

# Preface



## ClickBank Residual Income

Chapter 1. Introduction

Chapter 2: Recurring billing products

Chapter 3: Recurring billing for vendors

Chapter 4. Recurring billing for affiliates

Chapter 5: The Ultimate recurring billing product

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Release 1.1a

March 2010

# Chapter 1. Introduction

Hi,

It's Harvey Segal of [SuperTips.com](http://SuperTips.com) here.

There's one thing better than finding you have a **Sale** in your ClickBank account.

It's finding that you have a **Rebill**.

In other words your profits did not end when your customer made a purchase - he has continued to pay for use of that product and you are earning regular or 'residual' income.

This is made possible with the introduction by ClickBank of recurring billing products.

In this short guide we'll see how vendors can implement such products and how affiliates can find them.

And we end with the ULTIMATE product - which means a super residual income can be **YOURS**.

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By the way if you are wondering what are my credentials for writing a guide about ClickBank

- I own the [ClickBank Success Forum](#) with over 12,000 members.
- I own [The Complete Guide to ClickBank](#) , the only site devoted completely to ClickBank.
- I am the author of [3 major books](#) about ClickBank and a number of guides
- I have participated as an Advisory Board member in ClickBank's [European Client meetings](#)

## Chapter 2. Recurring billing products

Recurring billing products are ones which repeatedly bill customers on a regular schedule.

They fall into two categories

### 2.1) Provision of an online service or a software tool

Examples are web hosting, autoresponders.

Managing such products is easy. You allow the customer use of the product until it is no longer required at which point you deactivate access to it.

### 2.2) Provision of content

The most common example is a Membership (or Subscription) site where customers pay to have access to information. Such information could be ebooks, software, articles, audio interviews etc

Membership sites tend to need more management and may use membership software to handle sign up, user accounts, levels of membership, cancellations.

Other examples are

\* Online communities or forums where people with similar interests can share ideas

\* Newsletters and online news sites which provide customers with access to the latest information about a particular niche.

## Chapter 3. Recurring billing for vendors

### 3.1. How to submit a recurring product to ClickBank

The procedure is mostly the same as for a single item but with some important differences the main being in the item details required.

#### Product:

You need a Product Title (max 70 characters) and a Product Description (max 250 characters) - these will appear on the ClickBank order form, not in the ClickBank Marketplace.

#### Pricing:

Initial Price – what the customer pays for the initial purchase (the minimum is \$4.95)

Rebill Price – what the customer pays for each subsequent payment (the minimum rebill price is \$7.95)

#### Billing Information:

Frequency – when the rebilling will occur. The choice is bi-weekly, monthly, quarterly or yearly.

Duration – The number of times a customer is billed including the initial payment. This can range from 2 to 99.

You can also declare a trial period which is a period of time (maximum 31 days) where the customer can try out the product at a reduced price before the regular billing begins.

For example if you offer a trial period of 10 days and 30 monthly payments the customer will have a 10 days trial period followed by 29 monthly rebills.

### 3.2. Getting approval

As you may know once a vendor account is approved with the first item you can add SINGLE items without needing approval from ClickBank.

However with recurring billing each new item must go through the product approval process.

And because the subscription terms when a customer signs up need to be preserved for the life of the subscription no change can be made to a recurring item (apart from the product description)

If you need to change for example the price for future customers you have to create a new item. There is a duplication feature in the Account to help you do this. If you plan to have different price points you may want to set them up in advance and have them approved in one go.

### **3.3. Fees**

For single items ClickBank purchases the product from the vendor at a wholesale price equal to 92.5% of retail, less a \$1 stocking charge. This is similar for recurring billing products except that where the rebill is less than \$40 the figure is 90.1% of retail.

Here is a useful [calculator](#)

### **3.4. Cancellations and refunds**

If a customer cancels his subscription it means that no future rebills will be charged to his account. ClickBank will notify you by email and you will need to stop access to the product when the billing period he has paid for comes to an end. Note that a cancellation does not generate a refund.

If a customer refunds a product the remaining rebills are cancelled and no further charges are made to the customer. As per ClickBank's refund policy any payment within the standard 60 days return period will be refunded so this could involve multiple past payments.

## Chapter 4. Recurring billing for affiliates

To find recurring billing products go to the ClickBank Marketplace, select the Category/Sub-Category of the product you want and use the Narrow Results by Billing Type option.

Alternatively use Find Products at the top of the page with Advanced Search and choose the Billing Type as Recurring.

In addition to the usual Marketplace stats you will find these:

Future \$ is what you could expect to earn after the initial sale, i.e it is the total of future rebills. So it's a measure of how often customers continue their subscriptions.

Total \$/sale is what you could expect to earn in total over the life of a successful sale

Both figures are averages based on sales of the product so far.

If you don't find the product you are after - or even if you do - you won't want to miss the next chapter.

## Chapter 5. The Ultimate recurring billing product

How about promoting and earning residual income for a system which combines three superb examples of the main types of billing products mentioned earlier, in this case

- a software tool used by ClickBank affiliates to gain huge competitive advantage over other affiliates
- a service for ClickBank vendors to publicise their products
- membership to a private forum run by experts for ClickBank affiliates and vendors

The system is a combination of two products which work in conjunction with each other so you can be an affiliate for either one (or both) and get affiliate sales for the other.

The system is brought to you by the owners of the ClickBank Success Forum - myself (Harvey Segal) and Adrian Ling.

The products are

\* [easyClickBank Bonus Manager](#)

\* [The Catalog](#)

We offer recurring commissions of up to 60%.

### 5.1. Collect your affiliate links

Your affiliate links are available in the control center of easyClickBank Bonus Manager. So - even if you don't plan to use this tool - just sign up for a free account there and you will find your affiliate links in the Home page of your account as you login.

In addition there's a Promotion Guide with a huge variety of tips, advice and ideas for promoting the book.

It probably contains **more material** than any other affiliate program you have ever joined - and you are welcome to use the ideas for your other programs.

But here's the best way to promote.

You can give away this book rebranded with your affiliate id.

How ?

Well if you thought that rebranding involved downloading a rebranding package, running the rebrander, entering your personalised information, uploading the resultant file to your site (if you have one) and creating a download page then you are going to be pleasantly shocked.

You don't need any of that.

All you do is hand out an affiliate link for this book.

And that link is **waiting for you** in your account.

Nothing else you need do.

So collect it now

The cost ?

It's free

PS: A bonus - the links to all my sites listed in this guide will also contain your ClickBank id so you'll get 70% commissions on the purchase of my 3 main ClickBank books (and other products in the SuperTips account)

PPS: Your sign-ups will be registered on our database with YOU as the referring affiliate. So, unlike the ClickBank system where affiliate cookies can be lost or overridden, no-one but YOU will be credited with the sale when the customer upgrades his account . . .

. . . which in turn means get ready for a **SuperTip** when you sign up



What are you waiting for ?

- Get the Promotion Guide (with great ideas you can use with any affiliate program)
- Check out the SuperTip (it's in advance of anything ClickBank can do)
- Start collecting those **recurring commissions**.

Sign up for your free account [now](#)

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Thanks for reading

Your questions, comments, suggestions are welcomed.

[Harvey](#)