



## Make a Publisher's Pitch Page (PPP)

### 1. Publisher's Pitch Page (PPP) Basics:

To make a sale you need **two** web pages: a "**Publisher's Pitch Page (PPP)**" and a "**Publisher's Thank You Page (PTP)**".

The **Publisher's Pitch Page (PPP)** is the web page where you describe the product to the customer, and convince them to buy it at ClickBank. On this page you will need to direct the customer to a ClickBank **payment link**.

Also on this page you need to:

- A. Provide a detailed description of the product.
- B. Explain how the product will be delivered (web page, email, etc).
- C. Explain how long delivery will take (instant, 5 minutes, etc).
- D. Include the ClickBank **payment link**.

### 2. Checking Compatibility:

If the product is a document for download, do not assume that the customer can view any particular proprietary file formats. For example, not everyone has a copy of Microsoft Word on their machine. Also, WebTV users cannot open pdf, zip, or exe files. Tell the customer what format the file requires before they make the purchase from ClickBank.

If the product is an executable file, do not assume that the customer is using the exact same operating system that you are. For example, not everyone uses Windows XP. Tell the customer what operating system the file is for before they make the purchase from ClickBank.

If the product is only useful to people in a particular country or region, be sure to clearly say so. ClickBank customers may be from anywhere on the planet. Tell the customer exactly who the product is for before you make the purchase from ClickBank.

### 3. Guarantee Compliance:

ClickBank's current return policy is as follows: *ClickBank will, at its option, replace or repair any defective product within 8 weeks from the date of purchase.*

You must take care to not use any promotional language that might conflict with our return policy. For example, phrases like "personal lifetime guarantee", "eight month unconditional money-back guarantee", or "lifetime membership" are strictly prohibited. As a ClickBank publisher the only guarantee you can make is that ClickBank will honor its own return policy.

### 4. Making the payment link:

For ClickBank to sell your product you must direct the customer to follow a **payment link** on your **Publisher Pitch Page (PPP)**. This link automatically places your product in the customer's shopping cart, and takes the customer directly to the ClickBank product order form.

Your payment link should be targeted to a new window, and should be in the following format:

`http://ITEM.VENDOR.pay.clickbank.net`

Here it is in html:

```
<a href="http://ITEM.VENDOR.pay.clickbank.net"
target=cb>CLICK HERE TO PURCHASE</a>
```

Here's how to make it work...

- Replace **VENDOR** with your ClickBank account nickname.
- Replace **ITEM** with the item number of the link (product) for sale. When you set up your ClickBank vendor account, each of your links is assigned a number: 1,2,3, etc. If you are setting up your first product the item number is 1.
- Replace **CLICK HERE TO PURCHASE** with any promotional text or image you prefer.

See our [Payment Link FAQ](#) for more information on payment links.

## Make a Publisher's Thank You Page (PTP)

### 1. Publisher's Thank You Page (PTP) Basics:

To make a sale you need **two** web pages: a "**Publisher's Pitch Page (PPP)**" and a "**Publisher's Thank You Page (PTP)**". These pages must be at your own web site -- ClickBank does not host web pages.

The **Publisher's Thank You Page (PTP)** is the page customers will see after they pay. Customers will only reach this page if their check or credit card has been approved. On this page you need to:

- A. **Thank the customer** for making a purchase.
- B. **Display your email address** so that you can provide technical support if the customer has questions about the

product they purchased. **Do not simply make a clickable email image or button.** You must actually display your email address visibly so that the customer can see it.

- C. **Remind the customer** that their bank statement will show a charge by ClickBank or **CLKBANK\*COM**.
- D. **Collect additional information** from the customer, if necessary.
- E. **Make an "exit link"**. Once the customer sees the thank-you page make sure they have at least one link to follow.

## 2. Where is the Publisher's Thank You Page (PTP)?

In order for us to send the customer to the **Publisher's Thank You Page (PTP)**, we need to know two things:

- A. The **web address** of the **Publisher's Thank You Page (PTP)**.
- B. The **retail price** of the product associated with the **Publisher's Thank You Page (PTP)**.

ClickBank needs to know the web address (URL) of each **Publisher's Thank You Page (PTP)** at your web site. To set these simply [login to your account](#), click the "modify account" link, then scroll down to the "**Publisher's Thank You Page (PTP)**" section. Type the full URL (including <http://www...>) of each **Publisher's Thank You Page (PTP)** in the blank. Be sure to save your changes when you are finished.

Next to each **Publisher's Thank You Page (PTP)** URL blank is a price blank. Use these to set the suggested retail price of the product associated with that page. Link prices will be fixed at \$0 (test mode) until your account has been activated, and all products reviewed by ClickBank personnel. Instructions on requesting a **Product Approval** are below.

## 3. Fulfilling the order:

When the customer sees the thank-you page, they will have already paid, and been provided with a unique 8-digit receipt number.

It is very important to give customers what they want as rapidly as possible. **Do not present the customer with advertisements or links to things that they did not purchase.** Senseless distractions will confuse and annoy customers, and will greatly increase your risk of losses due to refunds or disputed sales.

Your best bet is to keep it simple, and deliver exactly what was promised. Here are some examples:

- If the product is already in html format, put it on your thank-you page.
- If the product is a file for download (pdf, zip, doc, exe, etc), include a link to it on your thank-you page. Also include explicit instructions for how to view or extract the file. For example, most people do not know what to do with a zip file.
- Some products are personalized, or require registration to activate. Such products require direct feedback from the customer to complete delivery. The best way to do this is to collect the information with a web form on your thank-you page. If you do not have advanced web design skills, an alternative is to simply ask the customer to send you an email with the information you require.

Bear in mind that ClickBank will promptly delist any product that creates unexpected customer service issues, regardless of the cause.

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## Test your links

Before your products can be sold, you must test your links to make sure they are set up properly. You don't want customers to end up at the wrong page after they pay. Imagine paying good money only to see a "FILE NOT FOUND" message.

The best way to test a link is to see a purchase from the customer's point of view. Here's how to do it without having to pay:

1. Go to your **Publisher's Pitch Page (PPP)**, and click on your payment link.
2. On step 1, enter your country and state.
3. On step 2, enter your name, email address, and any 16 digits for the card number.
4. Click the button: "Click Here To Pay \$0 (US Dollars)"
5. Click on the "Click here to complete your order" button.
6. Verify the correct **Publisher's Thank You Page (PTP)** is displayed.

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## Submit a Product Approval Request

The **product approval** for an account will include the maximum retail price that can be assigned to one of your products. The standard maximum is \$50. In rare circumstances we can approve products with a retail price as high as \$500.

To request a product approval [login to your account](#), click the "modify account" link. Select the link titled "Click HERE to submit a Product Approval Request."

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## Activate your account

Once you receive your approval email, [login](#) to your account and you will see instructions on how to pay your one-time \$49.95 product review fee by check, credit card, or money order. Once your product review fee is paid your products can be added to ClickBank's product catalog for sale to consumers with no further setup charges.

Please note that there is no product review fee until after your account has been approved. The product review fee only applies to publishers listing products with ClickBank (not affiliates or resellers).

## Setting prices

After you have paid the product review fee, you will need to set the suggested retail price for each of your products. To do so, login to your account, click the link to "view your account", then click the link to "modify your account". Go to the section titled **Publisher's Thank You Page (PTP)** and enter the suggested retail price for each in the small box next to the **Publisher's Thank You Page (PTP)** page URLs. Remember to click the "SAVE CHANGES" button when you are finished.

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