanations and Patrice took massive action towards his success. My private affiliate course marketing is rolling better than I was expected. So what we did so far:

1) Brainstorming: Choose a topic.

We chose a topic that is easy for us: "Learn French" It's a good niche and we are experts in French Language.

You can also choose a profitable topic like health, Golf, Weight Loss, Dog Training... However, when you are starting, it is preferable to choose a topic in which you are expert. It will be easier and you will also enjoy the process. You will not feel that you are actually working.

Many people fail to set up a profitable Internet business, because they think that they will earn money doing nothing.

How to know if your topic is profitable?

There is no point to start a blog or a website on your subject if people are not spending money.

Go and type the topic you chose for your website in the Google search bar. If you see that there are many Adwords advertisers (on the right side of the screen), your topic should be profitable.

You can also research for books on your topic at Amazon.com. If there are a significant amount of ebooks there, there is an Interest in your topic, and you can start spending time on it.

2) Keyword research

We performed a keyword research in order to know what our future audience is searching for.

We also need to write our blog posts with the right keywords to

get visitors from free organic traffic (Google, Yahoo and MSN)

Here are the free tools we used to find our keywords:

- [Pixelfast](#) To see if our chosen topic was profitable. How? if you find bids higher than \$0.50 it is profitable.
- [Digital Point Keyword Tool](#) To find keywords people are searching for. We will use those keywords on our site because We want people to find it when they search in Google!

Important Update: *The Internet is changing fast, and at the time of this writing, the free tools mentioned above are not working effectively.*

You can use the Free Wordtracker Keyword Tool instead. Google External is also a tool that you want to use.

<http://www.freekeywords.wordtracker.com>

<http://adwords.google.com>

Keyword Research is the most important aspect of affiliate marketing. Most affiliate marketers “wanna-be” will fail due a lack of solid keyword research.

Remember: A good keyword research is the key to make money with affiliate programs.

With your keyword research, you will find out how many people are actually searching for your topic. If only 100 person are searching for your main keyword, it will probably won't be enough to make a decent amount of money.

If more than 30,000 people are searching for your main keywords every month, it is a good indicator that it is profitable.

It is not a rule of thumbs, but it will help you to start.

3) Research the Product to promote

We want one of the best product available to promote. The sales page should be professionally written to convert visitors into customers.

In the clickbank marketplace, just follow the easy instructions to find a product.

People often ask: How to choose a good product to promote?

An easy way to find if the merchant's sales page will convert visitors into buyers is to visit the page and put yourself in the shoes of your visitors.

Would you buy the product yourself? Is the sales letter professionally written? Is it easy to buy the product? Is there a

guarantee?

Start with only one product. Browse the different products and choose the best. What is the best? People think that it is the one who gives the higher commission. I would say yes and no!

When you sell an affiliate product, you are in business. Even if it is not your own product, your name is associated with the product. If the buyer found your recommended book (or software) to be full of crap, he will never trust you again.

You don't want to lose a lifetime customer just to get one commission. So choose your product according to the quality. I prefer to think long term income. It is the secret of your success.

Don't worry about the biggest commission. As a marketer, you should be concerned with your subscriber's problems and find the best solution for them. This is the key of your success.

I never sell a product I wouldn't recommend to someone of my family or to my best friend. Affiliate marketing doesn't prevent to be honest! Always try to choose the best products.

4) Set up a site (blog) to promote your affiliate product

I suggested to my "protege" to set up a blogger blog, because he would be up and running in less than 10 minutes. Later, he can start a website on the subject.

People love blogs and search engines as well. We completed that part successfully.

Blogging is one of the best tools to bring thousands of visitors to your affiliate products. Do not set up another crappy blog on the web... You will not be able to earn a long term income this way. Rather, focus on quality post that will be useful for people in your niche.

You can become a newsmaster. It's easy: Just head over Google news every morning and speak about the latest news. Your reader will see your blog as the most up to date in the industry, and they will recommend it and spread the word.

5) Add adsense to your blog

Patrice added adsense from the Blogger control panel. It was easy and fast.

It is good to have other streams of income on your blog, but don't overdo it. In the beginning, focus on quality instead of thinking about how you can monetize your visitors. They will feel it won't return to your blog.

6) First post to the blog (Blogger.com)

He posted a simple welcome message, and explained the goal of this blog. Teach people how to speak French online and providing them free tips and reviews.

I prefer Wordpress (you can find my wordpress strategy here: www.SeoseductionSecrets.com) to blogger, but for someone completely new to blogging and affiliate marketing, blogger is just quicker to get started.

Thought of the day: My "protege" is really starting from scratch, and he doesn't have any experience in Internet and Affiliate Marketing, but he is learning very fast. It's going better than I expected, because he already understood all the process.

I hope he will make his first affiliate commissions in less than 3 months, and we will try our best to do it in less than one month. We spend all the night on this project, but it was worth it.

Stay tuned, we have many things to do...

Learn Affiliate Marketing "Case Study"

Part 2

November 2nd, 2006.

Today: **Tag and Ping** + Updates.

Goal: *"How to increase traffic to my website"* (in our case, it's a blog.)

We spend a lot of time to revise and add new affiliate marketing techniques to our arsenal for this project.

So far, here are the main updates:

1) My "protege" has been accepted with adsense.

2) He learned more about **Google adsense** and finally added an adsense block at the top of his blog. He blended the adsense ad by setting the same background color for the ads.

We found the color code at www.w3schools.com This site is the best on the whole Internet if you need to know everything about html handcoding.

He registered with **clickbank affiliates network** and learned how to get the hoplink to promote the product.

Register at Clickbank.com

4) He then blended some hyperlinks to the affiliate products in his blog post.

For that, you just need to get the hoplink from the clickbank marketplace (less than one minute) and you are ready to earn commissions.

Clickbank will also give you the code for the hyperlink if it is your first time. You will then be able to put it anywhere on your blog (sidebar and inside the post itself).

5) He uploaded a picture of the affiliate product box (with the alt tag, for better search engine optimization) in the blog sidebar with a link to the merchant page.

He just downloaded the picture from the merchant sales page, and added it to his blog. It's easy to do with blogger. Just click upload, and you are done.

6) He signed up with [technorati](#) and claimed his blog. Then, he added tags to his blog.

7) He made a post with the related tags and pinged technorati.

If you don't know technorati yet, it is a blog search engine. It's really amazing, it's a good place to find fresh informations and news about your topic. You can find blogs by tags, post, or the blog directory. See yourself what you can do there: [Technorati](#).

8) He pinged his post with pingoat.com. From today, after each post, he will tag and ping.

9) last, he added [Sitemeter](#) at the bottom of the blog to track and analyze his blog traffic (where his traffic is coming from, how they navigate on the blog, which link they click to leave...) To date, he is the only visitor to the blog...

Another good tracking tool is statcounter.

Note: I prefer Google analytics than every other tracker because you get pretty good stats.

Thought of the day: As you can see, affiliate marketing is not as easy as people who want to sell you their stuff want you to believe... You need to work and track everything to succeed.

Learn Affiliate Marketing "Case Study"

Part 3

November 10th, 2006.

Our "*affiliate marketing*" journey continues...

We saw in our latest update that my "protege" claimed his blog at technorati, learned ho to ping to pingoat and added a Sitemeter to his blog, to monitor (track) his traffic and visitors behaviors.

Now, we went further into our affiliate program tutorial, and he started article marketing.

He posted an article on:

ezonearticles.com
articlecity.com
goarticles.com

He just learned the process, and we did not really target specific keywords yet, except the main one for our chosen niche: "Learn French"

He also downloaded Firefox Browser. I don't like IE, and now he understand why I like Firefox.

Google AdSense Update: Patrice adsense earnings: **\$0,36** so far for one click.... He is already enjoying making money online! More will come soon.

Learn Affiliate Marketing "Case Study"

Part 4

November 13th, 2006.

So far, what Patrice are doing:

- 1) **Blogging:** One Blog Post a day
- 2) **Pinging** Pingoat and technorati after every post
- 3) **Firefox** Browsing: We got rid of IE
- 4) **Article Marketing:** submit one article a day to article directories

We added new article sites to submit the articles too:

- articedashboard.com
- [article alley.com](http://articlealley.com)

5) Social Bookmarking: Tag and Ping sites

Digg.com

Digg is working great: His blog was digged 5 times the same day he posted it. The tutorial on the site is good, and people like it.

This is a lot of work for a beginners, but he is doing well.

6) Adsense revenue

2 clicks so far, and he will hit one dollar soon! It is difficult to forget your first dollar online... Do you know how I got my first dollar? Don't repeat it: I was clicking like a mad on stormclix (if you don't know stormclix, it was a paid to click feature from stormpay)! After that, I knew that I will be able to make money online, because if you make \$1 you can make \$2, then \$4... then \$100...

We also added a new strategy to our arsenal. I can't wait to see the results. I share it with you next time, stay tuned...

Learn Affiliate Marketing "Case Study"

Part 5

November 25th, 2006 ·

My affiliate "protege" is still working on his project, and we added a new weapon to his affiliate arsenal: **Forum marketing**.

Forums, discussion boards and newsgroup are powerful affiliate marketing resources, and you do not want to miss that.

I personally participate in various forums everyday (almost 2 hours per day). Forums are great for a lot of reasons.

Here is the top reasons why you should start forum marketing today:

- Meet a lot of people in your niche, and make new contacts
- Get advices from experts in your field
- Know the problems and concern of your market
- Increase traffic to your website (or blog)
- Build your opt-in list
- Make a lot of affiliate sales
- Get hundreds of backlinks to your sites (SEO)

These are excellent reasons to start forum marketing today. You must have a lot of free time though.

Step By Step Case Study

Update: My protege made his \$1.00 with adsense.

Thought of the day: Forum marketing is a powerful marketing strategy when you do it right.

Learn Affiliate Marketing "Case Study"

Part 6

Affiliate protege - First clickbank affiliate commission!

February 5th, 2007.

My "affiliate protege" made his first affiliate commission. He is already making money with adsense though.

You can get the whole course here: [**How to Make Your First Clickbank Commission Without Spending a Dime.**](#)

Here is the affiliate marketing course Blog experiment: [Learn French Online](#)

He told me that he couldn't believe it when he logged into his clickbank account and saw \$33,80. He signed out, and then resigned in to be really sure.

He stopped promoting his blog since the first of December because his mother came to visit him. I told him that if he was actively marketing his affiliate products, he would have earned more commissions.

Now that he knows (and saw the proof in his clickbank account) that affiliate marketing can actually put money into his bank account, he is more than motivated and wants to become a full time affiliate marketer.

So if you follow the steps he took, you will see that affiliate marketing is really easy. The only thing you need to do is: Follow a proven plan.

You can read the previous steps of this "Affiliate Protege Course" below:

- [Affiliate Marketing Course #1](#)
- [Affiliate Marketing Course #2](#)
- [Affiliate Marketing Course #3](#)
- [Affiliate Marketing Course #4](#)
- [Affiliate Marketing Course #5](#)
- [Affiliate Marketing Course #6](#)

Follow the same steps at your own pace, and post on the blog when you make your first affiliate commission!

Conclusion

Affiliate marketing is not a get rich quick scheme, but you can make a lot of money. Some people will make their first commission in one month, while others will enjoy their first sale after one week... I made mine after 2 months, with the exact same method. I did have a website and captured email addresses though.

It wasn't very fast (3 months), but his goal wasn't to earn fast cash, but to build a real online business. Note that Patrice has a fulltime job and wasn't able to work on his blog every single day.

The techniques outlined in this report are highly effective, and I urge you to add them to your marketing arsenal to promote affiliate products, or your own.

If you want faster results, you just need to do more!

For example, blogging: Instead of making one post a day, you can make 3 posts a day (recommended), and you will get more traffic since the search engine like website (and blogs) that are frequently updated.

It is the same with forum marketing: spend more time helping people in various forums in your niche (for us it would be to help people when they encounter pronunciation problems, etc...). People will love you for that.

Also note that it is only the starting point of the Highly Effective Affiliate marketing 90 Days RoadMap.

Now, with his knowledge, Patrice will be able to enter in any niche, start making affiliate commissions, build a subscriber list, and then launch his own product (the secret of super affiliates).

You can make money from affiliate marketing in less than one day with Google adwords if you want, but this is another subject. You need a few hundred dollars to start, and if you choose this route, be sure to educate yourself first. I included a good free adwords ebook in the resource in the recommended resource section.

If you follow this action plan, I can't say that you will make money for sure, but I've never seen someone end up without commissions. The biggest reason why affiliate marketers fail is because they take affiliate marketing as a hobby while it is a business.

Yes, it is a real business and the Internet just made it easy to start since you don't need money or employees. You don't even need to move from your home.

Another problem is the lack of real and solid information. People think that they will become rich overnight promoting affiliate programs. Read all these affiliate experts stories ([affiliate marketing experts](#)), and you will find that they took their online business very seriously from the beginning.

Add to these problems the information overload loop and the disaster is inevitable...

Go ahead now and start brainstorming, choose a topic, start a blogger blog now, and follow each steps on this ebook. Don't hesitate to contact me if you need help. You can leave a message at my affiliate marketing website, or leave a comment on the blog.

There is not only one way to do affiliate marketing, but I can penetrate any market with the plan above and make commissions without spending anything on advertising.

Thank you for reading this ebook and I would like to hear your feedbacks and comments.

By **Franck Silvestre**
The Body Guard Marketer...

www.mynetMarketingland.com
www.SeoseductionSecrets.com
www.MakeMoneyOnlinehow.com

Continued on next page...

4) Recommended Resources

Download my ebooks (PDF format) to jumpstart your affiliate marketing success.

1) Researching A Profitable Niche Market:

<http://www.makemoneyonlinehow.com>

2) Get Top Rankings For Any Keywords:

<http://www.SeoseductionSecrets.com>

3) Mastering Pay Per Click Advertising:

[Jeremy Palmer](#)

4) 7 Hidden Psychological Trigger For Maximum Sales (PDF)

<http://www.mynetmarketingland.com/books/7.pdf>

5) About Me

My name is Franck Silvestre, I am from la Guadeloupe (West Indies) and I enjoy a living from affiliate programs, and you how you can do it too.

Blogging is a very important part of my affiliate business, and if you don't have a blog yet, you are missing thousands of visitors and cash every month.

I hope you find the information in this report useful. Don't hesitate to leave your comment on my affiliate tips blog.

Feel free to leave any comment about the "case study" on the blog, and subscribe to my affiliate marketing tips newsletter to get even more training.

To your affiliate success,

Franck Silvestre.

[http://www.mynetmarketingland.com/mentor/
Affiliate Marketing Blog](http://www.mynetmarketingland.com/mentor/Affiliate Marketing Blog)

BONUS: How To Make Your Own PDF Easily

You absolutely need to create viral PDF to promote your affiliate products. Happily, you don't need to spend a lot of money to do this, since I show you how to do it for free.

A) Why You Must Create PDF's?

Since you are reading this PDF, you already know that it is a sound affiliate marketing technique.

Anyone can view a PDF regardless of his operating system or computer (Mac or PC).

Many people have the free adobe PDF reader, and they don't have anything to do to read your PDF document.

More Content For Search Engines.

PDF's can also be read by search engines, so it is a good idea to add it to your site. Search engines like good content, so it is a good thing to get them on your website.

You will also get many backlinks to your website(s) since people will download your ebooks and add them to membership sites or sell them on ebay for one dollar.

Higher Perceived Value.

People prefer to read your information in a PDF format than read it directly on a website.

Although making a PDF is easy to do, people tend to give more value to your content when you use this format. It seems to be more professional.

Longer Life.

When someone download your PDF document, it will stay on his computer for a long time. He will be able to read it online or offline, and he may click on your affiliate links after several months, and you get a commission!

Good For Viral Marketing

It is extremely easy to set up a viral marketing campaign with a free PDF. People will be able to pass it around easily, and it will result on more targeted visitors to your websites and affiliate links.

Viral marketing is an excellent free strategy and can result in many affiliate sales without any investment.

B) PDF How To?

Many people decide to buy the Adobe software to create their PDF. I find this very expensive.

I created the PDF you are reading right now with openoffice (<http://www.openoffice.org>). It's free and easy.

You only need to download the open office software at their

website, and when you are done, follow the steps below...

Step 1

Open the writer program from open office, and then, start creating your content. Format your content like you want it to appear in your PDF. Select your preferred font (I like verdana), add your images, tables... and save.

Step 2

Click on Files, and from the drop down menu, just click on export to PDF. In the pop-up window, give a name to your pdf, and voila. You are done!

Step 3

Upload your PDF to your web hosting service provider, and you can start to sell your PDF, or just give it away for viral marketing purpose.

Here is a second method to create your PDF:

C) Don't Want to Download Open Office?

Don't worry, if you prefer to create a PDF with MS Word instead, here is how to do it:

Step 1

Download the free PDF 995 software (<http://www.pdf995.com>).

Step 2

Start creating your content in MS Word. Format your content like you want it to appear in your PDF. Select your preferred font (I like verdana), add your images, tables...

Step 3

Save your content in MS Word.

Step 4

Select PDF 995 as your printer, and print your document like you will print any other MS word document.

The PDF will act like a printer, and ask you to name your document and then save it on your computer. 'Voila', upload and you are done.

I prefer to use open office, but you are free to use the second method.

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