

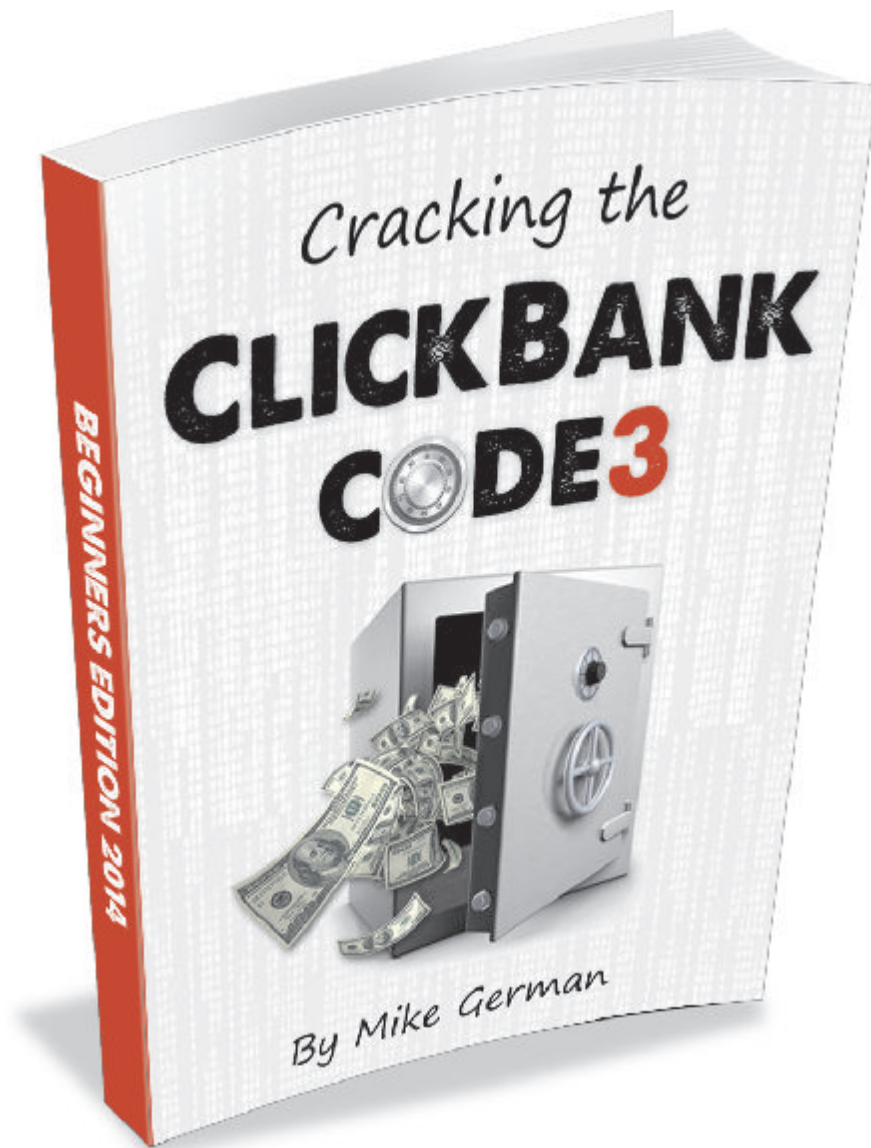
BEGINNERS EDITION 2014

Cracking the
CLICKBANK
CODE3



By Mike German

A BEGINNERS GUIDE TO AFFILIATE MARKETING USING CLICKBANK



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CONTENTS

Chapter		Page
1	Introduction	4
2	Old School Affiliate Marketing	5
3	Affiliate Marketing 3.0	8
4	Finding a Profitable Niche	10
5	Keyword Research	12
6	Squeeze Pages	14
7	The Money's In The List	16
8	How To Build Your List	18
9	Getting a Squeeze Page	21
10	Squeeze Page Headlines	24
11	The Conversion Page (Thankyou Page)	26
12	Split Testing your Squeeze Page	27
13	Follow-up Emails	28
14	Traffic	31
15	You've Cracked The Code	36

CHAPTER 1

INTRODUCTION



Hi my name is Mike German and I am going to share with you how I cracked the ClickBank Code and started earning huge commissions by developing a completely new system.

ClickBank is the biggest marketplace online selling digital products...fact!

Thousands of affiliate marketers use Clickbank to either sell their product or more commonly promote somebody else's product.

This is great news for a newcomer to making money online as you do not need your own product to sell to be able to earn money from the Internet.

The problem is because thousands are doing the same it is becoming increasing more difficult to succeed with ClickBank affiliate marketing.

But don't worry as over the next chapters I will be giving you the combination to crack the ClickBank Code and start earning huge commissions from promoting Clickbank products.

CHAPTER 2

OLD SCHOOL AFFILIATE MARKETING



About 5 years ago old school affiliate marketing was huge. Every marketer, new or experienced, was promoting other people's products and earning big money for their efforts.

That was 5 years ago and unfortunately the same doesn't work today.

In fact old school Affiliate Marketing is pretty much dead.

So what is the "old school" method?

As a lot of Internet Marketers are very busy entrepreneurs, jumping from one great idea to the next, they suffer from the one thing we all need more of...time!

There just aren't enough hours in the day...or night to get everything done.

So as a consequence they are looking for the "quick & easy" approach to earn money fast.

And this is what they do...

- Sign up for a free account with ClickBank and click on the marketplace tab.
- Type in a niche they want to sell. (The clever ones would then sort the list in order of Gravity first so they had the most popular product to promote.)
- Click on the green promote button and are given a unique "hoplink".
- Visit the companies website and click on the Affiliates link. Here they will find a selection of promotion tools to help them promote the product. There is anything from pre-written emails to articles to graphic website banners, all of which the marketer could use as they wish.
- Use these promotion tools to promote the affiliate product

But how do they do that?

The pre-written articles could simply be used on article directories and the unique "hoplink" added in the resource box at the end. This doesn't always work however, as some article directories will not submit "duplicate" content and because other marketers would have already used these pre-written articles it's fairly likely that they have already been published on the article directories. This then means that the article has to be re-written to appear as original.

These articles can also be added to your blog as a post and again add the unique "hoplink" at the bottom which links to the affiliate products' Pitch Page. The graphic banners can also be displayed on their blog to visually promote the affiliate product.

Another method commonly used is sending the pre-written emails to your customers with the all important hoplink in strategic places.

These methods all sound time consuming at first, but when this is all they do every single day, it becomes second nature.

But as I said at the start of this chapter these "old school methods are dead"

Why are these strategies not cutting it anymore?

When the same technique is used for long enough it inevitably loses its effectiveness as people become wise to it. Visitors to your website no longer want to be taken directly to another person's website without so much of a hello and goodbye.

The bottom line is visitors are people, not just cyber-space surfers without a name. And people want to be treated as people. Would you in the off-line world treat someone that way? If someone came to you for help or to buy something, would you point them to a shop down the road without saying a single word?

No you wouldn't, so why do it online. Every single person that visits your website is a real human being and wants to be treated that way.

We, as humans, like to talk to each other. Get to know who people are so we can build a level of trust in that person. If you are passed directly to someone else, how do you know if that person is trustworthy. You may be thinking "What's in it for them?"

And ultimately everybody became more sceptical and affiliate marketing as you knew it...died.

CHAPTER 3

AFFILIATE MARKETING 3.0



So you have discovered what NOT to do when promoting Clickbank affiliate products, so in this chapter I will show you what you MUST be doing to make huge commissions from affiliate marketing in 2014.

As with most things in life its usually the simple ideas that are the most effective. And that's very true for new school Affiliate Marketing. It's just a different mindset that will be applied; a twist in the way you must be thinking.

Remember I spoke about treating people as people, in the last chapter?

Well that is exactly what the new school approach is all about. You will build relationships with your visitors and offer as much help and advice as if you personally know them.

Let me now break down exactly what you need to do to succeed in the new Affiliate Marketing 3.0 method, step-by-step...

You are going to:

- **Identify a profitable niche**
- **Carry out keyword research to find the "secret formula"**
- **Find an affiliate product to promote**
- **Create a "personal" marketing funnel**
- **Create a Squeeze Page**
- **Create a Thank You page**
- **Create a bribe to give away (free report)**
- **Create follow-up emails to send to your subscribers**
- **Send targeted traffic to your website**

If you carry out this "blueprint" you will succeed in affiliate marketing.

What most people fail to get right is not answering specific questions or problems that "real" people are having every day in their lives.

They build a "general" campaign e.g. "lose weight fast" which for one is too big a market to compete in and two its too general and doesn't match what questions people are asking.

So with this in mind let's get started and first find a profitable niche.

CHAPTER 4

FINDING A PROFITABLE NICHE



The very first thing you **MUST** do before you will make money with affiliate marketing is to choose a subject or niche market to build our campaign around that people will be willing to **PAY** money for.

But this is one of the main reasons why people fail. They may follow their passion, but they never stop to think if people would be willing to pay for what they want to do, so always stay focused on what problems people have, and if they would be willing to pay you to solve those problems.

You need to start by getting some ideas of niche markets. Here are a few examples of websites you can visit to get "inspiration" for great profitable niches...

www.dummies.com

If Dummies have a book selling for \$20 on a subject, then that subject is profitable.

www.magazines.com

Every magazine's subject is the result of intensive market research to discover which niches will sell.

www.ebay.com

The largest search engine online for BUYERS so great for finding a hungry niche for ideas.

www.amazon.com

Another great "buyers" search engine for finding what people are buying right now.

So simply visit the websites and jot down a few niches you would be interested in.

Now we have an idea of a profitable niche to build our campaign around, BUT don't just dive in, you need to check the **Competition** and **Demand** for your chosen subject matter.

And we do it like this...

CHAPTER 5

KEYWORD RESEARCH



This can take some time to get the "secret formula", but is well worth your time at this stage.

Visit <http://tools.seobook.com/keyword-tools/seobook/> and type in your chosen niche. This is a great free tool for finding search results in Google, Bing and Yahoo.

Now do this:

- Look for **Monthly Searches** of about **3,000 or more**
- Copy the **keyword**
- Paste into Google search box inside quote marks i.e. **"how do you get rid of cellulite"**
- Look for **30,000 or less** competing pages

how to get rid of cellulite fast	4,520
best cellulite cream	3,480
how to get rid of cellulite on thighs	3,480
what causes cellulite	3,480
cellulite exercises	2,880
getting rid of cellulite	2,880
how to get rid of cellulite on legs	2,880
how do you get rid of cellulite	2,280
kim kardashian cellulite	2,280
celebrity cellulite	1,920

The list of results are telling us exactly what people are typing in to Google every day. They are "real" questions that desperate people are asking.

This is very important as we now know exactly WHAT our potential customers WANT. We are answering the QUESTION they have in their own head.

Now you have a "winning keyword phrase" in which to build your affiliate marketing campaign around.

Repeat this exercise until you generate a list of keyword phrases that have about 3,000 monthly searches and about 30,000 competing pages. This "formula" is an ideal equation for being able to compete with other affiliate marketers.

Ask your visitor the "Double Why"

"Why do you want to lose weight?"

"To not have fat thighs"

"Why?"

"So I can get my Skinny jeans on"

This is what they REALLY want, so target those keywords.

Another HUGE mistake most people who start out in affiliate marketing are making is they are wasting their time fishing in the OCEAN and instead they should be fishing in a POND.

Yes there will be less "fish", but you only need a very thin slice of the pie to make enough money each month to make a real difference to your life.

Keep your keyword list safe as you will be using it to add these keywords to your website and for SEO traffic; which I will be talking about later. So now let's create our website...

CHAPTER 6

SQUEEZE PAGES



The very next thing you are going to need is a website; well a one page website to be exact.

A single page website is often referred to as a:

- Squeeze Page
- Opt-in Page
- Landing Page
- Lead Capture page

...depending on where you are from.

This page is designed to do one thing and one thing only; to get the visitor to your web page to leave their email address and that's it.

There are no other links on the page whatsoever...

In fact there is only a button to click!

These new highly-converting squeeze pages are called "2-Part Opt-in Pages" and they typically **convert up to 400% higher than conventional squeeze pages**. I will be talking more about these 2-Part squeeze pages in Chapter 7..

The reason you want the visitor to your website's email address is simple. You need to build your list of potential customers.

I will say that bit again and emphasize the important bit.

You need to **BUILD YOUR LIST!!!**

You will not hear this often enough in this business. Every successful Internet Marketer has a list of email addresses that they have captured from their squeeze page.

"But what good is a list of email addresses?"

Quite simply these are your potential customers in waiting.

In the next chapter let's talk about how we nurture our list so it will eventually pay us our commissions.

CHAPTER 7

THE MONEY'S IN THE LIST

You may or may not have heard this phrase before. Before long though it will be clearly imprinted in your brain as you will hear it over and over again as you build your business and talk to other Internet Marketers.



But what does it mean?

The actual term should read "The money's in the EMAIL list" The one you will be building from your Squeeze Page I spoke about in the previous chapter. This email list will be your future customers. The ones that will be making you your money. So you need to look after your LIST and treat it with respect. It may look like just a list of email addresses to you at first, but it could be the making or the breaking of your web business if you overlook the importance at this early stage.

When a visitor to your squeeze page leaves you their email address they are putting a certain amount of trust in you to look after it and not abuse it. You have probably heard of the term "SPAM" which means unwanted emails from unsolicited sources. You may have also seen this line underneath many sign-up boxes on a webpage...

"We hate SPAM! We never sell, rent or share your email address with anyone!"

You are making a promise to your visitor that you will not start spamming them with unwanted emails. The biggest culprit at the moment has to be "Viagra". You probably don't go a day without an email trying to sell you Viagra. Most people after receiving these unwanted emails promptly delete them from their inbox or even report them to their Internet Service Provider (ISP) and have them blocked at source. Why? Because it's harassment as they have not requested the information.

"Why am I telling you all this?"

Once you have an email from a potential customer you need to keep them at all times and not give them a reason to report you or delete you from their inbox.

You want them to want to receive your emails, even look forward to receiving them from you. Remember, you want to build a relationship and nurture them, not bombard them with unwanted spam everyday.

When and only when your potential customer feels they can trust you can you gently begin the selling process. Never ever...

I repeat **NEVER EVER** attempt to sell straight away to your email list.

This has the same effect Viagra spam has; it puts your potential customer off as you are perceived as only wanting their money.

What they want is lots and lots of free information. You need to over-deliver on everything. Be Mr or Mrs Helpful. Be a mind of information for them. This way they will think you are very knowledgeable in this industry and therefore confidence will be installed.

CHAPTER 8

HOW TO BUILD YOUR LIST



You've heard how important your list will be, but how do you actually get a list in the first place?

Let's go back to your Squeeze Page. This is where your list will begin. Why will a visitor to your web page WANT to give you their email address? Why should they give it out to a complete stranger. What is in it for them?

This is what you need to think about for a minute. The only reason someone visiting your site will leave you their email address is if they get something in return. It's how the world goes round. You scratch my back and I'll scratch yours!

A simple, but effective equation.

So what will you give them?

Now like me when I started, you probably don't have anything to give them, right? You just want to earn money online, you didn't realise you needed to give something away. Well you don't! Well what I mean is you don't have to give something YOU have away. You will simply give them something from somebody else!

What on earth do I mean??

Let's get back to the Squeeze Page again for a minute. When your visitor lands on your page they will see a pop-up box to leave their email address. They could also see a picture of the **FREE GIFT** they will get in exchange. That **free gift** is the key for this whole exchange to take place. Without a free gift there's no email address...therefore no list and ultimately NO BUSINESS!



So here is what you do...

Remember in the first chapter when I spoke about the free promotion tools you will get to help promote your ClickBank affiliate product? Well this is the point when you will be using them, but not exactly how they were intended!

You sometimes are offered a brandable report or eBook already written, but this is NOT the best thing to offer your list, as they are usually very long and your subscriber will lose interest very quickly.

So what I do is create a **short 5-page pdf guide** using the key selling points from the vendors affiliate tools or homepage.

It will tell your subscriber **WHAT** they need to do to answer their burning question...but not **HOW** to do it.

This is very important as you don't want to give away everything yet...it's a FREEBIE at the end of the day. Keep the best stuff back at this stage.

For example:

- **5 exercises to lose love handles**
- **6 natural ingredients to make your teeth white**
- **Get rid of cellulite with these 5 exercises**
- **Amazing Abs in 28 days!**

...and publish it as a .pdf document using PrimoPDF.

Download it here..

<http://www.primopdf.com/download.aspx>

...and it's ready to give away.

CHAPTER 9

GETTING A SQUEEZE PAGE

Now you have a free gift to give away to your subscribers...

...now we need a squeeze page to link to it.

Getting a high converting, fast loading, good-looking responsive opt-in page is a must for online marketing in 2014.

Luckily for us there are companies that offer this service for very little money.

The best place online currently is www.leadpages.net



Leadpages are perfect for linking your free gift (pdf) and your email autoresponder service to, and they just look amazing too!

You can also view your pages analytics to see how they are converting. This is very useful to anyone that runs their own business.

2-Part Opt-in Page

The reason these pages are so effective in getting much higher conversions are the clever way in which the pages are designed.

Look at this example:



The first thing you'll notice is the very **STRONG** background image! You can use any image that will attract the attention of your chosen niche audience.

The second thing about this squeeze page is it doesn't immediately ask your visitor for their details and research has shown that this has a **MUCH** higher conversion rate.

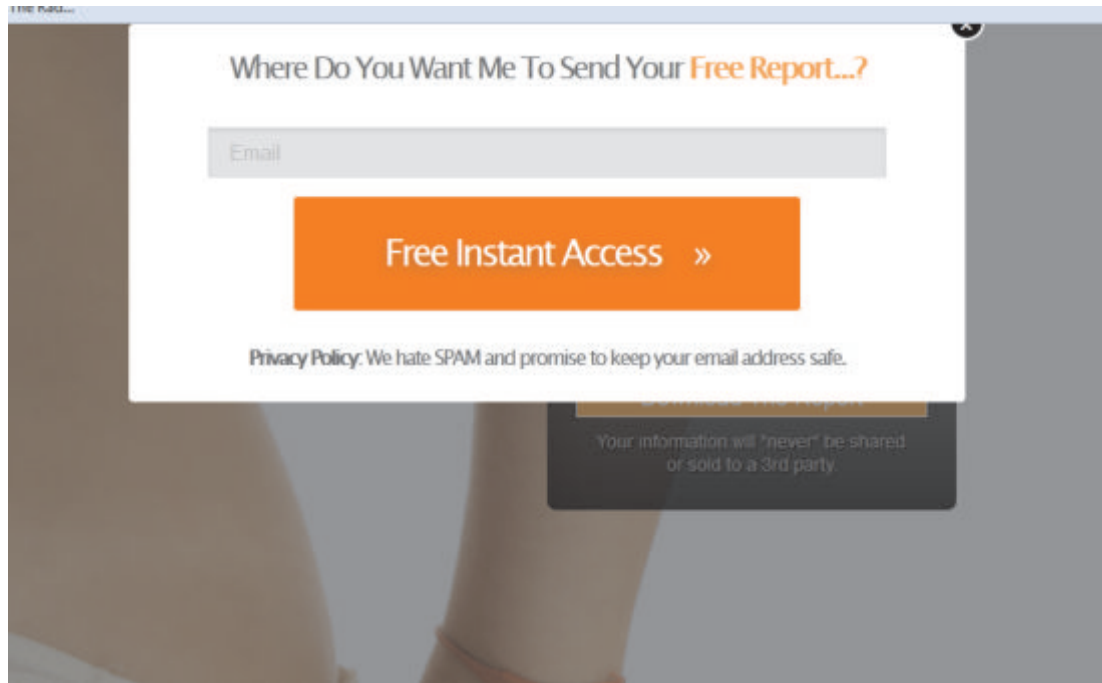
Here's why...

You want to **GIVE** on your squeeze page...not **TAKE!**
...and an opt-in form does just the opposite to what you want. Your visitor just thinks "They just want my email address"

Here's the clever bit...

With a 2-Part Opt-in Page your visitor is only given the Opt-in box **WHEN** they take action on the page. And instead of asking for their Name **AND** Email address we simply ask...

"Where Do You Want Me To Send Your Free Report?"



We are continuing to be helpful and simply asking for a delivery address.

This lead box also has another cool little trick up its sleeve...

If your visitor has entered their email address ANYWHERE online and haven't cleared the Cookie files, their EMAIL address will AUTOMATICALLY be entered into the box for them -- SO NO TYPING REQUIRED!

This means that your visitor only has to click a button TWICE to be added to your list! This is another great reason why you will get MANY more sign-ups!

Now let's take a look at what HEADLINES to use on your squeeze page for almost **100% conversion rates...**

CHAPTER 10

SQUEEZE PAGE HEADLINES

Okay so we have a great LOOKING squeeze page, but looks are not everything.

We need to give a clear message to our visitor to our squeeze page:

"What am I getting for signing up?"

We can do this with a very strong Headline. There is no need to have bullet points or a long paragraph to read. We just need to state what our visitor will get if they sign up.

So the best way to do this is to provoke CURIOSITY!

We are all curious by design, so a great way is to tell our visitor to **NOT** do something.



If we are told
"WARNING! DO NOT LIFT THE LID"
...how many of us could resist the temptation. Would we be too curious to not take a peak inside?

Something deep inside our DNA would trigger excitement and we would have to satisfy our curious nature.

So when writing your Headline for your squeeze page, think about making it CURIOSITY PROVOKING!

For example:

**"DO NOT READ PAGE 4 OF THIS REPORT -
IT MAY SHOCK YOU!"**

**"LOOK AT THIS GUY ON PAGE 3 OF THE REPORT -
DO YOU THINK HIS ABS ARE REAL?"**

**"CAN YOU BELIEVE THE WOMAN ON PAGE 4 USED
TO HAVE BAD CELLULITE?"**

You get the idea. These headlines are appealing to your visitor's curious side, as do the headlines on the front of magazines. They are designed to get the reader to turn to a certain page.

We can emulate this tried and tested technique on our squeeze pages to great affect.

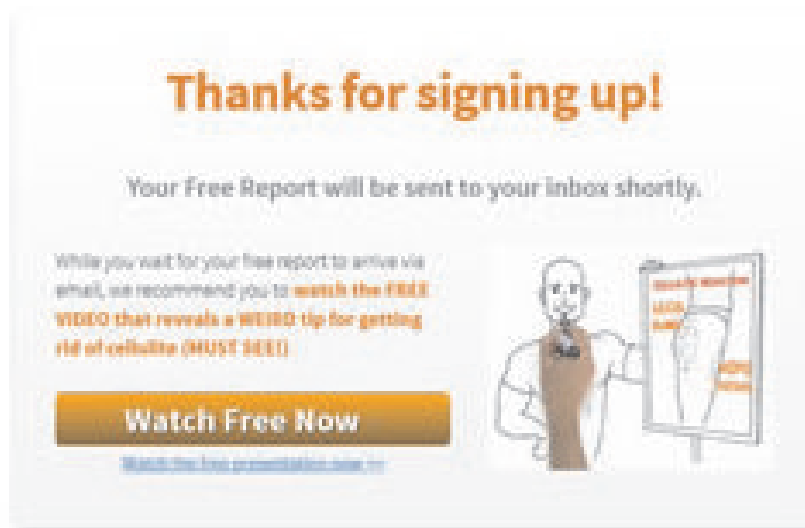
Now we have a great Headline on our squeeze page, a strong image and just a button to click.

Do you think we should be able to get our visitor to take action?

Let's look at the page they will see after they sign-up on our squeeze page...

CHAPTER 11

THE CONVERSION (OR THANK YOU PAGE)



The Thank you page is displayed next and is really important. This is often overlooked by 90% of marketers who simply let the default autoresponder message get displayed.

They are **missing a huge opportunity** to promote their affiliate product on this page and are simply leaving money on the table.

You can use this page to display a link to the affiliate Sales Page that contains your hoplink, but the most effective method is to display a One Time Offer (OTO) on the Thank you page. This is the where the highest percentage of purchases are made, especially if the offer will never be seen again, if you pass it up.

Make sure that the price is very low and you will get **Notification Of Payment** emails in your inbox while you sleep.

CHAPTER 12

SPLIT TESTING YOUR SQUEEZE PAGE



The best way to move forward and succeed with anything is to test what is working and what is not. The Internet is the best platform on which to do this.

Most off-line businesses advertising is a gamble as only one advert is usually displayed in newspapers, leaflets, on the radio, TV, billboards, etc, so the effectiveness is hard to analyse.

The internet is a far more powerful and flexible platform as you have the ability to split test your adverts, web pages, offers, etc. The best performing ones can then be further tweaked until you have the most effective ad or web page for your campaign.

By split-testing your Squeeze Page to promote the same offer at the same time you will be able to monitor which one performs the best over a test period of say 2 weeks.

CHAPTER 13

FOLLOW-UP EMAILS



This is probably the most important process for your online business.

This is the ideal place to build on your relationship with your new subscriber.

But if you get this bit wrong you will very quickly undo all of your hard work. Always bear in your mind that you are talking to "real" people with human emotions. Talk to your subscribers like they are all your best friends and you have their best interests at heart.

So this is what you do...

The first email that is automatically sent is your chance to introduce yourself properly and welcome your new subscriber on-board.

Talk a little about who you are and what you like doing and remember to keep it friendly and informal.

The first email will conclude with a link to a download page where they can get their free gift.

The next email is the start of the follow-up sequence. Here is where you will recommend other affiliate products to your subscriber.

But do not lose sight of who you are talking to. Don't suddenly turn into the marketer from hell and send an email every day with all sorts of random offers and deals.

This is a sure fire way to get a string of unsubscribe's and worst still, reported for spam!

The trick is to be subtle and only send emails every 2 or 3 days, even as much as a week between them. My personal un-subscribe rate has been below 2% since building my lists, because I have treated them as human beings.

What do you send them?

Obviously the aim in all of this is to sell ClickBank affiliate products and earn the commissions. But you have to be prepared to be 80% helpful and only 20% sales.

The best way to do this is only suggest products that you have personally used and therefore have some experience of. Another extra way to really enforce this technique is to record a short video showing you reviewing the product.

It's much easier to recommend a product to someone if you believe in it yourself. You will come across much more convincing if you have personally used it.

So what products are the best to promote to your subscribers?

They need to be relevant to the original product you are promoting, so stay with the same niche, but look for related products that could really benefit your subscriber.

So for example if you are selling gaming secrets you may want to recommend tips and cheats for other similar games.

Another Affiliate Marketing 3.0 secret is to promote as many continuity products as possible. These are the ones that will pay you a commission every single month for the length of time they remain members.

This is easy to do when searching through the ClickBank marketplace. There is a drop-down menu where you can sort the results by Recurring Billing.

Not every email you send has to include a link to an affiliate offer. As I said before make a short video of yourself reviewing a product and send your subscribers to this page. The personal touch will result in much higher purchases.

The golden rule, as always, is to treat your subscribers as you would like to be treated yourself.

CHAPTER 14

TRAFFIC!



The lifeblood of any online business!

Without a constant stream of traffic to our squeeze page...we simply will not make any money online.

So let's look at a great and FREE method of getting traffic to your squeeze page.

Remember in Chapter 5 when we spoke about Keywords?

We will now be using those "secret formula" keywords to get targeted traffic to our website.

Here's how...

how to get rid of cellulite fast	4,320
best cellulite cream	3,480
how to get rid of cellulite on thighs	3,480
what causes cellulite	3,480
cellulite exercises	2,880
getting rid of cellulite	2,880
how to get rid of cellulite on legs	2,880
how do you get rid of cellulite	2,280
kim kardashian cellulite	2,280
celebrity cellulite	1,920

We are going to be using the top 2 search engines to generate traffic to our website...COMPLETELY FREE!

Google is by far the biggest search engine, but did you know that YouTube is the second...and is owned by Google?

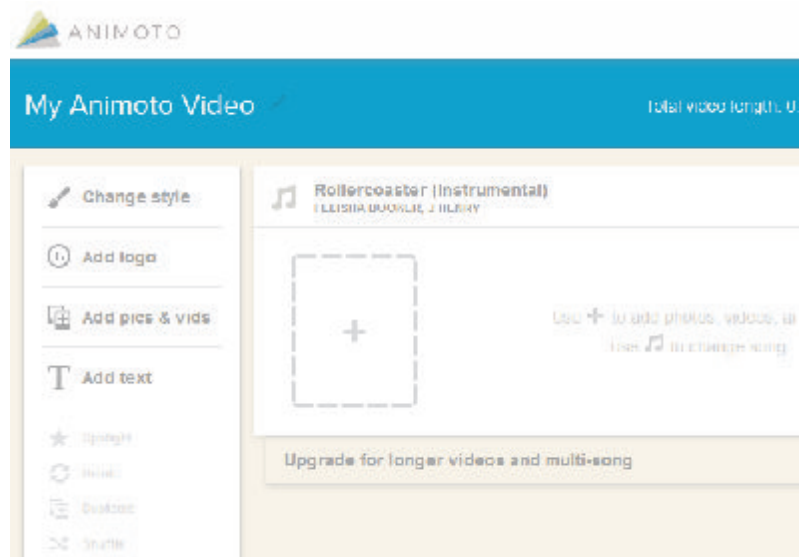


YouTube is not technically a Search Engine, but it is now being used to search for "How to.." videos by the thousands every day.

So we are going to use all of this search power to drive traffic to our squeeze page.

Here's what we do:

- Visit animoto.com and create a free account
- You can now **create a 30 second** video using images and text
- Use strong, eye-catching images and the Curiosity Headlines to create your video.



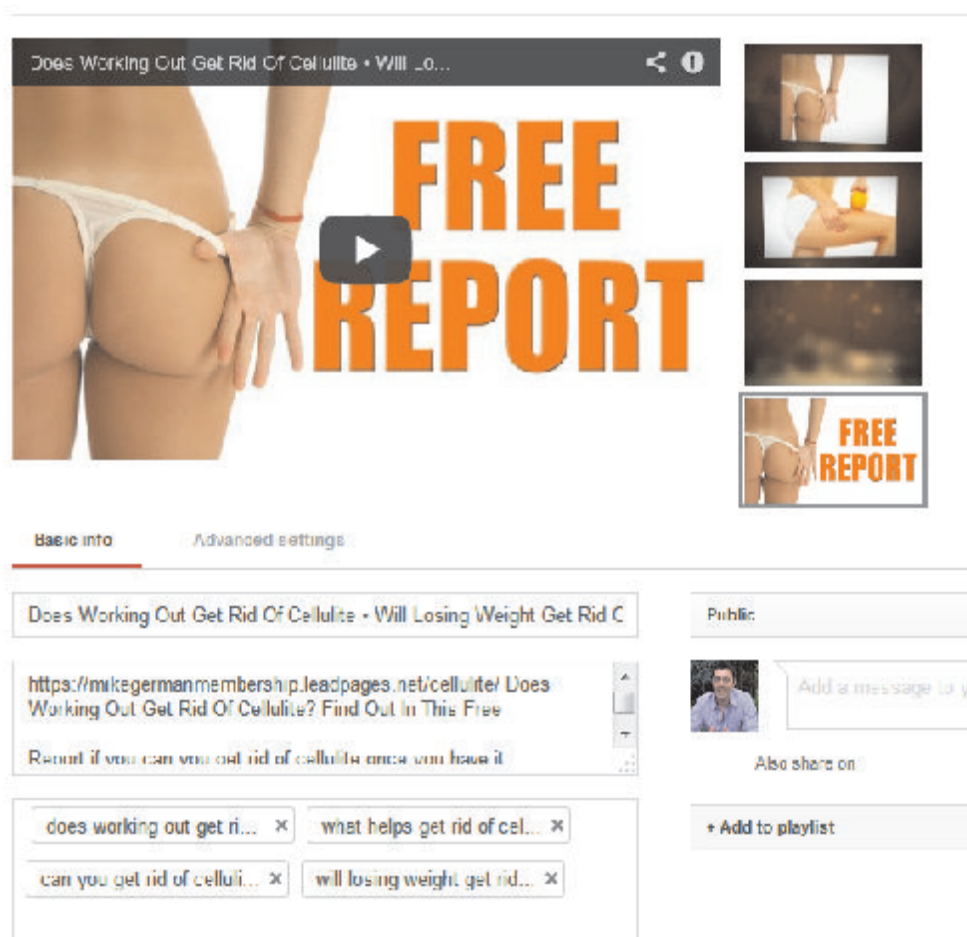
You can upload your video to YouTube, but first you need an account.

Let's do that now...

Sign up for a free YouTube account here:

www.tubetube.com/new_account

Now you can upload your video straight from Animoto.



Now we can add our Keywords that we saved earlier. You need to add them in these areas:

TITLE - include your keyword phrase at least once, maybe twice, in the Title of the video.

DESCRIPTION - include your squeeze page url at the start and then add your keyword phrases throughout the description. Also add related keywords that you discovered.

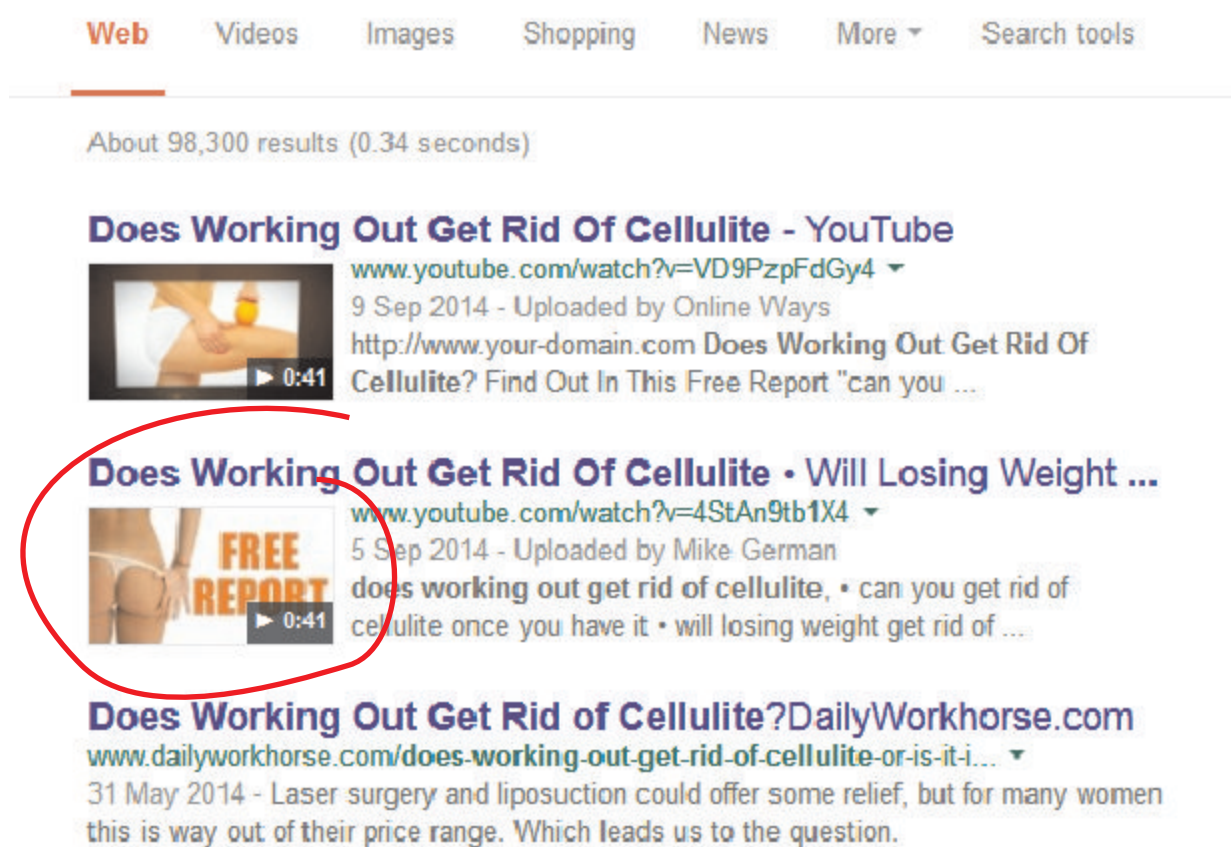
TAGS - include all of your keyword phrases (Tags) into this area.

YouTube will now rank your video for these keywords.

As well as being ranked in YouTube, you will also be ranked in Google for the same keywords.

And here's the clever bit...

A YouTube video will show up in the Google search results displaying a Thumbnail of the video, e.g.

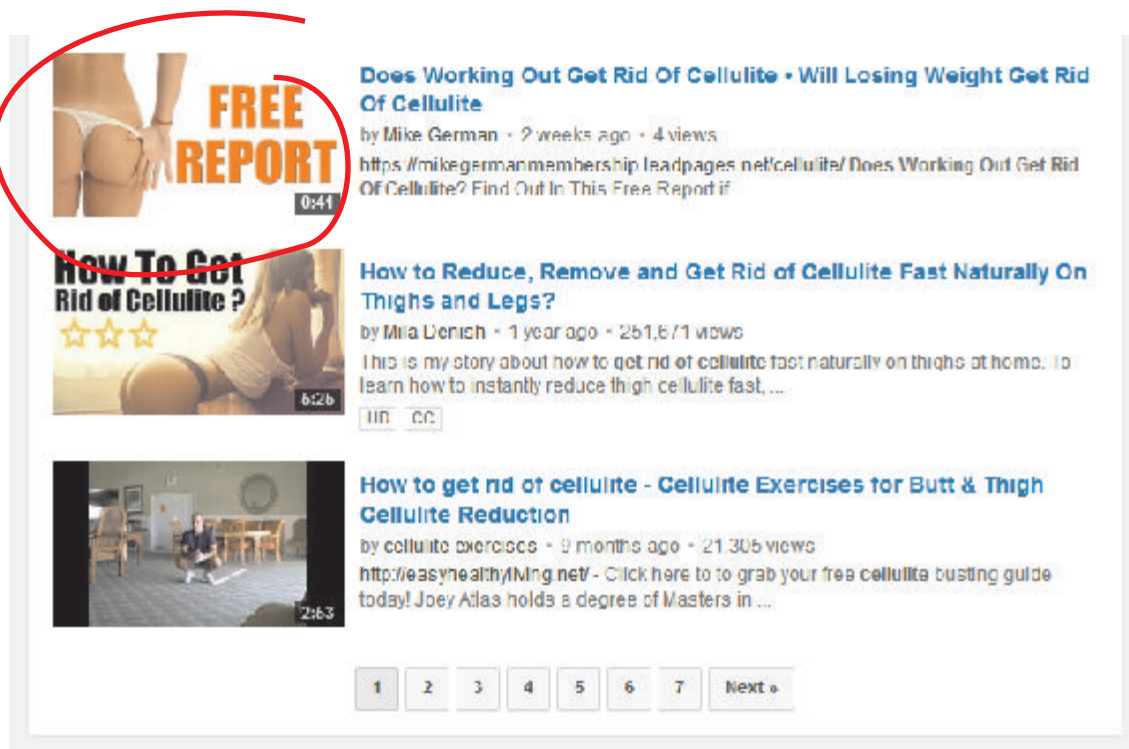


This is a video I created for the Truth About Cellulite Clickbank product and as you can see it is #2 in Google for the search term **"does working out get rid of cellulite"**.

This video took about 5 mins to make and appeared in Google in less than 1 minute with **98,300 competing pages**.

This is a very quick and powerful technique to get free traffic from the two big search engines.

This is the same video appearing on the first page in the YouTube results for the same keywords.



This technique works so quickly because of the "secret formula" keywords we have chosen. We are competing in the POND, not the great, vast OCEAN.

Have you also noticed the other clever trick used here?

The message that the thumbnail video image is giving to our visitors is, there is something FREE they can have, to do with their needs.

So the chances are if your visitor is desperate to get rid of cellulite and they see a search result with a strong, relevant image AND a message saying something is FREE -- don't you think they will take action and click to find out?

Of course they would, so make sure you use this technique when promoting your squeeze page.

CHAPTER 15

YOU'VE CRACKED THE CODE!

Congratulations!

You now have the right combination to crack the ClickBank Code and unlock hundreds, even thousands of dollars a month.



But this is not an overnight success story. To make money online requires time and effort, especially when you are starting out for the first time.

My advice would be to spend 20% of your time creating the perfect affiliate campaign and 80% promoting it!

This may sound surprising, but it's no good spending weeks, even months creating an amazing squeeze page, free report and follow-up emails and not telling people it exists. This is probably the BIGGEST problem all affiliate marketers face...NO TRAFFIC!

So dedicate 1 hour creating content and 4 hours promoting it, especially in the beginning and you'll soon get sign-ups and ultimately commissions in your bank account very soon.



- **Profitable Niches**
- **Secret Formula Keyword Research**
- **Affiliate Products**
- **Personal Marketing Funnels**
- **Squeeze Pages**
- **Thank You pages**
- **Free Brandable Reports**
- **Follow-up emails**
- **Targeted traffic to your website**

For complete **Done For You** website kits that use all of the techniques discussed in this eBook please visit:

www.mikegermanmembership.com/cb-commission-kits

Mike German 2014

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