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How To Dramatically Increase Your Clickbank Sales Now

By Andrew Daum

Did you know you are being cheated?

This may come as a surprise to you... but if you promote any affiliate program on ClickBank (and other affiliate networks), more than likely you are losing money and being ripped off.

I recently ran a split test mailing. On half of my list I used a program to "cloak" the affiliate site I was promoting, and on the other half of the list I did not. I used my actual affiliate link.

To my dismay... the results were as I expected.

On the affiliate links I did not cloak, I made a total of 8 sales. The number of subscribers is not really that important, as we are not calculating the percentage of people who purchased, or the conversion rate. We are calculating the "Rip Off" rate.

Are you ready for the number of sales I made using the "cloaked" affiliate link? It was almost three times as many as the none cloaked link... 23. You read it right... I made 15 more sales on my cloaked link than I did on my regular affiliate link!

Keep in mind, the list was divided up in half... so the same number of people received the exact same offer. The only difference was on half the list, I gave my actual affiliate link... and on the other half, I gave a link that I cloaked.

For those who do not know what I mean by "cloaked" link, here is an example;

<http://newtraffictools.com/latest/power>

Notice how the sales page of the site stays on my site, newtraffictools.com (the link is also the same product I use to cloak the sites I promote). It does not disclose the actual sales page... it is hidden. While this method may not be 100% fool proof, the numbers above speak volumes on how effective it is.

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Effective to the point of an extra \$900.00... that I more than likely would not have made had I not cloaked the links.

So what does this tell us?

Does it tell us people are crooks... dishonest, no count and not to be trusted? Well, not actually. It tells us that if given the opportunity, they had rather use their own affiliate link (or spouses) to buy products at a deep discount and to save money. I can't blame them... can you?

Since this is a business (unless you do this as a hobby), then we must take the required steps to keep from being cheated.

There are a few different programs out there that allow you to cloak your affiliate links. Using the program I linked to above... you can cloak both affiliate links on your web site, and in your emails to

your subscribers.

It does not matter which affiliate link cloaking program you use... just begin using one today, and watch your conversions and sales go up with the same amount of effort.

Andrew Daum is the Publisher of the New Traffic Tools Newsletter. You can subscribe by visiting his web site and receive updates when the latest released traffic building software is available;

<http://www.newtraffictools.com>

How to get 10%+ conversion rates and increased profits by simply breaking even: Part 1

By David Hennebery

Its becoming common knowledge the next big thing in Internet Marketing is video. Already many internet marketers have started doing this and there conversion rates are jumping from 2% to over 10%. So what exactly are they doing with these videos? Putting it simply they are replacing the written testimonial with video testimonials.

Which would convince you to buy more? 1) A testimonial in a big yellow box written by someone you don't know, telling you how great the ebook is and how much they have earned Or

2) A video created by the Publisher, showing you invoices of how much he/she earned by using the methods outlined in the ebook.

It's obvious that the conversion will be much higher for number 2).

With this high conversion rate we can increase product price by 50% and increase profits further. This is the power of video. The big boys are already doing this, its easy for them, they have made huge

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sales with there products. So they simple get their clickbank or paypal receipts and demonstrate them on video. But the small fish can't do this because they haven't made the sales so they can't prove on video how much they've made, which effectively won't allow them to increase their conversion rates. Well there is a simple way they can do this and it's all about breaking even.

The key ingredient in all this is, psychologically customers do not think of cost. If you have a video showing your clickbank receipts, all the potential customer is seeing is how much you've made. If you produced a clickbank cheque worth 8,000 for the month of May, the customer automatically assumes you made \$8,000 profit selling your product. Roughly 80% will never stop and think that you spent \$7,000 on costs to promote your ebook. They will see what they want to see, \$8,000 in product sales. If a potential customer can see exactly how much you have earned using your product it will give him the confidence to do so and ultimately lead to purchasing the product.

In part 2, I will show exactly how you can make huge sales numbers, blast your conversion rates over 10% by breaking even and producing videos.

David Hennebery is the owner and creator of a very successful ebook called ebookprofitmaker. He is regarded as an expert in eBook marketing and selling. To contact him email

support@ebookprofitmaker.com

or

<http://www.ebookprofitmaker.com>

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