



Welcome To:



*Hyper-Viral Edition - 2007*

by Rick Davies & Ron Davies

*"The #1 Rated Make-Money-With-ClickBank® Series  
..devoured by over 55,000 readers world-wide!"*

*This Copy of The Truth About ClickBank®  
has been brought to you by Ron Davies.*

↪ *Get Your Own Re-Brandable Viral Version [Here](#)*

## **INTRODUCTION**

Just a note to welcome you, and let you know that we are very people-oriented. Whether or not you choose to become involved in any of our ventures, we welcome your comments and questions, and ideas at any time, and will do our very best to address them. Drop by to [meet the authors](#).

**[CLICK HERE](#)**  
**[TO CHECK OUT OUR](#)**  
**[FLAGSHIP](#)**  
**[PRODUCT!](#)**

If you don't know what ClickBank® is, or it seems terribly unclear what it means to be an affiliate, don't worry, we will answer all of your questions. Ron (my brother and business partner) and I prefer to use a down-to-earth, belly-to-belly business philosophy, and openly welcome your emails and telephone calls. 1-888-848-7885 #1

We are approachable, accountable, and readily available via telephone, email, or our support system. To give you some background on the purpose Ron and I had in mind when we developed this guide, here's where we are coming from;

To help people better grasp the opportunity that ClickBank® affiliate marketing presents, and..

Respond to the problems that so many home business entrepreneurs reported to Ron and I via our [forum](#) and [blog](#). We worked to develop the ultimate "hub" for affiliate marketers, which was subsequently named the "Pro2" system, and you will soon understand why we are firmly established as the leader in what we do.

Think of Pro2 as the "HUB" at the center of a revenue-generating wheel, with an unlimited number of affiliate system "SPOKES" leading into it, with all of them pointing to your bank account.

...more on this later.

### **OUR COMMITMENT TO YOU**



Ron and I have been developing tools to help people just like you to start or improve on a home business income using the combined power of ClickBank®, SFI, MDI, SiteSell, Veretekk, and many more for over 5 years now.

We are proud that we are respected for our ethical business practices and integrity. We are known for having a friendly, easy-going approach to business, purposefully alienating ourselves from the hype-mongers and "town crier" personalities that seem to be

everywhere.

#### ***We make the following commitment, should you ever:***

1. Need help understanding how to make the most of your web venture,
2. Require assistance marketing, ad tracking, ad copy, etc. in any way;
3. Feel you have been "left out in the cold" with respect to doing business on the web in ANY capacity;

If you find yourself in one of these situations, please drop us a line at [sales@1stpromotion.com](mailto:sales@1stpromotion.com). We feel truly privileged to have this opportunity to develop a relationship with you, whether you are a seasoned pro, or this is your first web venture.

*"If you like, please just drop us a line, say "Hi" and introduce yourself... maybe give us a few lines of what your wishes or goals are, and how you see yourself getting there. Perhaps we can help you "zero-in" on it a little better. Maybe you have an idea we could develop together?"*

Again, we are people oriented, not computer oriented.

***"The Internet is not a stand-alone income solution, but it is a powerful leverage tool when used properly."***



Our success depends on your success. We didn't discover any coveted money-making "secrets", we didn't have some sort of marketing "revelation" in a dream.... and we didn't overhear some self-declared marketing genius at a coffee shop...

We started playing on the web 6-7 years ago and our first web site just 4-5 short years ago.



Believe that you can do this too. We are by no means web "weenies". We don't do motivational speeches to masses. We learn to earn, and then pass on what we have learned to our members, just like you so can profit too.

Learn from our mistakes and profit from our victories. Believe in you.

We are stuck on the notion that people ALWAYS come first. Before anybody is a "prospect" or a "lead", as we so often read about, these same "prospects" are PEOPLE! If you treat PEOPLE with respect, and take time to pass on to them what you know, they will stay with you. Some will become acquaintances, and others long-time friends.

They may not buy anything from you now. That's fine. They may not buy anything from you ever. That's fine too....But they WILL REMEMBER YOU. Make a favorable, positive impression on them and they WILL refer you to others that may buy from you.

Loyalty is difficult to build in customers, but not so difficult to build in friends that have learned to trust you. We would like you as our friend and partner first, and if you happen to see the value in what we are doing, then we will already have a sound relationship to build on.

[Click this link to save \\$20.00 & Get Started Today!](#)

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## **GETTING STARTED IN AFFILIATE MARKETING**

OK, let's get going with the Truth About ClickBank® Series.

I am confident that you will enjoy the informal, layman's terms we use. Let's look at a few definitions;

Let's start with the term: ***vendor***

The dictionary defines a vendor as:

"someone who exchanges goods or services for money. One that sells or vends: a street vendor; a vendor of software products on the Web. Simply put, this is the seller of any number of goods of any possible type. From topsoil to cars, new homes to pets, the person doing the selling is the vendor. Traditionally, he/she is selling goods that they may or may not have produced or manufactured themselves."

Now let's look at the term: ***affiliate***

The dictionary defines affiliate as:

"anyone that has an agreement with a seller (vendor) to represent (sell ) his or her product within the terms that the seller has dictated in exchange for remuneration (payment) of some type, normally a percentage of the sale."

Got it? Good, because that is the really exciting part of doing business on the web.

There are literally THOUSANDS of companies out there willing to PAY YOU to sell their products and services. All you do is introduce people to a vendor's product, and we'll show you how to do that too!

The rate of commission paid to affiliates varies widely from vendor to vendor. I have seen vendors pay out from 3% all the way up to 75% or even higher.

In my experience, electronically delivered goods (intangible goods) such as ebooks, website memberships, etc.,

offer substantially higher commissions than hard goods (tangible goods).

This is largely due to the fact that there are lower associated costs with electronically delivered goods. (stores on computer or diskette, endless supply, no additional production costs, etc.)

We'll explain later how ClickBank® and Pro2 make you an instant affiliate of approximately 5,400 vendors representing approximately 12,000 products!

***"You will also see how this is only the tip of the ice burg, as you can add in over 2 dozen more affiliate system with the click of a mouse to instantly create a massive "Marketing hub" powerhouse on the Pro2 System!"***

And YOU can make 100% of the commissions on ALL of them.

There are many affiliate-vendor opportunities out there through some very well known services. Some such as Commission Junction, Amazon, and 2Checkout deal with a mixed bag of goods, both tangible and intangible.

ClickBank® stands alone as the #1 online provider of electronically delivered goods. They deal solely with electronically deliverable products and services. That's all they handle.

Nope, you can't get a birdhouse or a backyard pond kit through ClickBank®, but you could order plans on how to make your own.

As a matter of fact, ClickBank® currently offers thousands of the hottest-selling products & services and pays each affiliate up to 75% commission on each and every one of them!

Now I know you are thinking, what is ClickBank®'s interest in it?  
Simple. It's money.

For every financial transaction that is performed through ClickBank®, they're paid a percentage or minimum transaction fee. In my mind, it's well worth the expense. By handling all financial transactions, just think of the headaches they take away from both the vendor and the affiliate.

### ***Did You Know:***

[Pro2 is the Perfect Marriage for you as an affiliate.](#)

Through a single web page, not only do you instantly connect to ClickBank®'s 5400 vendors and their 11,000 plus products, you can also profit from dozens of other affiliate programs – you have total control.

A few top-rated programs already built-in to your Pro2 in addition to ClickBank are:

- \* [Strong Force International](#) (aka Six Figure Income)
- \* [TrafficSwarm](#)
- \* [Internet Marketing Center](#)
- \* [Ken Envoy's 5 Pillar Program](#) (SiteSell)
- \* [Linden Method](#)
- \* [Native Remedies](#)
- \* [NitroMarketing](#)
- \* [Push-Button Publishing](#)
- \* [Dropship Wholesalers](#); and many more!

You can also add and promote ANY other affiliate program or product you wish to on you Pro2 store. This is YOUR store, and you have total control over the products and the content of your site.

Use the "Suggest A Product" or "Suggest A Program" links to add your favorite product or affiliate program

right into our member's product library and you could have thousands of other Pro2 store owners promoting it for you!

*Now that is a beautiful opportunity!*

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### A CLOSER LOOK AT CLICKBANK®

Let's take a closer look at ClickBank ,

Not so deep in detail that you will run from the room screaming because your brain hurts, but deep enough to REALLY get you excited about the opportunity for absolutely ANYONE to make a hockey-sock full of money using ClickBank® and Pro2.

First and foremost, ClickBank® is an online retailer.

They handle online financial transactions for clients, called "vendors". ClickBank® has about 40,000 clients, but only about 5400 or so of them are of any value to you as an Affiliate Reseller. (more on this later)

That's because only about 5400 vendors have set themselves up to allow other people (Affiliates) to sell their products in exchange for a commission. The other vendors just use ClickBank® to process their online transactions for them, without offering an affiliate opportunity.

I am not sure why a vendor would not accept affiliates, as it is like opening a few thousand franchises for free, but some vendors nonetheless choose not to do so.

These 5400 or so vendors that do offer the affiliate sales opportunity represent thousands of products and services upon which affiliates can earn commissions of 1% to 75% on.

Most are in the 40 to 60% range....pretty exciting! These products, (or most of them), are found within an area of the ClickBank® website called the Marketplace.

Now, you could spend a heck of a lot of time browsing through the different categories trying to locate a certain product, (if you have time to kill.) but, if you want to find what you want, when you want, (and want to pass on the same courtesy to your visitors), you would need some type of search feature.

Matter of fact, if you wanted to build a link to promote each of those products or services you are in for quite a task!

Let's say you could find each of the products and each product's vendor's user name and then build a link you feel confident enough to promote in 3 minutes each.

That would work out to 33,000 minutes or 550 hours. That means if every thing ran smoothly and you actually found every product and service within 3 minutes that to make a link for each of these would take 550 hours or almost 23 days working around the clock!

**Now, why did I say most of these products, not all are in the Affiliate Marketplace?**

Well, if an item is new to ClickBank® , it will not appear in the Marketplace until it has had a valid affiliate sale. This means at least one copy of the product must be sold by an affiliate, and not the vendor, to qualify for entry to the ClickBank® Marketplace. It may take up to 30 days after this happens to appear in the Marketplace.



The Marketplace is actually updated weekly. If a product or service in the Marketplace has not had a valid Affiliate sale in more than 30 days, that product will fall out of the Marketplace, but will go back in on it's next valid sale.

If you would like to promote any one product, the "hot sellers" and the most marketed are the top results in the Browse Marketplace section of ClickBank® .

***BUT...***

don't think for a moment that it implies that they are the best products, or even the best value, in many cases it just means these products are marketed more vigorously.

Since they are marketed vigorously, chances are your visitor has seen them advertised dozens of times by other sites and marketers, and probably have literally hundreds of cookies set to make sure that someone else gets paid in the event of the sale, not you.

We'll have more info later on why you should NOT just stick to popular items, and why many top affiliates avoid them almost entirely.

When you make a sale, ClickBank® for credits you that sale and it is added to your other commissions on account at ClickBank® until it reaches the minimum you establish for a check to be mailed to you.

ClickBank® sends the checks out every 2 weeks, and I know for a fact we have never had a late check in 4 years. You can set your clock by ClickBank® 's prompt payments. (if in the USA you may also choose to receive direct deposits instead of checks!)

As I said earlier, ClickBank® is an online distribution center for over 11,400 digital products and services that are delivered via the web (via web pages, files, or email). If they cannot be delivered via the web, ClickBank® does not handle them. Every product sold by these vendors can be promoted through the ClickBank® network of over 140,000 marketers (affiliates).

Vendors inform ClickBank® of the commission rate they are willing to pay affiliates for selling products on their behalf. Affiliates promote the vendors' products by referring interested customers to the vendor's web site via a special tracking link called a 'hoplink'. This means you don't really even need a website.

The vendor's web site describes the product, and passes the customer directly to ClickBank® for the actual credit card transaction handling. ClickBank® pays the vendor and the affiliate.

Affiliates may freely promote any product and be assured that they will be paid for sales they generate. Vendors can freely accept new affiliates without fear of fraud or misrepresentation.

What does this mean in plain English?

Once you send a customer to the vendor site and they make a purchase, ClickBank® & the vendor handle everything! Including:

- ↳ the customer receives the product they ordered;
- ↳ the vendor receives his payment; and best of all..
- ↳ ClickBank® ensures you receive the commission due to you!

Remember, commissions from ClickBank® range from 1% to 75%, but typical commissions are in the 40 to 50% RANGE!!

In short, ClickBank® is a virtual goldmine for those that make the effort to promote the 11,400 products and services offered. There are ClickBank® affiliates out there making well over \$20,000.00 a MONTH!

We know that Pro2 is helping others right this minute to attain the online incomes they desire. Using the leverage of Pro2 even with just ClickBank®, let alone the dozens of other affiliate systems make for a powerful income system, you can do it too!

***Did You Know:***

[As a member of Pro2, you are instantly tied to every one of ClickBank®'s products from over 5400 vendors all through a single web page?](#)

As a matter of fact, with Pro2, you can also place the complete ClickBank® Marketplace on any website using our Search Box Generator. Many of our members find that these little search boxes generate more revenue for them than Google AdSense ads.

Sound good to you? Why not give it a try. Get the Pro2 System now and be up and running in under 5 minutes! Want Instant Details?

**QUICK TIP:**

If you're already a ClickBank® member, use this mini-course to make money for you right now! You don't even need to be a Pro2 member! It's just our way of showing we're sincere. All of the product links in the message will be embedded with YOUR ClickBank® nickname so you get paid for referrals through ClickBank® instantly!

Simply introduce others to this web page address:  
<http://1stpromotion.com/cbgurusub.php?nick=XXXXX>

NOTE: Remember to replace the XXXXX with your own ClickBank® Nickname!

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**INTERNET BUYING CONTINUES TO RISE**

The number of people that are hesitant to spend their money online are quickly declining, and purchasing anything online is quickly becoming the "norm". With more and more companies popping up on the web every day, it's tough to know which companies to trust and which ones not to.

Let's face it, a company is only as good as its products and its return policy.

And ClickBank® knows that...

With ClickBank® currently providing their affiliates the opportunity to sell the wares of over 5,000 vendors, there is no way for them to keep all the companies in check.....but their policies can.



ClickBank® offers a 60-day 100% no-questions guarantee on each and every one of the products sold by all of their vendors.

***That's right, 60-days!***

I know, now you're saying;

*"but what's to stop a person from buying an ebook and getting a refund right away"*

Some vendors (like Pro2) can disable their products if refunded, others can detect if they are still being used

and take appropriate action.

Of course, ClickBank® strongly prohibits the theft of information products, and maintains a nuisance list of people that habitually purchase and then refund products . They lock them and their credit cards right out of the system. If they're a nuisance, it isn't for long.

Most buyers are good honest people like you and I, and the systems in check seem to keep cheaters to a minimum.

We discussed what ClickBank® is, and the basic numbers involved. Surely you are beginning to see that there is considerable possibility here...

Lets look at how a ClickBank® transaction takes place with respect to links, cookies, and other good stuff. You will see the steps and measures taken at ClickBank® to be sure that the right person gets credit for any affiliate sale, and that cheating is minimized.

Let's get to it.

Normally, when a ClickBank® affiliate sends you to his site by whatever means (banners, etc.), he has employed what is called a "hoplink".

This is a "jumping step" that is embedded in a URL created by ClickBank® to connect affiliates with a vendor's products when a sale is taking place.

A hoplink can look a couple of different ways:

1. The original hoplink looks like this:

**<http://hop.ClickBank.net/?AFFILIATE/VENDOR>**

2. The new hoplink looks like this:

**<http://AFFILIATE.VENDOR.hop.ClickBank.net>**

Both take the shopper to the vendor's product sales page, and ensure the affiliate gets credited for the commission, should a sale result from the shopper's visit.

### ***The hoplink accomplishes 2 things;***

1. It allows the ClickBank® server to put a "cookie" in the prospective customers computer that has the affiliates nickname in it. By setting this "cookie", ClickBank® is making sure that the referring affiliate gets the sales commission for it. The "cookie" is just a tiny text file in the visitor's computer that has this information stored on it. It is unobtrusive when used in this fashion; and
2. It sends them to a "redirect page", or "landing page", which is simply the page that the vendor wants them to see first.

The only apparent drawback to the hoplink, is that it limits where the visitor can be sent to the redirect page on record at ClickBank® .

### ***Did You Know:***

At Pro2, we have developed a simple method that allows our store owners to send customers to any page, or any product category or listing while still employing the security of the hoplink.

We also check EVERY transaction to make sure the person trying to get the commission from a sale is a valid member in our super-fast database. If they are not members, they get "spat out" of the system immediately. ONLY Pro2 members can benefit from any of the Pro2 utilities or resources.

So, with the hoplink system developed by ClickBank®, Pro2's built-in security measures, and the ability to send a customer to any product, category, or listing using the hidden hoplink, I think you will agree that your efforts and commissions are safe.

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### **CHICKEN LITTLE - THE SKY IS FALLING!**

There are terrible rumors flooding the Internet about affiliates being robbed of hard-earned commissions. While I believe this may occur on some minor frequency, our testing and experience has identified that it just isn't as bad as many would have you believe.

Truth is, the bearer of the "gloom & doom" of affiliate link theft can usually be found to be thoughtfully including a link to a product that they claim will eliminate the theft problem completely.

Let me explain why by using a situation and challenge that I used at a recent affiliate marketing conference I attended.

While speaking with a small group of fellow marketers on the perceived threat of ClickBank® affiliate link theft, I put the challenge to each and every one of them.

I challenged them to walk out the door of the hotel and find any one on the street that wasn't attending the conference that knew of ClickBank®. I told them if they could find anyone that knew what ClickBank® was, I would pay them \$100.00

By the end of the weekend following countless interrogations of restaurant staff and passers-by, my \$100.00 was still safely tucked away in my wallet.

You see, the web has billions of potential customers. These are the potential buyers from your website. ClickBank® has only about 140,000 affiliates. Pretty safe bet that most people out there don't know what an affiliate url is, let alone how, or even why to cheat it.

Even with the absolute BEST anti-affiliate link theft software out there, there is no way to completely eliminate ClickBank® link theft.

Why? Because as soon as you transfer the customer from your site to ClickBank®'s, the affiliate has no control over what is displayed or revealed in the web address or the pages to follow.

Most ClickBank® affiliates know how to cheat a ClickBank® affiliate url, but don't do it anyway. But there are the unscrupulous few out there that will, but they are the exception and little can be done to deter them.

### ***Did You Know?***

Pro2 has still elected to protect all of your search and browse links from affiliate theft? Even though we know that link theft is more a fallacy than a threat, we have integrated multiple security features to maximize your link security and your "feel-good factor".

These security measures are also included in all of Pro2's **search boxes** and **plug-ins**.



I bet you're thinking;

"So far this sounds exciting, but with a product this great, won't my site look the same as thousands of other Pro2 websites out there? Isn't this one of those "cookie cutter" sites the search engine at Google penalizes so severely, ruining any chance I might have of a good search engine position?"

***Absolutely Not!***

Although we do have thousands of members, no two Pro2 sites are the same. Your site is one of a kind.

This again sets Pro2 apart from the sea of low-tech imitations that seem to be everywhere you look. We were the first, and are still the #1, and for good reason :>)

***Why? Because as a Pro2 member, you have complete control over the entire content of your store.***

*"This is in stark contrast to other ClickBank® malls which only offer a cloned "parking page", and do not allow the addition of dozens of other income streams, as Pro2 does."*

(Read on to see how we will GIVE YOU one of these parking pages for FREE..and the one we give you for free is STILL better than the ones you see for up to \$97.)

We help you break out of the boring "cookie-cutter" look and feel of those sites that seem to clutter the web. Not only do you have total control over the look and feel of your site, but you also have total control over;

ALL of the content; (Text and images)

ALL of the Meta Tags; (These are for search engines)

ALL of the products; (actual product images and descriptions at the click of your mouse); and

ALL of the affiliate programs on your website.

**Pro2 is in a search engine-friendly package where you control;**

**Page title;**

**Store name;**

**Page content;**

**Color scheme;**

**All links;**

**Graphics & Images;**

**Products;**

**Affiliate programs;**

**Meta keyword tags;**

**Meta description tags;**

**and much, much more.**

If you love the idea of putting ClickBank® and dozens of other affiliate system and products to work for you, but don't wish to promote some products or product categories, the Pro2 System is the answer for you!

No Need To Display Categories Or Products That You Do Not Wish To!

Take a look at two sample sites below:

***View Demo Site#1***

<http://www.CBShopper.com>

General ClickBank® Mall & Affiliate Portal

***View Demo Site#2***

<http://www.CBStore.com>

Specialty Store Targeted To AdWare/Spyware Removal

This means that if you wish to have a site about gardening, you can choose to ONLY display gardening products and services.

If you wish to promote survey sites, or work at home opportunities, you can choose to ONLY display relevant products and services.

Any niche, any subject. You have complete control!

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### **NEVER PUT ALL OF YOUR EGGS IN ONE BASKET - DIVERSIFY**

Establishing an online income is very exciting. Imagine going to your postal mailbox to find a nice big fat check in it for your online efforts!

Now let's bump that dream up a bit, and imagine that you go to your postal mailbox and find a nice big fat check for you online efforts EVERY DAY!

You can do it!

Did you know that right now, I receive about 30 checks from various affiliate networks each and every month. That's like...

...getting a paycheck each and every day of the month!

Establishing "multiple sources of income" is one of the most exciting opportunities available to each and every one of us. The only difference is that I took the necessary action to do it.

You can take the same action, and we show you how to do it!



Imagine getting a \$100.00 check in the mail.

*Not bad eh?*

Now imagine getting 30 checks for \$100.00 each.

*Even better!*

Now... if you imagine that some of those checks are four or five figures, you can see how we are talking very serious money.

*It's that old adage;*

"Don't put all your eggs in one basket"

Nothing better than having multiple baskets of golden eggs, is there!

### ***DID YOU KNOW:***

Not only is using Pro2 is like signing up as an affiliate with every single vendor in the ClickBank® Marketplace. There are dozens of other hot affiliate programs and products built right into the Pro2 system that you may choose to join.

Remember that idea of a paycheck each day? Sounding more like a reality isn't it?

*"Here's a neat feature! If you are a member of a great affiliate program, simply use our "Suggest A Product"*

or "Suggest A Program" link and we'll add your affiliate program to the directory! "

...and when we join, we join through YOUR link. If your affiliate program is a 2-tier program, just imagine how many second tier members you can gain by simply submitting your program and being approved!

***Every single Pro2 member will then have the option to join your program right through the private Pro2 Member's Area!***

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## **BUILD YOUR BRAND - NOT SOMEONE ELSE'S**

We introduced you to just a small sampling of how the Pro2 Integrated Income System helps you to maximize your affiliate income.

Let's look at what building a brand on the web means, and the advantages of building brand identity.

**McDonalds,  
Sears,  
Home Depot,  
Yahoo!,  
Ebay,  
Amazon.**

All of these stores and web sites have built their brand recognition to the point where they are all pretty much household names.

Having a brand, and promoting your site as a brand helps to build customer recognition and customer confidence. With so many websites out there, building your website around a catchy or memorable name will help your customers find you.

Promoting products as an affiliate is a great opportunity to make some serious money, but the affiliates that are serious about making money know the benefits of appearing to be an independent vendor for any given product.

This not only adds the look of exclusivity, it also builds confidence with your potential buyers that you are professional and gives you the "big company" look.

OK, I know that most of us can't afford to hire a business identity professional to help us with this.....so what can the average Joe or average Joann do?

Building a brand and doing business on the web as that brand is extremely simple.

By owning your own domain name, and hosting your site independently of the main vendor you can build all of the benefits of brand recognition, buyer confidence and perhaps most importantly, help your customers find you the next time they are shopping!

Which of the following examples would you prefer to do business with?

**Website Address:**

<http://www.1stpromotion.com/pro2/prosite1/index.php?id=cbshopper>

**Email Address:**

Koochiekoo\_baby\_1967@yahoo.com  
(this not a real email address :>)

or

**Website Address:**

www.CBShopper.com

**Email Address:**

Rick@CBShopper.com

Both web addresses above go to the same website. Case closed. Pretty simple.

Owning a domain name can help anyone to build a brand. Also as shown in the example above, owning your own domain name entitles you to have a number of email addresses related to that domain name.

Sweet!

Branding on the web can also be extended into so many other aspects, but none will affect a web business more than the domain name. You don't need to own a high-dollar domain name, but personalized or targeted to your niche can really help you in your quest for success online.

***Did you know:***

No one ever needs to know that you own a Pro2 System?

Why?

Because our unique branding ability allows you to;

- Use your own domain name; (a real install, not on a "redirect", which is actually severely penalized by search engines)
- Host your site independently; (no affiliate web address)
- Custom Email Addresses;
- Use your own logo;
- Input your photo;
- Input your contact info;
- Your own featured products;
- Build your mailing list
- and so much more!

Combine these features with our 6 different page schemes and infinitely variable product selection and layout, and your Pro2 site will reflect you and your business identity, NOT ours!

Remember, the shorter and the more memorable the domain name the better!

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**NOT JUST THE TOOLS- YOU NEED THE KNOW-HOW TOO!**

You know, it's not that long ago that Ron and I walked in your shoes, or some just like them.

You see, we don't have a Masters Degree in marketing or a Phd in B.S., but what we do have is the sum of all of our successes and failures, and we are going to share these with you if you are willing to listen, and willing to learn.

You'll find no hype, and no empty promises here. Just facts that will educate and motivate. I won't tell you that it is "my way or the highway". There are all kinds of excellent marketing methods out there. It will be up to you to decide the means that interests, motivates, and is successful for you.



We won't leave you high and dry. We know that when you succeed, we succeed.

Each new member to Pro2 receives a copy of an **"Pro2 Income Accelerator Guide"**, outlining exactly what they can do to promote their business on the web . We also provide you with the same resources that we use!



For a very limited time, we're including a free copy of our **"Idiot's Guide To Web Marketing"** , a HUGE 306-page ebook on everything you wanted to know about web marketing....and then some!

The **"Idiot's Guide To Web Marketing"** sells every day on ClickBank® for \$47.00, but it is yours free when you join us. This is a great reference for any website owner, not just affiliate marketers.

If you know nothing at all about marketing today, don't expect to "know it all" tomorrow... Marketing can be a bit of an elephant to swallow....  
Keep in mind the old joke...

***"How do you eat an elephant? One bite at a time."***

If it seems overwhelming, put it down for a while push back from the table and revisit this later. If we can build up anything at all in you, let it be confidence!

You won't catch me quoting web marketing "gurus" or success phenomenon here. While many of them are great, too many are great in their own minds only. I personally have been burned by too many "experts", and had my wallet emptied by them more times than I care to mention.

The Internet is a daily learning experience. Even the most savvy of marketers must continue to learn on a daily basis. Happily, I am not savvy. I much prefer to be known as downright unpolished.

Yep, add a little hype and polish and I could retire sooner.... probably much sooner. However, I told my wife Donna not that long ago that "Yes, I want to be rich, but I want to be able to sleep at night too!" The tactics used here are not "guerilla", just "learned" common sense.

But wait you say.... you can't learn common sense, it is just in you! Well, yes, you are right. But given the fact that there is too much hype, and too many claims about miracle products from too many self-proclaimed and virtually unknown "gurus" and "marketing gods", we have been amputated of our ability to use our common sense on the web. So, I like to call it a "learned common sense".

When you are face-to-face, everyone has a built-in "B.S. filter" that will give off all kinds of warnings to warn you of high-pressure, questionable sales pitches. This BS filter allows you to make informed and knowledgeable purchases or commitments. On the web, though, we are frequently blinded to this "gut feeling", and can't use our common sense.  
The speed and convenience of catch-phrases like:

***"Activate Your Account Now"***

and

***"Put your income on Auto-pilot!"***

have numbed our common sense's ability to prevail.

If you could, you'd be hearing warnings going off on a lot of offers. What I mean by "learned" common sense is that I will basically allow you to borrow mine for a while.

Think of me as a B.S. filter for you.

No, I won't make the decisions for you, but I will try to show you the truth in what I have faced so far as far as opportunity on the web. A chance for you to learn from my mistakes.

I much prefer a "belly-to-belly" approach to doing any kind of business, but it is a little tougher when we are talking global neighborhoods. If at any time you feel you need assistance, drop me an email to sales@1stPromotion.com and I will respond to you. Include your phone number and I'll call you directly.

Remember what I mentioned about not quoting web marketing "gurus" or success phenomenon's here?

Well, it doesn't mean I won't be throwing the odd quote in here and there. Here's one from a winner pretty much anyone in the world can identify with!

***"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."***

**Michael Jordan**

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### **WHAT PRO2 IS NOT!**

Ever try pushing a car with a rope? It just doesn't work, but try pulling that car with a rope and it is a whole different book of possibilities. I am not saying you can pull it, I don't know you and I don't know your motivation.

Ron & I provide great resources and marketing tools with your Pro2 membership. We won't leave you high and dry. As I stated above, we want you to succeed.

But I can't make you read the guides. I can't make you use the resources that we include. That is up to you. I am willing to help you to succeed but it comes right down to you as an individual.

If you "don't know how" we can help, that just isn't an excuse anymore.

With the tools and shown how best to use them makes the whole "making money on the web" idea a lot more possible!

### ***Looking for guarantees?***

*We have one, and its the best one in the business. 60 days no questions asked, and you KEEP the tools, software, ebooks, and everything else. Keep the whole lot!*

How can we afford to offer such a guarantee? It's easy. It's because we have so few refunds! We are going to do out VERY BEST to make sure you are not just HAPPY with our product, we want you to be ELATED! We want you to tell all your friends so they will join us too! Get it? :>)

If you provide people the BEST tools available, you don't need hype or bonuses. (we still offer bonuses too though!...just cause everyone loves a freebie or two!)



[Click this link to save \\$20.00 & Get Started TODAY!](#)

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**HANDY CLICKBANK® FAQ'S**



Here's some very valuable information for all users of ClickBank® . Whether you're a vendor or an affiliate, you need to know all that you can about hoplinks. The information below is direct from ClickBank® with their permission.

This is a great read, and I would suggest that everyone have a serious read of these questions and answers:

Q. With hoplinks does the first or last affiliate get the commission?

A. When a purchase is made at a vendor, the commission is awarded to the last affiliate who referred the customer to that particular vendor.

Q. For how long do you track each referral?

A. After you make a referral to a vendor, you will earn a commission if the customer makes a purchase at that vendor up to 60 days later.

Q. What percentage of ClickBank® sales are made by referral?

A. Among our top selling products, over 75% of sales are generated by affiliates. Overall affiliates generate over 50% of all ClickBank® sales.

Q. Can vendors cheat affiliates by "undoing" the commission on a sale, or by pretending that a sale was refunded?

A. No. Unlike other popular affiliate solutions, ClickBank® handles both the sale and the awarding of commissions. The only way for a vendor to undo a commission is to actually undo (refund) the entire order.

Q. If I refer a customer to one vendor, and they proceed to make several purchases from that vendor, will I get a commission on each sale?

A. Yes.

Q. If I refer a customer to one vendor, but the customer ends up buying from a different vendor, will I get a commission on the sale?

A. No.

Q. Suppose a customer is surfing the web at their office. I refer the customer to a vendor, they make a purchase, and I get a commission. Later the same customer is surfing the web at home (on a different machine) and goes to the same vendor to make another purchase. Will I get a commission on that sale?

A. Yes! This feature will be added soon.

Q. Will I get referral credit if I make hoplinks open into pop-up or pop-under windows?

A. Yes. Pop-up, pop-under, and "exit" windows are not a problem.

Q. Will I get referral credit if I hide hoplinks by making them open into a frame, iframe, layer, applet, image, or other sub-window object?

A. No. These are illegal hoplinks. For security reasons, and to ensure proper tracking of your referrals, all hoplinks must be targeted to the top level of a new or existing window.

Q. What happens if I do make illegal hoplinks?

A. The short answer is that if you make illegal hoplinks you will lose money. Hoplinks targeted to frames or

iframes are automatically re-targeted to fill the top level of same window, with full referral credit awarded. Note that this re-targeting may have the unintended effect of displacing your entire web site.

Hoplinks targeted to images or other invisible html objects give you no referral credit at all. In some cases they will also prevent you from receiving referral credit for legal hoplinks on the same page.

Q. Will I get referral credit if I hide hoplinks by using a "link cloaker", so that the customer clicks on a url that then redirects the customer through a ClickBank® hoplink?

A. Yes. Cloaked hoplinks are legal. Redirecting to hoplinks is not a problem as long as the link is targeted to the top level of a new or existing window.

Q. How can I target a hoplink to the top level of the current window?

A. If your site doesn't use frames, then all links are automatically targeted to the top level. If you do use frames, then to be safe be sure to set the target attribute of each hoplink link to "\_top".

Here's an example:

```
<a target=_top href=http://hop.ClickBank.net/?AFFILIATE/VENDOR>Click Here!</a>
```

Q. How would I target a hoplink to a new window instead?

A. To open a hoplink in a new window set the target attribute of the hoplink to "\_blank".

Here's an example:

```
<a target=_blank href=http://hop.ClickBank.net/?AFFILIATE/VENDOR>Click Here!</a>
```

Q. I'm a vendor who doesn't want affiliates putting my site in pop-under windows. Can I prevent this?

A. Yes. You can almost always force your site to the top by putting a simple script on the page.

Here's an example:

```
<script>self.focus()</script>
```

Q. I'm a vendor who doesn't want affiliates putting my site in a frame. Can I prevent this?

A. Yes. In almost all cases we prevent this for you, automatically.

Q. Besides cookies, what other methods does your system use to track customers?

A. Sorry. For security reasons we cannot disclose any internal details about our tracking system.

Q. Can Google and other search engines properly index my site if other sites link to my site via hoplinks?

A. Yes. Search engine robots have no trouble traversing hoplinks.

Q. Does your tracking system use the "HTTP\_REFERER" variable to filter traffic?

A. No. We ignore it. We have used it in the past, but we have since determined that it is unreliable. We no longer use that parameter for anything.

Q. Am I guaranteed referral credit no matter what the customer does to avoid being tracked?

A. No. The affiliate (if any) we associate with any ClickBank® sale is determined by an automated tracking system. Any decision made by this system is final, and not subject to petition or debate. Though we believe our tracking system to be more fair and accurate than any alternative, we make no representation regarding the ability of the system to track any specific customer, for any specific length of time.

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### **YOUR FREE CLICKBANK MALL - OTHERS CHARGE \$97 FOR THIS!**

OK, if you have read through the ClickBank® Guru series this far, and are still not convinced that Pro2 is the most power ClickBank® & affiliate income opportunity available anywhere at any price, this will blow you away.

For a limited time only Pro2 now offers a free ready-to-go 100% searchable ClickBank® mall to every new member.

**1st Promotion**

Here are just a few of the features of these great little malls:

- \*\* Every single product generates up to 75% commission on each & every sale.
- \*\* No experience necessary
- \*\* No website needed - We provide it.
- \*\* Banner rotator
- \*\* Hit tracker
- \*\* Article library
- \*\* Completely turnkey!

All that is left to do is to promote. (& We Even Show You How, & Where To Do That!)

These Sites Make Money With ClickBank®, Amazon, Google AdSense & More.

Act now and you will receive the industry's most powerful ready-to-promote ClickBank® Mall ABSOLUTELY F-R-E-E So you can start Today.

***Why pay up to \$97.00 from our competitors,  
When we give it away!?***

PLUS - We throw in over \$500 in valuable bonuses absolutely free as our thanks for trying Pro2.

Every Membership includes our ultra-powerful and customizable Pro2 store.

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### **KNOWLEDGE & ACTION - THE ONLY THINGS WHICH SEPARATE ANY TWO PEOPLE IN BUSINESS**

We have given you a few of the tools you'll need to succeed with ClickBank® . The choice is now up to you. You can decide to act on the lessons and information we have presented, or you can ignore it.

As far as I know, there are no "flukes" or "success by accident" on the web. The secret to success on the web is, and always will be knowledge and action.



This is a proud moment for you. Graduation day. You've out-accomplished many by sticking through to the end of the initial guru series. You are now ready to forge ahead into new territory.



Step outside your comfort zone. We have put so many tools at your disposal that you are not heading into the dark unknown, you are being lead to success.

Put the ClickBank® Guru series to work for you! Use it to your advantage. Every day we have affiliates that make their very first sale on the web.

Every day we have affiliates that continue to see their dreams of an honest to goodness, verifiable income actually come true for them.

Many of them are seeing the first revenue they have EVER earned from the Internet! Now it is your turn to take these tools to lead others to take that first step toward success on the web.

Nope, you aren't a subject matter expert yet, BUT... you have a building block of knowledge to work on now.

Becoming one of our members will accelerate the process exponentially, as you'll be availed of so many marketing tools, including personal assistance if you need it.

The tools we have put together for you coupled with the ease of ClickBank® will make your web business the simplest possible. Of course, the more active an approach you take with your business, the more substantial your success is likely to be.

Here's how it works:

When you become a member (the one-time charge is for a LIFETIME membership), you can put all the tools in the member's toolbox to work for YOU! Each one is fully customizable to YOUR IDENTITY and YOUR ClickBank® nickname.

YOU earn all the commissions from referrals as well as from any of the products featured or referred to in the ClickBank® Guru series.

AND you earn 100% of the commissions that you would normally earn with ClickBank® . We don't touch another cent. Your \$79.00 membership fee is good for LIFE, with no maintenance fees or hidden charges.

You also receive our newsletter, all updates, features, and free software we develop at no extra cost.

Each new member receives two great easy-reading guides, and video tutorials.

The first one is the User's Guide that will show you how to quickly and easily set-up your PRO2 store and use the various functions. Read this in it's entirety first and then start to set-up your store using the instructions in the guide. It is very easy to use, even if this is your first web site.

The second guide is the Accelerated Income Guide that will show you how to start making money with your new business very quickly and how to sustain that income and increase it over the long-run.

I am always available to discuss specific marketing questions, and our Member's Area is full of ads, banners and resources to assist you in marketing your site.

YOU earn commissions from all the products sold through YOUR site or search box, AND you earn 50% commissions on all Pro2 memberships that you refer the sale on.

That's just 2 sales to cover your membership for LIFE!

Take note of what you are doing right now.... Right this very moment. Capture it. Remember it. Mark it on a calendar, and put beside it:

Current Web Income = \$\_\_\_\_\_ per month

Now, jump ahead on the calendar and place a realistic income level on the 6 month anniversary of today's date, say:

6 Month Web Income = \$\_\_\_\_\_ per month

Be honest about the amount you put there. Remember, real income on the web takes work, and chances are the only people profiting on so-called "auto-pilot" systems are the actual pilots flying the program.

We hope to see you join us at Pro2. There are a LOT of very exciting developments coming all the time, and we will do our best to keep you updated on them.

Now is the time to get started. The only difference between you and someone that is currently making money on the web is that they took the first step and took action.

Take that action now and rest assured that it comes with our no-questions asked 60-day 100% Money-Back Guarantee!



***Free Up-To-Date Info!***

I hope have enjoyed reading The ClickBank Guru!. I invite you to join my newsletter to find out about great free materials just like this periodically via email. Just click the link below to subscribe now!

***[Sign Me Up Please, Ron!](#)***

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