

How I Made \$1,348,915.16 in  
Clickbank Commissions In 12 Months!

By Shawn Casey

## Legal Stuff

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## **What Is The Purpose Of This Guide?**

This guide is designed to give you just a little more information and more importantly to summarize the videos so you can just refer back to this guide after watching a video to enable you to quickly follow step by step to get each section done without having to search back through a video.

## **Best Way To Go Through The Initial Training**

This first training section is divided into two parts

First just watch the 3 videos Shawn made:

- Module 1 - System Overview
- Module 2 - Setting Up Your Squeeze Page
- Module 3 - Set Up Your Get Response Form

On your Members Area page here: [Click For Members Area Page](#)

These are brief videos to give you an overall idea of how quickly and easily you can get started

Then read through the section below for a review and a little more information.

In Section 2 are more detailed videos to show you exactly what to do but these are still rather short. We want to show you just what you need to know to get your mailing list set up as fast as possible so you can be in business. Let's not go to night school for 6 months, Let's take action and be in business in 2 or 3 days!

## **The Special Deal Just For You**

My Special Deal For You To Get A Professional Looking Website Built For You With Templates For AN Attractive Design Including Graphics And Pictures PLUS Content On Your Topic That Also Has An 'Easy To Edit' Administrative Software Panel For You To Customize Your Website Including A Quick Way To Just Slap In Your Mailing List Sign Up Form **All For JUST The Cost That You Would Have To Pay For A Webhosting Account Anyway. . .**

Make sense?

Yes, you can register your domain name and get hosting from any company you want to but then you will still have to either build your website yourself, time consuming and frustrating, or pay someone a lot more than you'll want to and have them build it for you.

But with this special deal you can go from 0 to 60 without spending a fortune!

Get started fast with a smart looking, content loaded website all included in the cost for a normal hosting plan!

[Click Here To Get Your Free Custom Built Website \(Normally \\$1,997\)](#)

Please Keep In Mind You Can Have Any Topic You Want, Not Just The Weight Loss Niche I Recommend, And You'll Have Your Website In A Few Days

### **Your 'Squeeze Page'**

A sign up page known as a 'Squeeze Page' is nicknamed this as it forces you, or squeezes you, into doing one of only two actions; either sign up or leave the page

This market tested squeeze page is also yours with your content loaded website as part of the special deal I have set up for you

You can easily edit this page for any topic you want, you do not have to stick with the weight loss topic

Once you have set up the sign up form inserting the few short lines of code into the squeeze page template is a simple matter of copy 'n paste.

(In other videos you'll see how to get this mailing list sign up form code, how to go into Get Response and properly grab the correct script.)

With the admin panel for your specially designed website it is quick and simple to get your sign up from up and working in minutes.

Let me tell you that this particular squeeze page layout is a time tested, successful design and many of you have probably seen a variation of this one more than once.

Why? Because it works and it keeps working.

This shows you how easy it is to create a 'Web Sign Up Form' for your mailing list and then just copy 'n paste it in the administrative panel of your website and presto! Your website is ready to start building your mailing list.

Get Response has a lot of features and there are many things you can do with an autoresponder service but it is **Very Important To Understand You Really Only Need To Know Three Things To Get Your Business Started: How To Set Up Your List, Create And Plug In The Sign Up Form, And Drop In The Emails We Provide To Go Out To Your List!**

You don't need to be an expert on GetResponse or whatever your autoresponder service you are using, you just want to know the few things you need to do to get your business up and running FAST!

Almost all of you will be creating a new sign up form and there are plenty of design templates to allow you to choose one that is very eye catching so they can't miss it.

Remember to remove the little blurb about Get Response that is just distracting from the sign up form's main purpose

REMEMBER THIS! You don't have to be perfect when you set this up. AT ANY TIME YOU CAN GO BACK AND REDO YOUR SIGN UP WEB FORM AND JUST INSERT THE NEW CODE JUST LIKE YOU DID FOR THE FIRST ONE AND YOUR WEBSITE WILL BE UPDATED.

Right now you want to just get this done.

Just leave the web form name as it is and BE SURE to leave 'Confirmed opt-in' set to OFF.

### **After You Hit 'Next Step'**

After you hit 'Next Step' you'll be able to set the URL for your thank you page.

The 'Thank You' page is the page a person goes to once they have signed up for your mailing list.

You can set your sign up form to take them to the sales page through your affiliate link so if anyone buys you will earn a commission.

If they have in interest in the newsletter and have gone through the process of signing up for it then I want to hit them with a sales page right now!

### **Creating Your Affiliate Link**

With our special software affiliate link page you can set up your affiliate link correctly very easily.

It will also plug in YOUR affiliate link into all the promotional emails on this page so when you want to grab them and get them into your autoresponder account it will save you a few extra minutes.

IMPORTANT! The emails are set up with a code (Also known as a token or field variable) that will pull from your email database the first name entered by each person who signed up for your list.

HOWEVER! If you are using a different autoresponder service be sure to **replace that code** with the proper one from the service you are using

This is a common practice that's gives a little of a personal feel to each message. Each message will have the person's first name that it is being sent to.

You can start with just using your Clickbank affiliate link and change it to a re-direct link later

**DO NOT USE TINY.URL.COM!**

I know Shawn mentions it in the video but he is getting on in years and forgot that tinyurl is now a HUGE spam filter trigger.

### **Copy 'N Paste The Code To Your Web Panel**

Don't worry about what the code says and how it works, you don't need to know that.

You just need to copy 'n paste it into the appropriate input box in your website's administrative panel just like in the video

It's really is as simple as it looks

## **SECTION 2:**

### **What You Need To Know And Do When It Comes To Clickbank**

This is all you need to know about Clickbank in order to get your Clickbank affiliate ID.

The goal is to get your business up and running as fast as possible

You want to learn something and then do it. Take Action!

Signing up for Clickbank is quick and easy, the form is pretty standard with the required fields marked with a red asterisk ' \* '

Clickbank is a well established, major force when it comes to affiliate marketing and is very reliable and safe to use. They process millions and millions of dollars in sales and commissions paid out every month.

So you can feel safe entering your information on their sign up form.

THE MOST IMPORTANT thing to remember is when you choose your 'Account Nickname' this will become your Clickbank ID, or your 'CB ID'

It will be visible to your customers though it is not that noticeable, but they will be able to see it so don't make it something obscene. (Even though I have seen CB ID's that have made me laugh out loud)

Keep notes on your Clickbank Account Nickname even though you will receive it in a confirmation email

Also remember to scroll all the way down and check the box for: 'I have read and agree to the terms and conditions'

You must check this box in order to activate or have appear the green 'Submit' button

Once you have done that just click on that green 'Submit' button.

The next page you see will be 'Sign Up Not Yet Complete'

You will need to go to the inbox of the email address you used upon sign up and open a confirmation email from Clickbank that will have in it an 8 digit confirmation code. This 8 digit confirmation code will be your password for your Clickbank account.

In this confirmation email will be a link to a confirmation code page. Click on this link and copy and paste the confirmation code from the email in the top box and then enter the text from the captcha image into the second box.

Once that is done just click on the green 'Finish' button.

You'll then be on the 'Clickbank Signup Complete' page which will have your account nickname and password.

Remember your account nickname is your CB ID, the account password is that confirmation number.

Hey! You're all set!

### **GetResponse Autoreponder**

With your custom built website, your clickbank account and your GetResponse account you are going to see a lot of available 'features' inside each of these software programs.

DO NOT let this overwhelm you! Most of these features you will never use and when it comes time to use one, you'll learn it then.

For now just do what you are shown here and get your business up and running fast!

I will keep this as brief as possible as far as explaining a few things

An 'Autoresponder Service' or 'Email Service Provider' (You'll sometimes hear it referred to as an ESP) allows you to load messages ahead of time that will go out in regularly spaced intervals to people who sign up for your mailing list.

This is an extremely inexpensive way to constantly get your marketing message in front of someone over and over.

This repetition is important as it normally takes more than one advertisement or contact to convince someone to buy

Getresponse is the recommended mailing service based on many factors including; Reliability, Delivery Rate, Price, Ease Of Use, Customer Support, etc.

NOTE: You'll see a ton of features inside your dashboard of GetResponse BUT! Again I want to say DO NOT let that distract you or worry that you have to learn it all. It's actually the EXACT OPPOSITE! Learn just what you need to know to move as quickly and efficiently as possible with your business. You will learn as you go.

Learn One Thing And Do It! Take Action!

## **Getting A GetResponse Account**

[Click Here For The First GetResponse Video](#)

[Click Here For GetResponse](#)

Click on the orange 'Buy Now' button

You can just choose the 250 subscribers / \$9.95 HOWEVER! Make sure you **uncheck** the box at the bottom of the pricing chart that says: "Save 18% With Annual Discount" Otherwise you'll be charged for a full year. (Unless that is what you want.)

You'll see the price in the bottom right hand corner of the pricing chart change to \$9.95

Then just fill out the form and be assured that GetResponse is a well established mailing service with a great reputation and their credit card processing is a highly secured section of their site.



As for your phone number they will not be calling you trying to sell you something.

Make sure you make a note of the email address you use and the username and password you create.

Once you fill out the form click on the orange 'Create Account' button.

You'll then end up on a confirmation page with your order ID

You'll also receive a confirmation email from them that you can save for your records.

## **Setting Up Your Mailing List**

[Click Here For The Video On How To Set Up Your Mailing List](#)

Once you have logged into your GetResponse account you will be at the 'Dashboard.'

You will want to set up your first mailing list.

Keep in mind that GetResponse calls them 'Campaigns' and for working in GetResponse a 'Campaign' and a 'List' basically mean the same thing.

Go to the upper right hand corner to: 'Your current campaign:' and you will see your login username with a little triangle pointing downward in a dark blue box.

Click on your login username in this dark blue box and you will get a drop down menu.

Click on 'Create campaign'

You'll be presented with a page that wants you to enter a campaign name for the list you are creating

NOTE: Campaign name must be between 4-128 characters (**lowercase letters and / or numbers NO spaces**)

The next page will show you 4 options and you want to click on: 'Edit Campaign Settings'

You'll then be on the 'General Settings' page

In the 2<sup>nd</sup> section: 'Autoresponder' you will want to check the box: 'Activate Autoresponder' and once you do that it will show: Your autoresponder email address is: something@getresponse.com which is fine.

Scrolling down you'll see 'FROM field' and 'REPLY-TO field'

In the video you'll see how to add an email address and use the drop down menu to change the 'from address' if you need to or want to.

NOTE: A free email address such as a Yahoo or Gmail that ends in a number such as scottred47@yahoo.com will get you hit with a **full spam point** as far as the spam filters are concerned so if you have such an address you'll want to change it. Also if you already have a business email address you can use that.

Remember at anytime you can add another email address and always chose which 'from address' you want to appear on your messages.

Almost all of what you do can be changed later so don't worry about it. Right now focus on getting done the few things we are showing you here

### Your 'Postal Address'

In order to be compliant with the spam laws you are supposed to have a physical, or 'Postal Address' at the bottom of each email you send.

This is so someone can send you a letter if they want BUT! You'll rarely get any mail from anyone

Please understand it is okay, that it is safe, to start with your actual address of where you live. No one is going to come pounding on your door.

Later on you can set up a P. O. box close to where you live and check it every week or so.

Leave the 'Signature' blank.

Click on the blue button labeled 'Save Settings'

Next click on the 'Opt-in' tab.

Uncheck all boxes in 'Opt-in Settings' / Enable 'Confirmed opt-in'

(NOTE! 'Import subscriptions' will remain checked but don't worry about that. 99.5% of you won't be importing any subscribers.)

SKIP the next 3 sections: Confirmation template / Customize 'Confirm Page' / Customize Removal Page.

Skip 'RSS/WebArchive' and 'Social Media'

Hit 'Save Settings'

Congratulations! You have now set up your first list!

## **Follow Up Message #1**

[Click Here For The Video On How To Set Up Your First Follow Up Message](#)

Now we come to the most exciting and lucrative part of Internet marketing: **The Ability To Send 'Mail' To People Over And Over Again At A Ridiculously Low Cost.**

Before the Internet this was done by using postal mail which is extremely expensive compared to sending out emails.

Plus! The whole system is automated! You just set it up!

To set up your first follow up message again go to the upper right hand corner to: 'Your current campaign:' and make sure you are in the correct list.

You will see your login username with a little triangle pointing downward. Just click on your login username and you will get the drop down menu which will show you the different lists you have set up.

This is shown in the video.

Mouse over 'Messages' and a drop down menu appears and you want to click on 'Create Follow Up'

For a variety of reasons you want to work with plain text emails so click on the right hand side: 'Missing the 80's? Choose plain text format'

You will be in a section labeled 'Create a New Follow-up'

**IMPORTANT:** To make sure the first follow up is sent out immediately after a person signs up for your mailing list you must enter ' 0 ' in the box after the word 'Send:'

' 0 ' days after sign up means the message will be sent immediately after a sign up

Choose your from address, the little downward pointing triangle will give you a drop down menu of the email addresses you have if you need to change it

Now you want to go to your Clickbank Affiliate Site page (some Clickbank Affiliates have Affiliate tool pages with email promos for you to use) which should have follow up messages available for you.

Check and make sure you have the correct affiliate link for the product you are promoting.

All you need to do is copy 'n paste these messages and set them up correctly as shown in the video

- Personalize the subject line
- Look at the link to make sure your Clickbank ID is in it properly
- Replace 'YOUR NAME' with your actual name
- Add the two extra spaces at the bottom of the message

If you are using another autoresponder service you'll have to change the personalization code in the message

Check the box for: 'Track click-through's of your links

Now scroll down and click on the blue 'Save Message' button in the bottom right hand corner of the page

You should see a green 'Message created!'

To test your message look for the links on the right hand side: 'edit test disable delete view online' and click on 'test'

Choose the email address you want to send the test message to and then hit the blue 'Test It' button

Close out that pop up by clicking on the 'X' on the upper right hand corner

Now go to the mailbox of the email address you used and you should see the test email within 2 to 3 minutes at the most

Review the message for:

- Proper personalized subject line
- Personalized at top of the messages itself
- Overall formatting looks good
- Your Clickbank affiliate link is correct
- You have replaced 'YOUR NAME' with your own name
- The entire message is there including the company address and the 'FTC Blurb'
- Spacing looks good at the bottom of the email
- Your postal address is correct and the one you want to use
- Click on the link and see that your Clickbank ID is showing correctly in the browser URL

You have now set up your first and immediate follow up message. We'll test it again once we have created our 'Web Form' and installed on your web site.

## **Creating A Sign Up 'Web Form'**

[Click Here For The Video On Creating A Sign Up Web Form](#)

Make sure your in the proper list by checking at the upper right hand corner.

Mouse over the blue tab 'Web Forms' and from the drop down menu that appears click on 'Create New'

Choose a design template and set it to the color scheme you want and then click on the blue 'Apply' button.

Scroll down and the design template will be there for you to edit.

Remove the 'Email Marketing By GetResponse' by clicking on the gray 'Powered by' button on the lower right hand side.

Leave the 'Privacy' statement showing.

Click on 'Edit Header' which will be in a gray tab at the top left of the design template itself.

An 'Editor' will open to allow you to create the headline / text you want.

Working with the editor functions as shown in the video set the headline to your liking.

Remember that pasting something in sometimes requires you to hit a key on your keyboard so it knows something different is now there.

Once the heading is set up to your liking then hit the blue 'Apply' button and then scroll down and in the lower right hand corner click on the blue 'Next Step'

Now you'll see a page with 'Settings' in blue at the top.

Give your web form a simple name.

The 'Thank You Page' is the web page that someone goes to once they have successfully signed up for your list

For our purposes since they have shown they are interested by signing up for the newsletter / mailing list we want to get a sales page in front of them

So click on the radio button 'Custom Thank You Page / use your own thank you page URL' and you see a white box open up for you to paste in your Clickbank affiliate link

You then copy your Clickbank affiliate link and paste your link in the white box and BE SURE TO REMOVE THE " HTTP:// " THAT IS ALREADY THERE!

DO NOT end up with `http://http://sc123eyws.cbid.hop.clickbank.net` as the link will not work with a double ' `http://` ' `http://` '

Single ' `http://` ' as in: `http://sc123eyws.flatabsfst.hop.clickbank.net`

Hit the blue 'Next Step' bottom right.

All you care about on the next page is the line of code that is in the white box below the phrase 'Show JavaScript Code' which will be in white letters in a blue box

All you will want to do is copy that full line of code. This is your 'Web Form'

Now your custom web site is built to easily accept this code by just pasting it in to the proper place within your web site's dashboard

You should have received an email once your custom web site was built with a username and password for the dashboard of your website

These web sites are built to include the Wordpress blog software with some modifications that allow you to easily further customize your web site

To login into this customize dashboard / administrative panel you will use this type of a URL:

`http://www.YOURDOMAINNAME.com/wp-login.php`

And you will see that you will be at a page asking you for your username and password.

Once you login you will be at the exact page where you will want to paste in your GetResponse web from code.

This page will say: 'Website Configuration' and you just need the 3<sup>rd</sup> white box down: 'Get Response Code' (Enter Your GetResponse Form HTML/Javascript code)

Delete any code that might already be in there and correctly paste in your web from code.

Scroll down to near the bottom of the page and hit the blue 'Save Changes' button.

The page will reload and at the top you will see the message: 'Your settings were saved!'

Now open your web site up and go to the Newsletter section and check to see that your web sign up form looks correct.

Remember if you already have the Newsletter page open you will have to refresh / reload your browser.

Your web form / sign up capture is now on your web site.

## **To Check Your Web Form Is Working Properly**

### **[Click Here For The Video On Testing Your Web Form](#)**

Now you want to check that your Web Form is working properly, capturing the email address and taking that person to the proper thank you page which you have set as the sales page with your Clickbank affiliate link

Again, make sure you are in the proper list by seeing it in the upper right hand corner after 'Your current campaign'

Mouse over the blue 'Statistics' Tab and a drop down menu will appear. From this menu select and click on 'Subscriptions Statistics' at the top of the menu.

On the 'Subscription Statistics' page you will want to select 'All Campaigns' where it says 'Campaigns' and for the 'Date Range' just make sure the first radio button is checked and it says 'All Time' in the white box. (This white box will give you a drop down menu of choices if you click on it but normally by default it is already at 'All Time')

Almost all of you will see that you have no subscribers. The 'Subscription Statistics' chart will be blank. After we go through the sign up process using the web form you just created will come back and you'll see that a subscriber has been added. This will let you know the form is working properly to capture a person's email. (We'll actually do a double check)

Now go to the new web form you have put up on your web site.

Enter a name and an email address you have into the web form and click on the 'Sign Up' button.

If you have entered your affiliate link properly as the thank you page then it should go right to the sales page and in your browser you will see at the end of the URL: /?hop=YOURCBID

Now go to the email inbox of the email address you used and check for the email and see that it has arrived (2 to 3 minutes at most) and the subject line is correct with the name you used when you signed up.

Open the email and again look over the message to see it is correct.

IMPORTANT: You will see the link is now a GetResponse link. This is because you enabled tracking of your link to track the number of clicks when you set up the message.

The GetResponse link will go directly to the sales page and again you can check the link in your browser to make sure the end of the URL has your CB ID: /?hop=YOURCBID

Returning to your GetResponse account if you refresh the page or mouse over 'Statistics' and from the drop down menu click on 'Subscriptions Statistics' you should see that you have added a subscriber as the 'New Subscribers' chart should have a red bar up to the number 1.

Also you can go and mouse over 'Contacts' and from that drop down menu click on 'Search Contacts' have it show 'All Subscribers' where it says 'Segments' Just have the word 'All' in the box after 'Contacts' and you can leave in all campaigns for the box after 'Campaigns'

Leave 'Match' set to 'All' and drop in the name you used in the last of the 3 boxes so they read: 'Name' 'contains' 'YOURNAME' and then click on the button with the green squared '+' sign 'Add Conditions Group'

Then just scroll down to the bottom and hit the blue 'Search' Button and you should see the search results return that email address

So now you can feel confident that your web form is working perfectly.

### **Adding The Series Of Follow Up Messages**

#### **[Click Here For The Video On Adding A Sequence Of Follow Up Messages](#)**

This is the same way you added the first follow up message except you will be setting it to go out 'X' number of days after they have signed up

Go into your GetResponse account and make sure you're in the list you want

Mouse over the 'Messages' tab and from the drop down menu click on 'Create Follow-up'

Choose the 'Plain text format'



In the white box after the word 'Send:' you will put in the **number of days after they have signed up that you want them to receive this message.**

It's up to you if you want to go every day, every other day or a different pattern.

Check your 'From field' is correct and then go to your affiliate page and set the page with your CB ID as you did before and then copy the 2<sup>nd</sup> message

Then it is the same process as with the first follow up message:

- Personalize the subject line
- Look at your link for the correct CB ID
- Replace 'YOURNAME' with your name
- Check to see the whole message was copied in including the company address and the 'FTC Blurb'
- Add the 2 spaces at the very bottom of the email
- Then hit the blue 'Save Message' button in the lower right hand corner

You'll now be in 'Manage Follow-up Messages and should see the new message as well as the first one.

The testing procedure is the same, on the right hand side you'll see the 'test' link and you click on that to open the 'test' window.

Select the email address you want to send the test email to and then hit the blue 'Test It' button and close out the window by clicking on the 'X' in the upper right hand corner.

Go to the email inbox and look for the test message it should arrive in 2 to 3 minutes if not sooner.

Open the email and check the subject line, the body of the email, check your link and REMEMBER in a test email it is the Clickbank affiliate link itself. ONLY when the message is sent through the GetResponse system will it have the GetResponse link for tracking purposes.

Check that your name has been set, and that the format looks good with your postal address at the bottom.

Now just repeat the process for the remaining follow up emails / autoresponder messages and now your mailing list complete with autoresponder messages is all set up and will automatically be sending out your marketing messages at the designated intervals.

Now you can focus on building your list!

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