Article #4

Build your Clickbank promotions business around existing demand

There are so many ways to fail with online marketing that it really boggles the mind. What’s even more shocking is that a lot of people seem to be in a hurry to discover the latest and greatest method in failing early. I know that sounds kind of sad and pathetic, but that’s precisely what’s going on. You have to understand that just because you think a product is hot, awesome or “the next big thing,” it doesn’t necessarily mean that other people will share your excitement.

If experience is any guide, chances are, they won’t. In fact, the more excited and pumped up you may be about a particular Clickbank product, the more you might want to take a step back and reflect on what’s going on. You might be getting carried away by the hype and exaggeration.

Unfortunately, when you look at the sales pages of these products, they’re not going to do you any favors. In fact, they will probably add gasoline to the existing fire of your excitement. They will egg you on. They will tell you what you need to hear to get you pumped up enough to promote their product.

It’s not in their interest to give you a realistic view of what they’re about. It is no surprise that so many people who discover Clickbank through these heavily hyped and exaggerated courses, books, and programs end up wasting their time, efforts and money. Please understand that this doesn’t mean that Clickbank is just one giant scam. Instead, this highlights the fact that people play the Clickbank marketing game the wrong way.

You have to understand that just because you’re excited about a product or a need, it doesn’t necessarily mean that you have to build a website, build a brand and hope that somehow people will end up on your website. It doesn’t work that way. If that’s how you play the game, don’t be surprised if you keep failing.

Turn things around. That’s right. Turn your model on its head. Instead of looking at the product that you can then build up demand for, turn the model on its head. Do things in reverse. Start with the demand. Look all over the internet and find places where people talk about a common problem that they have.

Next, find a Clickbank product that addresses that problem either directly or indirectly. This is how you build a successful Clickbank business. You have to build it on the solid foundation of existing demand. This demand must exist right here, right now. It must not be theoretical. It must not be speculative. It must not be hypothetical. It must be real.

People must be clamoring for it right here, right now. Not tomorrow. Not the next week. But today. To get the inside scoop on how to build such a business, click here. By being a bit more systematic and methodical in your search for Clickbank product marketing, you increase your chances of developing passive online income in a dramatic way.