



## Checklist 10 - ClickBank Product Research

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

To find products to promote as an affiliate on Clickbank click on the Marketplace link at the top of the page

One way to find products related to your niche is to take a look through the categories in the left-hand column and each of these categories opens up a list of subcategories when clicked.

When you click on your chosen category or subcategory you will see all of the products that have been listed within that category/sub-category.

### Understanding the stats

Yes No

1 Title and description

 

*The first thing you'll see for each product is the Title and description of the product. This is also a clickable link and when clicked, will open up a new tab where you can view the sales page.*

2 Take a look at the sales page

 

*Does the sales page look professional, does it have good sales copy that explains all of the benefits the customer will receive, does it have a sales video etc. Ask yourself, would you buy this product? If it's a NO or as soon as you open the sales page your first impression isn't very good, then it's likely other people will feel the same way.*

3 Affiliate page link

 

*You may also find a link to the product affiliate page underneath the title and description. This shows that the product creator has taken the time*

Notes



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*to help their affiliates and it can save you a lot of time. Click on the link to open up the affiliate page in a new tab and see what affiliate resources are provided that you can use in your promotions.*

4 Grav

 

*Gravity is an approximate indication of how many affiliates have successfully promoted this product and is a sign that it's converting well. The higher the number the better.*

5 Initial \$ sale

 

*This is the average \$ amount you would receive from an initial sale alone.*

6 Avg \$ sale

 

*This is the average \$ amount you would receive which includes the initial and rebill sale.*

7 Avg Rebill Total

 

*This is the average \$ amount you would receive in recurring payments after the initial sale. Usually each month.*

8 Avg % sale

 

*This is the percentage you will receive in commissions from the initial sale.*

9 Avg % rebill

*Notes*

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*This is the percentage you will receive in commissions for recurring payments. i.e How much you will receive each month from a single sale for as long as that customer remains a member and pays their subscription each month.*

10 Search box

 

*You can enter keywords related to your interests or niche into the search box and click on the magnifying glass to see the results.  
Note: If you don't enter any keywords into this box and you click search with the box empty, then you will find the results show all of the most popular/top selling products on Clickbank.*

11 Advanced search

 

*You can filter the search results to only display products that fit the following criteria;*

12 Products that match a specific keyword

 

13 You can choose to exclude keywords

 

14 Select a category from within advanced search

 

15 Change the number of products to be displayed on one page

*Notes*

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- 
- 16 Gravity
- Only show products with gravity higher or lower than the number you enter*
- 17 Product type
- Shippable media or pitch plus*
- 18 Preferred language
- 19 Billing type
- One-time or recurring*
- 20 Vendor activation date
- You could use this to find newer or older products*
- 21 Affiliate page
- Only show results that have an affiliate tools page*
- 22 Vendor spotlight

*Notes*

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*Only show results that have a spotlight page which is a vendor's profile that shows affiliates the following information:*

23 Sales statistics

 

*Customer-facing advertisements, to give affiliates more info about your product and what sales messages they should use*

24 Mobile features

 

*Only show products that have a mobile optimised sales page and affiliate link.*

25 Get your Affiliate Link

 

*Once you have found a product that you want to promote then click on the promote button.*

26 You will see a page which shows you how much commission you will earn and 2 boxes below. The first box should contain your username/nickname

 

27 The second box is where you can add a tracking ID which is optional. If you want to know where your sales are coming from such as any promotions on Facebook or promotions from email then you can add something here that will help you identify which traffic method you're using is making sales.

 

28 Click the Create button

 

*Notes*



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*Now you will see your affiliate link, this is the link you will need to use to earn commissions. You can use a url shortener or a url redirect to send traffic to this link.*

*Note: To test that your link is working and you will receive your commissions then you can test this link by clicking on your affiliate link and going to the sales page. Then click on buy now and go to the order form. At the bottom of the order form you should see your Clickbank username/nickname. If you do not then something hasn't worked and you would not receive commissions for this sale so go back and check your affiliate link etc.*

- 29 Once you have tested your affiliate link and it's working then you're ready to promote and start driving traffic to your affiliate link.

 

Notes