



OFFICIAL CLICKBANK®
COPYWRITING GUIDE

with Matt O'Connor

77 Surefire Tips to Accelerate Your ClickBank® Success

BY MATT O'CONNOR
FACULTY MEMBER, COPYWRITING
CLICKBANK® UNIVERSITY

CONTACT

MATT@CONVERSIONGODS.COM
WWW.CONVERSIONGODS.COM

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SUMMARY



introduction

I want you to know, all the promises made in the sales letter you just read are true.

Yes, it really is possible to have \$10,000 months, \$100,000 months or \$1,000,000 months on ClickBank.

I've seen it, and fortunately and gratefully, I have been a part of windfall months like these.

And THE KEY that opens the ClickBank® vault?

COMPELLING, HIGH-CONVERTING COPY

And that's what this guide is all about--the nuts and bolts to writing winning ClickBank® copy that converts visitors into leads, customers and sales.

And I'm going to do my absolute best to show you how.

who am i?



Matt O'Connor

World-Class Direct Response
Copywriter And Conversions Expert



Matt's clients include huge brands like AWeber and QuickSprout while also the copywriter behind the biggest number of launches on ClickBank reaching Page #1 of the ClickBank marketplace. It's an admirable achievement.

Some of the top marketers like Neil Patel, Mike Geary, John Romaniello, Drew Canole, Jon Rowley, Ramit Sethi and more, look to him for his expertise on turning visitors into customers on their sales pages.

My name is Matt O'Connor and at the time of this publication, I've been writing direct response copy for the better part of 12 years.

And the last ten of those years have been spent writing ClickBank-related promotions, video sales letters, pitch pages, launches, emails, native ads.

You name it and I've probably written it.

My team of other copywriters and I have been blessed with as many as FOUR ClickBank® offers in the Top 10 AT THE SAME TIME.

When it comes to writing ClickBank® copy, you could say I have a good handle on things. ;))

By the way, I'm not telling you any of this to any brag.

Actually, I'm a behind-the-scenes guy who shuns the limelight. Writing this guide for you is the FIRST real information product I've ever published. (And frankly, I was strongly encouraged by ClickBank® to write it.)

I prefer to work with clients and partners by supplying copy, while they tend to the rest of business.

All this is why ClickBank® thought it appropriate I write this guide FOR YOU, its valued affiliates and publishers.

Yes, in the pages below, I'll be sharing copywriting strategies, specifics and resources we use frequently.

Each was a hard won learning experience for me, gained in cutthroat competitive markets such as:

Weight Loss
Nutritional Supplements
Dating
Personal development

Alternative health
Fitness
Internet marketing
Survival

...who am i?

Those are “my octagons” I do battle in every single day.

In the beginning of my career, knowing it'd be torturously hard, **I strategically decided to focus on the most competitive, most rabid markets there are.**

Yes, it was tough. Almost like NAVY SEAL training every day for a decade.

Yet, I figured if I could win in these hyper-competitive markets? **I could win in ANY market.**

In the beginning, it was also admittedly discouraging. Many times I questioned my sanity.

Yet that said, I was buoyed up by occasional home runs. Then at one point, I seemed to have turned a corner, the home runs became more consistent--and more frequent.

Today, I'm ecstatic to be able to pass my experience, insights and ideas onto you.

Regardless of the market or niche you plan on dominating, this copywriting guide should serve you well--**allowing you to shortcut months and even years to profitability.**

Yes, even years.

In his breakthrough book *Outliers*, author Malcolm Gladwell said that it takes roughly ten thousand hours of practice to achieve mastery in any field.

For the past ten years, I've probably logged close to **20,000 hours** writing specifically ClickBank® copy, not to mention my team's time and expertise. Which is also formidable.

The point I'm making is simple:

Don't underestimate the money-making power of what you're about to read.

These ideas you'll find below could very easily change your financial destiny, just like they have my other clients and partners...

value of these tips

I want you to appreciate one thing:

These aren't the regurgitated tips of hundreds of dusty old copywriting books already out in the wild.

These are the breakthrough ideas my team, clients, partners and I discuss and use every single day.

How to APPLY them... how to LEVERAGE them... how to COMBINE them into all sorts of new, provocative, profit-producing ways.

You may not appreciate this quite yet, but my team, clients and partners and I are also responsible for **MULTIPLE ClickBank® innovations**--especially when it comes to VSLs (video sales letters), content innovations like native ads and sales funnels.

Again, this is not meant to brag. I say this so that **you appreciate the value they'll add to your ClickBank profit-making endeavors.**

Regardless of whether you're a ClickBank® affiliate or a ClickBank® publisher.

By the way, I have always found it curious the lack of copywriting information for ClickBank® affiliates, especially when they want to use paid traffic. (Writing for **cold traffic conversion** is one of my fortes. Imagine writing presell pages that convert so well, **you can drive cold traffic to them**. That's what we do every day for clients and partners.)

This is why ClickBank® decided to engage us to collaborate and get this guide in your hands. **As an affiliate, I promise this ClickBank® copywriting guide is designed for YOU.**

And yes, if you're a ClickBank® publisher, trust me, you won't be disappointed in the least.

Because if anything, as you may have noticed from a copywriting perspective, the two worlds, affiliate and publisher, ARE MERGING.

[Major tip] The idea of "warming up" your reader, your prospect, your visitor BEFORE you pitch them **has direct application to YOU**--just as much as an ClickBank affiliate.

So the strategies, principles and methods you discover here will apply EQUALLY to both affiliates as well as publishers.

So let's get started, shall we?

strategy 1: today, content rules

“What?”, you say “I thought this guide was about copywriting.”

[Tip #1] True, yet today if you get anything out of this guide, understand people do not like to be sold. Especially online.

The last thing you want to do is to come out with copywriting guns a-blazing.

Power words, NLP, hypnotic language, persuasion strategies... all these are useful at some point. However, the most compelling thing you can do in your copy? Is to teach your prospect something.

Especially in the beginning of a relationship.

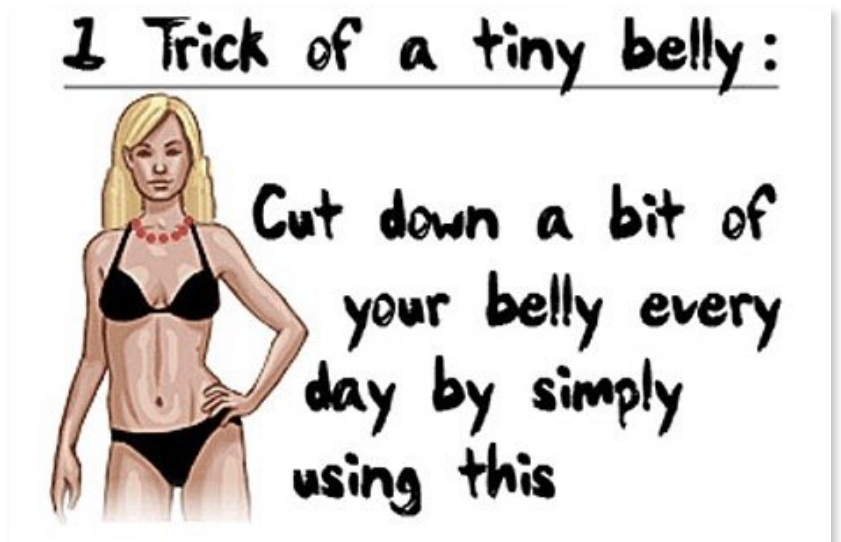
They're not reading/watching to be sold, **they're reading to learn.** They're reading to have a very specific problem solved.

So help them. And don't hold back. They'll appreciate and reward you handsomely for it.

[Tip #2] If you're AN AFFILIATE 85% of the words you write should be about providing useful information, giving your prospect the answers they are looking for. Only 15% of the time should you be pitching hard (or even soft.)

[Tip #3] If you're a ClickBank publisher, 20% of the words you write should be content related. Yes, I'll show you how to do that in a bit.

For instance, one of the runaway best ads ever created was based upon a very simple premise EVERYONE wanted to know, i.e.: '1 Trick for a Tiny Belly'



1 Trick of a tiny belly :

Cut down a bit of your belly every day by simply using this

The image shows a woman with blonde hair wearing a black bikini and a red necklace. To her right is handwritten text in black ink on a white background. The text reads: '1 Trick of a tiny belly :', followed by 'Cut down a bit of your belly every day by simply using this'.

If you click on ads like the ones above, you'll be presented with a content-rich VSL.

In the traditional sense, it definitely does not sell hard--that is, until the end.
Now you may say "I want to sell hard. I want every word to compel them."

You can do that, BUT we've discovered you're going to run into incredible resistance.

You're going to sound like a carnival barker at a county fair.

[Tip #4] Number #1, the biggest resistance you'll get is FROM PROSPECTS.

Again, I'll repeat: Prospects do not like being sold to. They'd just as soon bang their head against the wall, than watch a 30-minute video selling them hard.

Imagine sitting through a 90-minute timeshare presentation. That's what you're up against. Not to mention the other open tabs on their browser begging for their attention.

In other words, the days of writing like Gary Halbert (the patron saint of copywriting) are over. Get used to it.

[Tip #5] The second place you'll get resistance is from social media platforms and ad networks.

I can tell you there is nothing more frustrating than having a winning sales letter or VSL, and being suddenly shut down by Facebook or Google for what looks on the surface like no reason.



Trust me, it happens. Even to the best of marketers and copywriters.

You want to see marketers banging their heads against the wall? Then you should have been around back in 2009 when Google unveiled their “Google Slap”, forcing thousands of Adwords marketers to pay obscene amounts of money per click to drive traffic to their hype-y promotions.

In less than a week, it put THOUSANDS of marketers out of business.

Google didn't care.

Their logic was simple.

They were self-policing. The visitors who they were sending to marketers' websites were THEIR customers, and they wanted to make sure if they “referred” a visitor to a website, **they wanted the marketer's website to treat their customer well.**

No insane pitches, no scamming, no BS.

This attitude not only applied to Adwords, it applied to websites listed on Google's search engine results pages.

But it gets worse.

[Tip #6] Today, Facebook and Google requires marketers to have their websites adhere to ambiguous Terms of Service and an enforceable “good user experience”.

What's “a good user experience?”

In a nutshell, a website that doesn't piss off its visitors.

How does Facebook and Google know which pages are not compliant?

[Tip #7] Well, with Facebook, did you know they track negative comments and dislikes about your ads? Yes, they know how many good comments vs. how many bad comments.

[Tip #8] In Google's case, in addition to Google Analytics pixeling, they know if your page is not compliant based upon how much time visitors spend on your page.

If there isn't enough “engagement”, if the visitor bolts the moment they hit the page, they smell a rat and you'll drop like a rock in the rankings.

The truly unfortunate thing is THERE IS NO RECOURSE.

There is no one to complain to. There is no court.

You're pretty much screwed. Not a good place to be, is it? Maybe it's happened to you.

[Tip #9] That stated, my coaching is this: your first job as a ClickBank® copywriter is NOT to be compliant, or to have a "good user experience".

Your FIRST JOB is to first ignite a visitor's curiosity with the promise to provide engaging, informative, and even entertaining CONTENT, interleaved with copywriting persuasion strategies and tactics to get them to consume the entire page.

Do that, and you'll satisfy Facebook and Google's requirements.

In other words, spend your time truly trying to help the customer/prospect, and Google and Facebook will be happy as clams.

I'll show you how to do that in a bit, but what's more important right now, is **you appreciate THE VALUE of quality, compelling content.**

As an ClickBank® affiliate this is your #1 JOB. If you're a publisher, your sales job is made SIGNIFICANTLY EASIER by providing compelling content.



[Tip #10] That's why in all my sales letters and VSLs, I ALWAYS share provocative, useful content as quickly as possible.

There was a time when you would build up and tease the value of the content FOREVER before revealing.

But no more.

Get to the point. Don't beat around the bush. Get to it and they'll love you.

[Tip #11] For instance, want a simple copywriting headline formula that always delivers conversions?

“Three foods that...”

“Three foods that lower blood sugar”

“Three foods that relieve arthritis”

“Three foods that melt stubborn fat”

You get the picture. You can use this headline model for anything and it'll consistently deliver.

Now you may say “those sound boring”. But to a person struggling with those maladies?

They eat that content up. All day long. I've used that formula a dozen times with notable success.

[Tip #12] Again, until a particular point further in the sales process, stay away from hyperbolic headlines that make big promises.

They're red flags to prospects, and their behavior and comments will implicitly tattle to the social media platform or network you're not there to provide value, but to sell them.

So save the hard sell until later, ok?

Again, I'll show you how this is done in a bit.

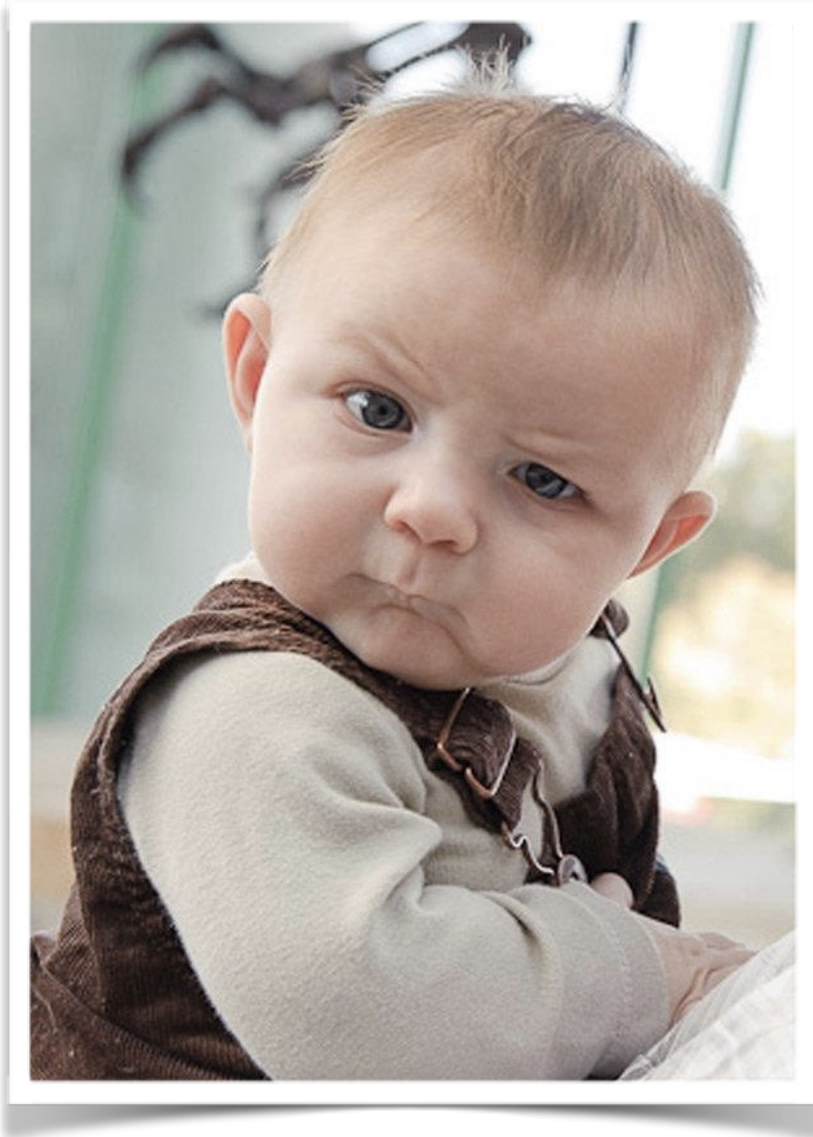
[Tip #13] Extra credit: Not only do prospects like information relevant to their situation, **they love do-it-yourself (DIY) solutions**.

This qualifies as a true ClickBank secret.

Just give them a DIY solution first, then point out a small fly in the ointment and then that will give you an opportunity to present your PAID solution.

strategy 2: know-like-trust-buy “gauntlet”

All the marketing you see online today will make infinitely more sense once you understand this fundamental persuasion sequence.



[Tip #14] Online today, people are EXTREMELY skeptical. Testimonials, reviews and comments can be faked. Images can be photoshopped.

Heck, there’s even a program out there which can take a simple video of a celebrity and make them say whatever it is you want.

Talk about deception.

So how are we, with the best of intentions to help someone overcome the doubt, skepticism and lack of trust?

[Tip #15] You’ve got to lead them through a process.

You just can’t show up, present an offer and expect people to believe you.

It doesn’t work that way (anymore).

So in a macro view of the Internet, you

take prospects on a journey.

Sometimes this takes the form of an interesting, informative article or video which does not sell the product, but shows how their problem can be solved.

[Tip #16] They first get to KNOW you.

[Tip #17] When they like what they see, next, they’ll FOLLOW you.

They watch more of your videos and subscribe to your channel.

If they start to know and like what they're consuming, **maybe they'll like you on FB or maybe they'll subscribe to your YouTube channel.**

In the best of cases, they'll stalk you. In a good way. ;)

(You'd be surprised how much I am good-naturedly stalked as I roam the Internet, everybody wants to know my team and my secrets. But YOU my friend, are getting them here.)

[Tip #18] At some point, an emotional "convinced" switch flips in their brain, and they trust you. Enough to give you their money.

And THAT'S when the magic happens.

[Tip #19] Want to know what the marketer's most coveted possession is online?

**The presence of trust between
you and your prospect or customer.**



Trust is THE MOST PRECIOUS, RAREST THING in the online world.

Once you have highly-prized trust, THAT'S when you really CAN whip out your copywriting/persuasion toolbox, and sell them something in a strong, compelling, Gary Halbert or Eugene Schwartz fashion (Two giants in direct response copywriting.)

And THAT'S when you get the sale.

How long does it take to gain someone's trust?

It can happen (and often does happen) in one long form sales letter or a 25-minute VSL.

It can, and it doesn't have to take days or weeks or months.

However, that stated, all of my clients have an **online presence demonstrating their expertise** over time. It earns respect, trust and credibility.

Once people see you, once they see proof your product can help them, then you can make offers all the time and depending upon the market, a certain percentage of them will jump on it.

[Tip #20] And the best part is once you have their trust, you can upsell them, downsell them and cross sell them.

As many times as you want.

Pretty cool, yes? Now let's see it an action...

strategy 3: basics of an online ClickBank® sales funnel

Now here's where it starts to get lucrative. And really fun.

Now let's say you run an ad on FB and you drive them to an article lander. The article links to a sales letter which sells a \$37 ClickBank® product.

If you think you're going to make any REAL money doing that alone, you're mistaken.

The traffic costs or the JV commissions will eat that money all up.

[Tip #21] This is called the "self-liquidating offer" marketing strategy. It is deliberately designed so that you pay for the traffic out of the revenue from what we call "the frontend offer."

ANY EXTRA
TOPPINGS
WITH THAT?



Fortunately, ClickBank® allows us to do something incredible. And that is to allow you to sell the new customer more products RIGHT AFTER they give ClickBank their credit card info. You can "upsell" **as many as 3 additional products!**

This is called "a funnel".

Funnels have been around since my infomercial days, back in the early 2000's. But it's only been in these last few years online that marketers have really been exploiting the power of them.

And the beauty of it, is all the new customer has to do is press one button for each additional product they want.

Easy peasy.

If you're a ClickBank® publisher or affiliate, **this is nothing less than a god-send.**

First, you don't need a lot of extra copy to sell additional products. Sometimes, just a few hundred words will do the

trick.

[Tip #22] The second reason is the way the model usually works, all the products sold after the frontend product are pure profit.

You're in the black right away.

And the best part?

Done right and optimized for conversions, you can anticipate conversions of between 15% and 50%!

Wow, that's insane, isn't it? (Especially when initial front end conversions are between 2%-5%.)

So what gives? Why are conversions of upsells so amazing?

Is it because the product is so great? No.

It is because the prices are so cheap? (Quite the contrary, upsell products are usually more expensive than the frontend products. MOST TIMES they are multiples of the price of the frontend product.)

The reason will be obvious once I tell you.

[Tip #23] TRUST.

The front end product did its job so well, the prospect was willing to overcome mountains of skepticism and part with their hard-earned money.

They now TRUST YOU, even if they don't have the product in their hot little hands yet.

With that small amount of trust, you can ultimately leverage that into hundreds and even thousands of dollars of profit--per initial sale.

[Tip #24] And this is one way ClickBank® publishers and affiliates alike make their millions.

As a copywriter, **it's a beautiful thing to watch in action. And it's an even more beautiful thing to be a part of. ;)**

The great thing again is upsell pages are straightforward. They're easy to test.

[Tip #25] I encourage you check out ClickBank's funnel platform. Study it. Appreciate it. It's called Pitch Plus.

If you're an affiliate, and you're promoting a well-oiled funnel, **the publishers are usually optimizing, putting a lot of muscle into their entire process, especially the frontend offer.**

That's good news for you. You convert more consistently. And now I want to show you quickly how to find these money machines...

strategy 4: choose your weapon

I choose the ClickBank® Marketplace.

Candidly, I went through several phases scouring the ClickBank® marketplace.

For the longest time, I was truly intimidated by it. So many products, so much competition. Had they beaten me to the punch?

I had no idea, but what I did know? All I knew was I wanted a piece the action. So I stuck with it. I studied it like I was studying for SATs.

Then, I started to figure out some things:

[Tip #26] To a copywriter, that marketplace is a treasure trove of information.

The screenshot shows the ClickBank Marketplace homepage. At the top left is the ClickBank logo. Below it, the word "MARKETPLACE" is prominently displayed. To the right of "MARKETPLACE" is a search bar labeled "Find Products:" with a magnifying glass icon. Below the search bar is the text "Choose from thousands of great products to promote".

On the left side, there is an advertisement for ClickBank University. The ad features a woman wearing sunglasses and the text: "Work from anywhere. Be your own boss. Do what you love. YES, GET ME STARTED!". Below the ad is the word "Advertisement".

Below the advertisement is a "Resources" section with a button labeled "Recently Removed".

Below the resources is a "Categories" section with a list of categories, each in a red button with a white arrow pointing right:

- ARTS & ENTERTAINMENT
- BETTING SYSTEMS
- BUSINESS / INVESTING
- COMPUTERS / INTERNET
- COOKING, FOOD & WINE
- E-BUSINESS & E-MARKETING

On the right side, there are two informational sections. The first is titled "How to Find Products to Promote" and contains a numbered list:

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

Below the list is a paragraph: "To view the vendor's Pitch Page, click the listing title. **Stats** show you how much you can earn for referred sales. Click Promote to create a **HopLink** and start referring sales!". Below this is another paragraph: "To learn more about how the Marketplace works [click here](#)." To the right of this text is a cartoon illustration of a man in a white shirt sitting at a desk with a laptop, looking towards the camera.

The second informational section is titled "New to Affiliate Marketing?" and contains a paragraph: "The ClickBank **Knowledge Base** will help you to get started." Below this is a bulleted list:

- Not sure what an affiliate is or does? Learn the **basics of being a ClickBank affiliate**.
- Follow the easy steps in **this guide** to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? **This article** will show you how your earnings are calculated.

To the right of this list is a cartoon illustration of a man's face, looking upwards with a surprised or thoughtful expression.

You know what's working RIGHT NOW.

You can see what copy is converting. (And be envious, like I was, at how much money marketers are raking in.)

You can see it by market and by niche.

You can see the offers they're making.

[Tip #27] There are surprises and revelations galore, if you're willing to make an effort to study and analyze what's happening in the Marketplace over time.

<https://accounts.clickbank.com/marketplace.htm>

If you want extra credit, go ahead and buy the products that are being offered (which I highly suggest you do) so you can see their behind-the-scenes funnels (i.e **where they're really making their money.**)

[Tip #28] The most important piece of information is the "Gravity" of each offer.

To an affiliate, **Gravity is the single most important piece of information ever.**

The higher it goes, the more you know it's a high converting offer. And not only that, the offer is converting with lots of different affiliates' lists.

So let's take an example.

Let's say you have a health list, and you're looking for a diabetes offer to promote.

[Tip #29] In the marketplace, you find one offer with reasonably high gravity. (What's reasonably high? I'd promote anything over 50. But 100 is wonderful.)

Grav: 82.38

So far so good.

Now here's where your newfound copywriting skills help:

You write an email to your list. The email subject line?

Subject: One weird food that lowers blood sugar

Then you go and write an engaging email about that food. What's that food?

Cinnamon.

(Yes, cinnamon does lower blood sugar. Rapidly and by a lot.)

Now here's the thing that makes this work like gangbusters.

[Tip #30] Obviously if someone is reading, they are concerned about diabetes. That's a given.

So at the end of your email, you say something like:

"If you're struggling with diabetes and managing your blood sugar, may I make a quick suggestion?"

There's a way to tame diabetes--AND bring your blood sugar under control.

No, it does not require a prescription, [it's completely natural](#).

In fact, with it, you can look forward to the day you get off your meds.

I encourage you to [check it out here before it's too late](#)."

Simple, yes? Copywriting this way doesn't need to be complicated.

[Tip #31] Now, there are several factors that make an email like this work:

- 1. The audience has your trust**
- 2. You're sharing useful, engaging information**
3. [Tip #32] You're invoking reciprocity--where people respond because you've done something nice for them
4. [Tip #33] And you're invoking their curiosity. We're not sharing the name or attributes of the product. We call this "a blind offer"
5. [Tip #34] It's impulsive. You're making the reader want to click the link!

And once they click the link, you let the the publisher's website and funnel do the rest.

Your job is done, you got them to the website.

There are THOUSANDS of affiliates driving traffic to these offers in this way. And there's always room for more.

And they're finding these offers and getting the hoplink in the ClickBank® Marketplace.

The Marketplace is truly your weapon of choice when it comes to finding what's working that you can sell.

And if you're a ClickBank® publisher?... (see strategy 5)

strategy 5: make the ClickBank marketplace your swipe file

Now, I want to make something very clear:

If you wholesale swipe someone else's sales funnel, I'll tell you what will happen.

NOTHING.

Not a darn thing.

You may think you're clever for doing it, but actually?

Based upon my decade of experience, **copycat promotions are ALWAYS unredeemable duds.**



[Tip #35] I can go into the reasons why this is so, and I realize it's tempting, but trust me on this one: Just don't copy it.

[Tip #36] That stated, there IS a treasure trove of compelling copy which others have figured out.

For instance, maybe someone has a better way of stating the refund policy in a more compelling way. Or maybe someone has a new way of presenting a VSL animation.

When you see high converting offers using these different pieces?

[Tip #37] Go ahead and swipe the heck out them. (It's how you learn, but my only caveat is to make sure you're learning from the high-gravity winners, not the duds.)

In music, it's like incorporating a new riff. Or in dance, it's a new move.

(Just don't swipe the entire beat, ok? It's a bad idea, no matter how easy it looks.)

Few if any sales letters and VSLs are entire works of inspiration, originality and creativity, anyway.

[Tip #38] Many of them are thoughtfully "cobbled" together, section by section, sentence by sentence, word by word. You can do this, too.

Again, it's how you learn.

Still they take time and effort to create, but the job is infinitely easier **when you have a guide, a roadmap**. Which is what the marketplace gives you hundreds of examples of (Both of what works and maybe more importantly, what doesn't work).

That's the way you swipe from the best.

strategy 6: know what's really going on with ClickBank®

Now the ClickBank® marketplace is my go-to resource. But if you really want CIA-level intel on what works in ClickBank®?

[Tip #39] Then head over to:

<http://cbengine.com>

It's an amazing resource for ClickBank® publishers and affiliates. It does so much, it slices and dices the data so many different ways, you'll feel like you have a huge advantage when it comes to understanding not only what's working now, but the historical numbers for each offer.

CBENGINE

The TOP ClickBank marketing website!

[FREE 7 DAY TRIAL SIGNUP -->](#)

Top Clickbank Vendors

Vendor	Gravity	Delta
surveys6	74.63	-0.75
ezpayjobs	12.13	-1.10
homebiz99	39.83	-3.24
edrevspan	31.19	+0.12
nosense	21.60	-2.43
painfix	223.07	-5.71
numerology	215.88	+6.18
ezbattery	185.99	-1.57
2weekdiet	177.25	+4.65

Find ClickBank Products

> CB New Products

> CB Best Offers

> CB New Products

Top Clickbank Products By Gravity

Popular ClickBank Marketplace Products with the high gravity trends,

[Momentum](#) [Rating](#) [Popularity](#) [Moving Up](#) [Moving Steady](#)

Momentum: Predictive Analysis tool based on a product current sales |

Product
<input type="checkbox"/> Unlock Your Hip Flexors - Huge Conversion Boost For 2017 R
<input type="checkbox"/> Numerologist.com - Fully Personalized Vsl *doubles* Conversion Rate R

<input type="checkbox"/> Conversion Rate R
<input type="checkbox"/> Numerologist.com - Fully Personalized Vsl *doubles*

So let's recap here for a moment, because I think it's important.

[Tip#40] Your success as a copywriter is dependent upon what's working now. It gives you a tremendous head start (as long as you don't wholesale swipe others' offers.)

You want to know what's working now...

- In terms of markets and niches.
- In terms of specific offers.
- In terms of marketing strategies (like funnels) that have worked well for others....
- In terms of hooks and engagement devices...
- In terms of copywriting tactics...

So far, I've given you strategies, methods and resources to give you what you need to convert.

That said, we're just getting started. There's SO MUCH ground to cover.

strategy 7: targeting-the key you need to understanding your market

There's one fundamental mistake new ClickBank® copywriters make when writing for a market.

They like to “go broad.”



For instance, let's say you have a back pain relief offer you've written.

Your thought was “Millions have back pain, I only need just a fraction of these people to buy and I'll be rich!”

I will tell you in no uncertain terms, **you will starve.**

Or let's say you have a general “make money online” business opportunity offer, thinking “everybody needs to make money.”

Again, you'll starve.

Why?

You're going broad.

Years ago, this may have worked. But not anymore.

Search engines have made it possible to search for exactly what we want. Specifically. Down to the keyword.

[Tip #41] So you need to learn how to target markets and their specific problems.

For instance, let's go back to the back pain offer. You would do eons better writing for a very specific market, for instance:

Senior golfers.

Senior golfers HATE back pain. It throws them off their game big time, of course.

But don't stop there.

You want to target a specific problem they have.

For instance, sciatica. Sciatica sufferers have pain that starts in the back and shoots down their leg like jolting taser-like shocks.

Imagine the specificity you can bring to the table talking about...

"Isn't it frustrating watching your longtime golfing buddies--all while you're stuck at home watching golf on ESPN?

All because every time you swing a club, excruciating electrical shocks shoot down your leg. Makes you crazy, doesn't it?

If you're like my other subscribers, sciatica is slowly destroying your love of the game. A game you have enjoyed for decades.

Retire from golf?

Never. It's the one thing that gives you joy. So what are your options?

Addictive drugs?

Risky surgery?

Expensive epidural injections that wear off quickly?"

You can't do that going broad and being general.

Trust me, this is a hard lesson to learn, but once you get it, you'll see opportunity everywhere.

[Tip #42] Understand this: The power of a copywriter's pen rests in his/her power to be specific.

You must NAIL...

- The exact benefits
- The specific emotions (both positive and negative) your prospect feels
- The promises, claims and proof your product does what it says it does.

And when I say nail, you must be specific. The more specific you are, the higher your conversions will be in that niche.

I realize this a contrarian way of thinking, because you're siphoning off only a fraction of the people who suffer with the overall problem.

But the people you do target and siphon off? They'll convert higher. Go figure.

For instance, every guy with a preponderance of testosterone in his blood wants "six pack abs."

And conveniently, **there is a product out there called Six Pack Abs.**

It was a best selling product targeted to all male adults. Yet, you want to know who it's best prospects were?

Guys over 50!

What do guys over 50 fantasize about?

Reclaiming their youth. Having young, hot women around them. Showing off their muscles at the pool next to the young bucks. ;)

They started to hit that market with those claims, imagery, promises and benefits--and **conversions shot through the roof.**

When you target the market as well as their specific problem, you're addressing exactly what they're looking for.

You make the target easier to hit.

[Tip #43] As a ClickBank® affiliate, here's what's cool:

You can take a rather generic ClickBank® product and target a specific problem or a specific market, and depending on how you "presell" the product, you can drive people to the offer and they'll buy.

The easiest way to do this?

[Tip #44] Talk about how YOU yourself used the product and what your results were.

This is how Oprah built her empire.

The astute Affiliate must master the art of pre-selling using a combination of stories, content and copywriting principles.

And speaking of stories... (see strategy 8)

strategy 8: writing stories that sell & compel

[Tip #45] If you look at ALL the offers out on the ClickBank® Marketplace, you'll discover one fascinating principle that's dominated ClickBank® for the past 10 years.

Every promotion offers up as proof a personal story.

The personal story could be about the discovery of the product.

The personal story could be about the formulation of the product.

The personal story could be about how the product changed their life.

[Tip #46] You would be wise to go back to the ClickBank® Marketplace and transcribe the VSLs, or read the sales letters. Note particularly the stories used to sell the product.



I've done this religiously for the past 10 years.

Now when you do, let me share with you what you should be looking for:

First, the story can't be a "what I did on my summer vacation" story.

[Tip #47] It has to be what I call "a punch in the gut" story. The kind of story that would have you saying to yourself "oh man, I feel sorry for that dude. Sucks to be him."

The next thing is **the story must be an emotional rollercoaster ride.**

Don't get caught in the trap of being too much of "a Debbie Downer". Don't go on for too long talking about how happy you are with your results at the beginning.

You want to oscillate, back and forth, between soaring emotional highs and lows.

[Tip #48] In a word, you want DRAMA.

Conflict. Set backs. Risk. Failure. On the bright side? Achievement. Connection. Alignment of the stars. Hopes and dreams fulfilled.

[Tip #49] This is so important, because if you start dwelling on any one emotion for too long, you'll start to lose people quickly.

[Tip #50] On VSLs statistics on video hosting platforms like <http://wistia.com> and <http://brightcove.com>, you can actually watch where engagement drops subtly or falls off a cliff. It's quite fascinating to analyze.

And it's where there's opportunity to increase engagement.

[Tip #51] The next thing, and we've already discussed this principle to a certain degree, but when it comes to story, you want a story that's relatable to your target market.

The more the audience identifies with you, **the more you can create emotion and the more you can lead them where you want them to go.**

[Tip #52] Now that I've shared these story ideas with you, go watch a few movies. Specifically action movies.

Any will do.

What you'll notice is how they hit you hard right from the beginning. Second, they waste no time between action scenes. I'm told the camera view changes AT LEAST every 8 seconds.

If you're watching a Michael Bay Transformer movie, it seems like there's an explosion every few seconds. :)

There's a reason.

[Tip #53] But here's what I want you to really notice: pay attention how your emotions are being jerked around like a rag doll.

It's fascinating to me as a copywriter.

I work with marketers all the time who tell me you can't keep an audience for 15 minutes, 30 minutes, an hour... yet **people willingly sit in a chair for 2 hours straight watching a movie they like.**



I often have to tell these marketers, *“I can hold prospects for as long as I need to get the conversions we want. If it’s 90 minutes, so be it. Don’t let time dictate the sales process.”*

That’s because if you have a great story to tell, trust me, **people WILL listen. To every word.**

(This line of thinking actually goes back to an old copywriting principle about short vs. long copy. People naturally try to ram their message into a certain word length. But the principle stills stands:

Copy needs to be as long as it needs to be, and not one word shorter. So don’t sweat the length.)

[Tip #54] Now as a ClickBank® affiliate, you can use stories to presell all sorts of offers.

All you have to do is at the end of the story, transition to the offer and/or the call to action.

The variation and creativity is really limitless.

So I encourage you, **start focusing on stories.**

If this excites and you want to learn more, here’s what I do:

[Tip #55] Personally, I read script writing and screenwriting books and classes. It forever changed the way I write copy.

How?

It made my stories read like an action movie.

My copy became much more human and conversational, rather than being structured with stiff and formal language.

[Tip #56] The other thing, and frankly, I’m being rather sneaky when I do this, but I can embed problems and opportunities into a story which I can talk about later on.

For instance, if I’m talking about juicing. I can say in the story how every time I tried to juice, it tasted like wet grass.

Then later on when I discuss the product benefits, **I can talk about the great taste of a green drink powder supplement.**

Now stories are important, but there’s something even more important than stories, and that is the elusive “hook”.

strategy 9: the hook as your market differentiation

[Tip #57] The hook is what initially grabs people and pulls them in. It's also your biggest competitive advantage.



Unfortunately, **it's also one of the hardest things to conceptualize.**

So first let me give you an example of one:

A few years ago, I was working on a weight loss info product. And during my research I discuss an interesting piece of science.

When you gain weight, you do not actually make more fat cells. It's your existing fat cells that are blowing up with lipids (fats).

[Tip #58] I never knew that! When you say that to yourself, that's actually a great sign. That means others probably haven't heard it either.



So the promotion centered around not just losing weight, **it was more importantly, about reducing the size of your fat cells.**

Let's take another example you may already be familiar with.

What made P90X (a best selling infomercial fitness program) different from every other fitness product out there?

The hook was a theory called "muscle confusion." Basically, the idea was if you do the same exercises over and over again, *your muscles plateau and your results diminish.* P90X solved the problem by creating a 90-day program with tons of fitness variety.

End result? P90X has made over a \$1B dollars.

Not bad for a 30-minute infomercial, is it?

So the eternal question becomes how do you create a hook? And that requires research.

strategy 10: research unlocks the riches you seek

[Tip #59] If you're going to be spending your days writing copy, you're also going to spend much of your time researching.

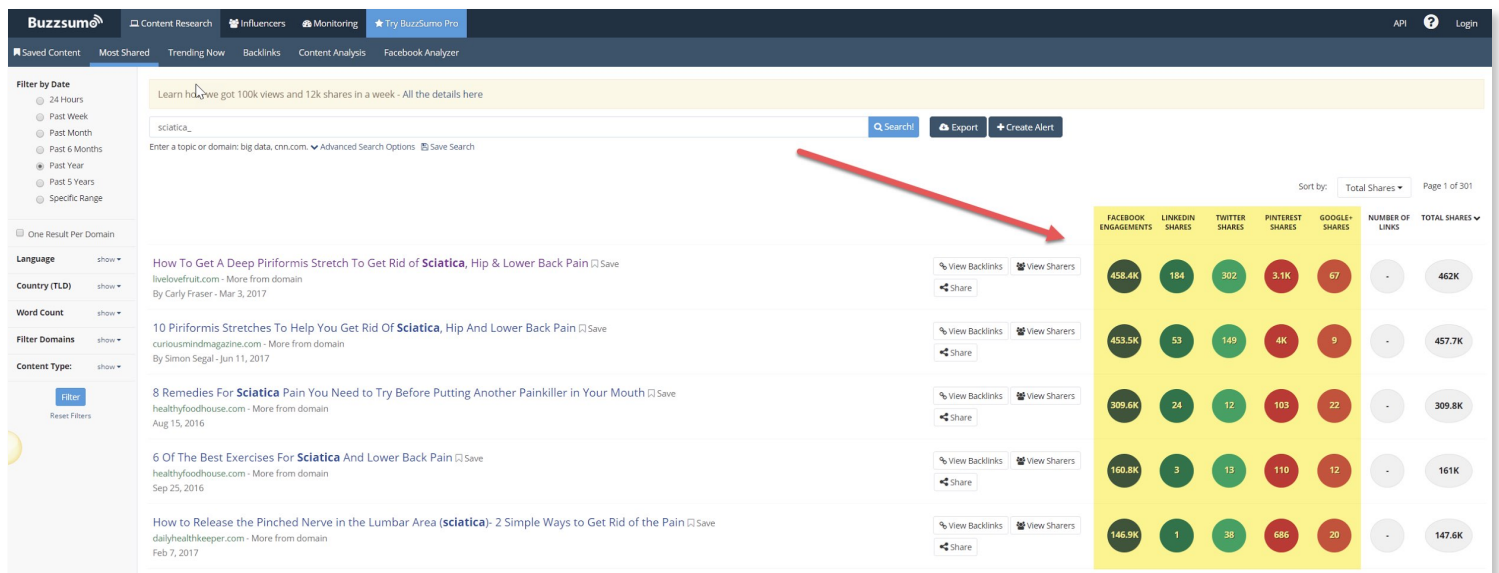
Sure, you can look at your competition in the ClickBank® marketplace and CBEEngine.com for clues and ideas about what's working now.

And of course, you have trusty Google, which I use heavily.

But you're probably wondering what are my secret weapons.

One of my favorites, especially for affiliate work is <http://buzzsumo.com>

What's great about Buzzsumo is that it allows you to see how popular (i.e. shared) articles are based upon keyword.



If for instance, you're writing an article lander, this practically guarantees your article's subject matter will be well received.

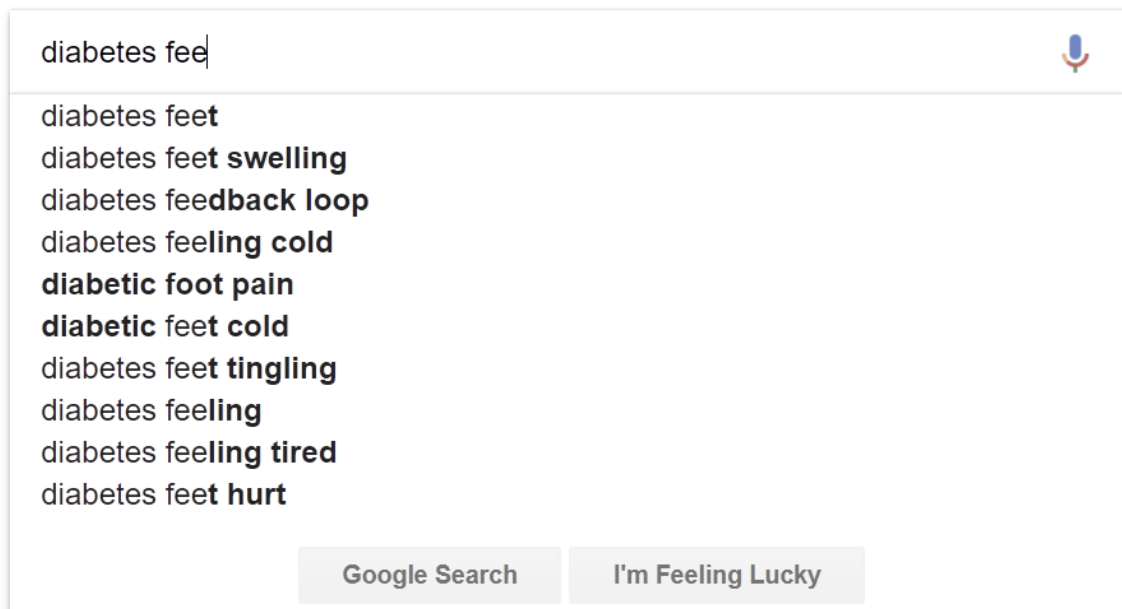
Plus you get to see which social media platforms work well for the subject matter you want to write for.

For instance, I can lay claim to an article lander that has over 80,000 total shares! Not just visitors, but viral shares...

I'll never need to buy traffic in that niche again.

I love it because in health, **we have to back up everything we claim about a supplement's ingredient ten ways to Sunday.**

[Tip #63] And let's not forget Google autosuggest.



Report inappropriate predictions

Autosuggest gives you a general idea of what people most commonly want to know about given a specific keyword. **Again, success is all about targeting their precise concerns and desires.**

[Tip #64] If you're trying to conquer cold traffic and you've got some coin in your pocket, I encourage you to subscribe to <http://AdBeat.com> or <http://WhatRunsWhere.com>.

From a copywriter's research perspective, These resources are like hitting the jackpot.

Because now you know what offers are working on what platforms and ad networks. So here's the quick three-step plan:

1. Identify a market you want to dominate.

2. Research ClickBank® marketplace for offers.

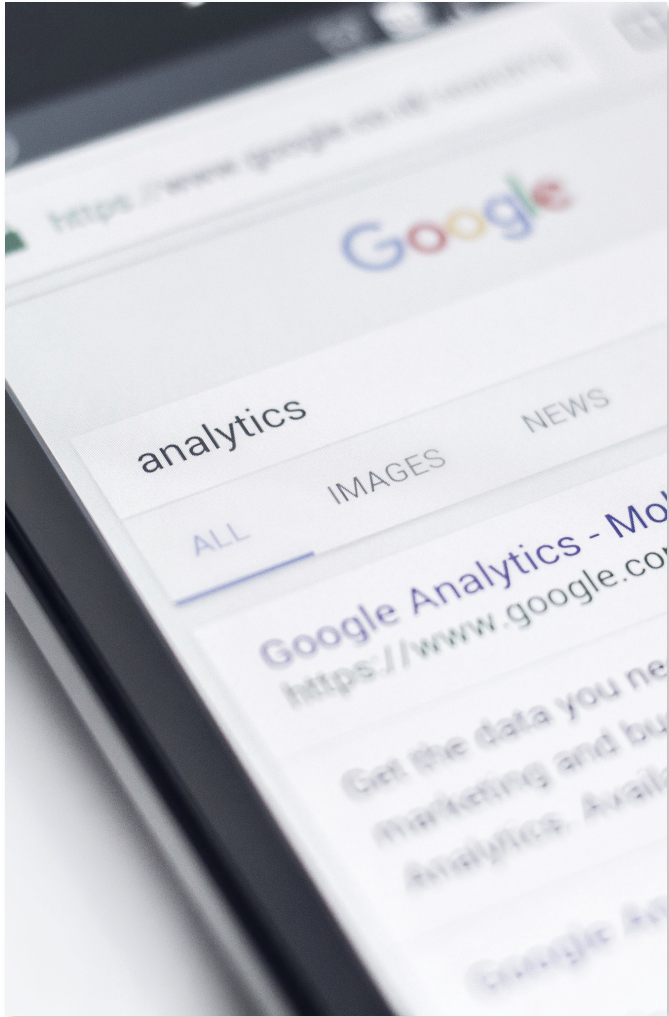
3. Then those offers with high gravity, go to AdBeat and search by domain name.

With this information, you know where and how much they are promoting. :)

Now you can go to town, promoting on platforms where they aren't using article landers, blog posts and native ads--all based upon what you've just learned.

strategy 11: how to optimize your efforts

If you think your copywriting is going to hit it out of the park first time out, you may want to reconsider.



[Tip #65] The truth of the matter is I consistently hit singles and doubles. And then, I steal third and ultimately home, by rapidly optimizing.

There are three types of optimization I do, specifically to improve the copy:

1. A/B Split Testing.

[Tip #66] You can go online and read dozens of articles on split testing. To do our testing, we usually use Google Analytics, Visual Website Optimizer <http://vwo.com> or Optimize.ly

They all have different strengths. But for copywriters just interested in getting the job done, I'd use Visual Website Optimizer.

[Tip #67] I could write an entire book on A/B testing. That said, one of the most important things you should test is headlines.

Hands down, you can get 2X-10X improvements by testing headlines. **Always test those or else you're leaving money on the table.**

[Tip #68] Initially, when you're testing headlines, I encourage you to test "wide swings". That means don't initially test things that are similar.

It's a waste of time.



[Tip #69] Test things that are crazy different, first. Then, as you zone in on a winning headline, you can start refining specific language.

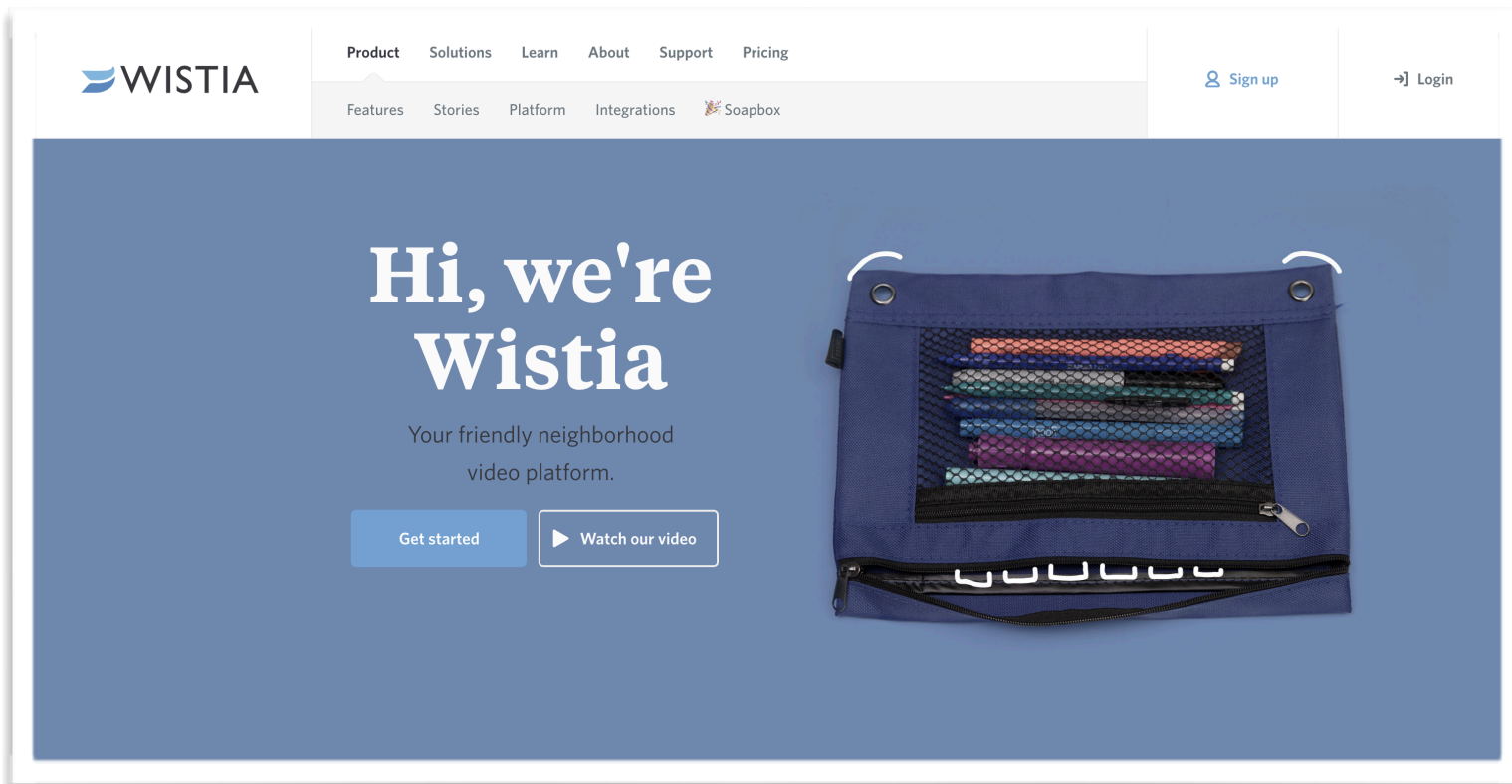
2. Video Optimization

[Tip #70] Just bite the bullet and get a Wistia.com account. You'll be able to graphically see engagement--down to the frame.

3. Engagement tracking

[Tip #71] On static sales letters, I encourage you to sign up for <http://hotjar.com>. Or there's a more robust resource called <http://crazyegg.com>.

Both are useful for copywriters. They show you how your visitors consume a page.



[Tip #72] For instance, if visitors are not scrolling past a certain point, it'll be so OBVIOUS where you need to beef up your copy.

This applies to any kind of page--sales letter, landing page, article lander... just try it. You'll love it.

You'll feel like you're looking over your visitor's shoulder as they're typing or using their mouse.

It'll forever change how you look at your copy.

Now a word of warning: if something's not converting, you may have the urge to immediately start fiddling with the copy.

I would discourage that.

[Tip #73] I'd focus on the most important thing to test. And that's...

strategy 12: the offer

[Tip #74] Whenever something isn't converting, I initially start second guessing the offer. You should get into the habit of doing this as well.

[Tip #75] Now, within the offer, the most important thing to test is THE PRICE.

Most times, the price is too high. (However, once in awhile the price is too low. Weird, uh?)



The key principle of offers is this:

[Tip #76] Whenever possible, make prospects AN IRRESISTIBLE OFFER. One they can't refuse.

[Tip #77] If you're analyzing winning copy, study the offer. It's positioning is super critical to the entire promotion's success.

And it's something you can easily swipe.

summary

Rapid fire, I have just shared with you a ton of tips.

I don't expect you to act on each one. But you should feel like I've just downloaded Neo-Matrix-Kung Fu-style, **the copywriting brain of me, Matt O'Connor.**

In closing, I wish you the best of ClickBank® success.

I truly believe you are just one sales letter or VSL, one email or article lander away from the financial freedom you seek.

Don't underestimate this guide. But maybe more importantly, **don't underestimate yourself.**

With ClickBank® as your partner, YOU are capable of incredible things.

If you need anything, feel free to reach out to me at matt@conversiongods.com.

We thank you for your time and I appreciate the commitment to yourself and ClickBank® success.

PS: By the way, I have a website. You can sign up for my newsletter, [here](#). However, I only email when I have something valuable to say.