SUPER AFFILIATE SYSTEM

Choosing a product on

CLICKBANK.

With Ilya Gurman

FINDING THAT NEEDLE IN THE HAYSTACK

Why is it important?

1) Market changes.
2) Get a headstart.
3) 30% of success in affiliate marketing (Together with picking your niche).
4) Saves lots of trial & error time
5) That's your seed, essence of investment.

How to choose a product?

5 holy steps / rules

1) **Gravity**
2) **Other statistics**
3) **Vendor landing page & funnel**
4) **Affiliate Materials**
5) **Vendor support**
6) **Test/buy product (advanced)**

Gravity

Definition: Clickbank gravity is an estimated matrix that indicates the number of affiliates that made a sale promoting a product in the last 12 weeks. For each affiliate who made a sale the product is given a number between 0.1 and 1.

- Higher -> better AND more competitive.
- Very high? -> Suspicious, avoid as beginner (Too much competition, manipulated?).
- Ideal? 10-60
- Important: Gravity has to be on an up-trend.

BOTTOM LINE

- You're an experienced affiliate? Shoot for high gravity & high ticket.
- You're starting out? Shoot for medium Gravity & lower ticket.

GRAVITY

Statistics

Initial Sale

This is the amount of money you will make when people buy a certain product by using your affiliate link. **Ideal:** $15+

Avg $/sale

This is the amount of money you will make on average for every sale you generate (including upsells). **Ideal**: Above $15+

* if **Initial sale** amount=**Avg $/sale** this means that the   product does not offer any upsells or people just don't buy them.

Avg percentage per sale

Average commission. **Ideal: 50%+**

Avg Rebill Total
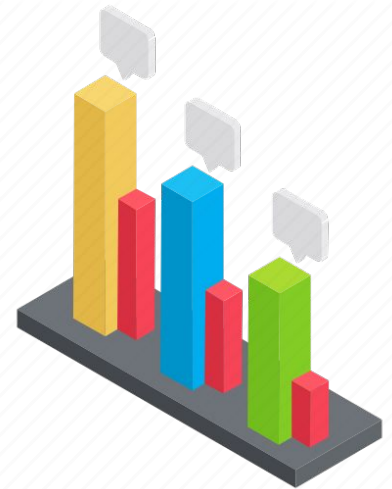
Average income from rebills.

Avg %rebill

This number represents the average affiliate commission percentage for a sale of the rebill.

 Avg %/Sale

 This number shows

 the average commission

 rate earned for

 all sales of a vendor's products

Vendor sales funnel

- **Too messy? buttons/banners/text? -> Avoid**
- **External / other products ads/promotions-> Avoid**
- **Free bonus offered -> Great.**
- **Intuition:** You know your niche, would you buy it?

Affiliate / JV Materials

- **Not a deal breaker.**
- **Presence of good affiliate materials as well as updated ad swipes, email sequences, videos, images etc, indicate seriousness of the vendor and dedication for cooperation.**

- **Keywords:**
- It's always good to have keywords lists, however **finding your own** is the real gold mine, discussed on future training.

Outsourcing – Fiverr for products with lacking JV materials.

Johncrestani.com/fiverr

- **Affordable.**
- **High quality.**
- **Social.**
- **Easy.**

Test the product (Advanced)

- Ask for a review version or a demo.
- (Advanced) Buy the product yourself and try it out, understand pros and cons, what can you rely on, what can be marketed.

Advanced

Advanced methods

CBengine - More advanced, good for calculators & tools. Up-to-date recommendations.

CBSnooper - A clear overview-oriented app.

CBGraph - Good to find 'secret' products, 'rising stars'.

CBEngine

ClickBank Marketplace - CBENGINE

- Good for **NEW** clickbank product discovery

- Has one important tool: **Refund rate** calculator.

- Has **recommendations** on homepage which are NOT ads, but actually researched recommendations.

- 'Statistics' - Good to help you choose a niche

CBSnooper

https://cbsnooper.com/home

- Doesn't require manual investigation.

- Less info than CBengine.

- More pleasant and clear User interface.

- Good for general overview and 'approval' or **'confirmation'** of a product choice done according to the above steps.

- **Free forever**

CBgraph

CBGraph: A Professional ClickBank Marketplace

- Free with a paid option.
- Contains very good customisation features, good to find **rising stars**.
- '**Growing vendors**' important to recognize 'saturated' products (downtrend, flat-line), or a possible gold mine.