

“BUSINESS IN A BOX TRAINING”-- Update

The six segments in this training show you how to create your own ads in order to sell products on the Internet. When you make a sale, you earn money. You don't need to create, stock, nor ship the products, because you will be selling for other companies as an “affiliate.” This is called “pay-per-click” advertising, because you will pay Google each time someone clicks on one of your ads. The money you earn will pay for the ad costs, and the additional income is your profit.

NOTE: One of the purposes of this update is to show where changes have occurred on the web pages you will be using. In some cases the appearance is somewhat different from what is shown in the video segments, and in this document you will see screenshots showing the new pages. In each case, a timer number (such as “04:16”) indicates the place where the new screenshot fits within the video instructions.

It is important to take careful notes as you watch the segments, pausing and re-watching portions when necessary. Once you have ads running, it is highly recommended that you go back and review each of the training videos two or three more times, to be sure you are following all the instructions and recommendations.

As you go through this training, you will see references to an affiliate network known as "Clickbank." Although examples are given using Clickbank, we no longer recommend trying to sell Clickbank's products. In particular, we strongly suggest you avoid anything in Clickbank related to making money or other financial products, as well as programs involving gambling, weapons, sexual-oriented products, and “downloads” (including downloads of TV shows, movies, music, videos, and so forth).

In addition to Clickbank, you will also see in these training videos a number of references to other affiliate networks, such as "Linkshare" and "Commission Junction." There are many such sites on the Internet, where a number of companies have joined networks, in order to recruit affiliates who will help sell their products. Although you can find many potentially profitable things to sell

within Commission Junction and Linkshare, we suggest you search around the Internet for other, smaller networks. You may have more success in this way, signing up as an affiliate for companies whose products are not already being promoted by many other people. You can find them by searching "affiliate networks," "affiliate programs," and other similar terms.

Even more importantly, you should try to become an affiliate with, and sell products for, companies who do not belong to any network. There are several ways to find them. For example, find a product you think you can sell online, then go to the website of the company that sells that product, and look around their home page for a link to "Affiliate Program," "Affiliates," or something similar (it is often found at the bottom of the home page). Or, you may type "affiliate" in their search box and see what comes up.

Below is an example of an online company that runs its own affiliate program. You would simply click on the affiliate link (see the arrow below) and then fill out the requested information. They will notify you if you are accepted as an affiliate:



In some cases, when you click on the affiliate link, their application page will take you to an affiliate network, which of course means that they really aren't a "stand-alone" affiliate program.

Another way to find such programs is to search the Internet for things like "affiliate programs," "stand-alone affiliate programs," and other similar terms. Of course, these training videos cannot show you how to find and work with all possible sites, therefore we have given examples using Clickbank and Linkshare.

It is very important to learn, within each affiliate network or individual program site, how to generate and/or copy the needed text links (also sometimes called “text codes,” “link codes,” “hoplinks,” “affiliate links,” “affiliate URLs,” and so forth).

First Segment---“Business in a Box Overview Video”

This first segment uses an affiliate marketing website named “Clickbank,” which has now changed the appearance of its pages. Therefore, please note the updated screenshots below. The number before each new screenshot indicates the minutes and seconds where it fits in the video.

00:00 (opening screen)---The home page for clickbank.com now looks like this:

The screenshot shows the ClickBank homepage in a browser window. The address bar displays <http://www.clickbank.com/index.html>. The page features a navigation menu with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. A search bar is located in the top right. Below the navigation, a yellow banner displays the ClickBank logo and the text "We've paid our clients on time, every time, for over 10 years." To the right of this banner, it states "Client Earnings Paid Out: \$1,735,558,967" with a language dropdown set to English. The main content area is divided into two columns: "Affiliates" and "Vendors". The "Affiliates" section includes the text "Find tens of thousands of digital products to promote online. Get your ambition rewarded. Sign Up." and a "Learn More" button. The "Vendors" section includes the text "Attract customers and accept payment for your digital products online. Get your imagination rewarded. Sign Up." and a "Learn More" button. Below these sections is a testimonial from Dr. Suzanne Gudakunst, California, USA, enclosed in large curly braces. At the bottom of the page, there is a red button that says "→ Why ClickBank? Find out..." and a footer with three sections: "Community" (with a group of people icon), "News to Use" (with a newspaper icon), and "Fresh Blog Posts" (with a pencil icon).

01:35---At this point, click on “Promote Products,” as indicated by the arrow below:

The screenshot shows the ClickBank homepage. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. A search bar is also present. Below the navigation bar, there are five buttons: Sell Products, Promote Products, Buy Products, About Us, and Help Center. A yellow banner below the buttons contains the text "We've paid our clients on time, every time, for over 10 years." and "Client Earnings Paid Out: \$1,736,161,462". A red arrow points to the "Promote Products" button. Below the banner, there is a large illustration of a man in a white shirt and dark pants, standing in an office and raising his fists in a celebratory gesture. To the right of the illustration, the text reads "Live Outside the Box®" and "Our clients have earned over 1 billion dollars. It's your turn." Below this, there are two columns: "Affiliates" and "Vendors". The "Affiliates" column contains the text "Find tens of thousands of digital products to promote online. Get your ambition rewarded. Sign Up." and a "Learn More" button. The "Vendors" column contains the text "Attract customers and accept payment for your digital products online. Get your imagination rewarded. Sign Up." and a "Learn More" button. At the bottom of the page, there is a quote: "ClickBank's easy-to-use system and huge network of affiliates has allowed me to become one of the best-selling e-book authors of all time. Not only have I been able to earn 7 figures from my e-books, my ClickBank affiliates have also pocketed..."

01:40---Next, click on “Marketplace”:

The screenshot shows the ClickBank "Affiliates: Here's How It Works" page. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. A search bar is also present. Below the navigation bar, there are five buttons: Sell Products, Promote Products, Buy Products, About Us, and Help Center. A yellow banner below the buttons contains the text "We've paid our clients on time, every time, for over 10 years." and "Client Earnings Paid Out: \$1,736,161,462". A red arrow points to the "Promote Products" button. Below the banner, there is a large illustration of a man in a white shirt and dark pants, sitting at a desk and working on a laptop. To the right of the illustration, the text reads "Live Outside the Box®" and "Our clients have earned over 1 billion dollars. It's your turn." Below this, there are two columns: "Affiliates" and "Vendors". The "Affiliates" column contains the text "Find tens of thousands of digital products to promote online. Get your ambition rewarded. Sign Up." and a "Learn More" button. The "Vendors" column contains the text "Attract customers and accept payment for your digital products online. Get your imagination rewarded. Sign Up." and a "Learn More" button. At the bottom of the page, there is a quote: "ClickBank's easy-to-use system and huge network of affiliates has allowed me to become one of the best-selling e-book authors of all time. Not only have I been able to earn 7 figures from my e-books, my ClickBank affiliates have also pocketed..."

The screenshot shows the ClickBank "Affiliates: Here's How It Works" page. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. A search bar is also present. Below the navigation bar, there are five buttons: Sell Products, Promote Products, Buy Products, About Us, and Help Center. A yellow banner below the buttons contains the text "We've paid our clients on time, every time, for over 10 years." and "Client Earnings Paid Out: \$1,736,161,462". A red arrow points to the "Promote Products" button. Below the banner, there is a large illustration of a man in a white shirt and dark pants, sitting at a desk and working on a laptop. To the right of the illustration, the text reads "Live Outside the Box®" and "Our clients have earned over 1 billion dollars. It's your turn." Below this, there are two columns: "Affiliates" and "Vendors". The "Affiliates" column contains the text "Find tens of thousands of digital products to promote online. Get your ambition rewarded. Sign Up." and a "Learn More" button. The "Vendors" column contains the text "Attract customers and accept payment for your digital products online. Get your imagination rewarded. Sign Up." and a "Learn More" button. At the bottom of the page, there is a quote: "ClickBank's easy-to-use system and huge network of affiliates has allowed me to become one of the best-selling e-book authors of all time. Not only have I been able to earn 7 figures from my e-books, my ClickBank affiliates have also pocketed..."

01:43---The “Marketplace” screen appears below. We will next click on one of the categories in the column on the left:

CLICKBANK® Home | Sign Up | Marketplace | Order Help | Blog | Log In Search

Sell Products Promote Products Buy Products About Us Help Center

English

Marketplace

Choose from thousands of great products to promote

Find Products: [Advanced Search](#) [Search Help](#)

Introducing SocialPromote™ Share products you like with your Facebook friends & earn affiliate commissions. [More Details](#)

Check out the latest ClickBank products in our **NEW Featured Marketplace!**

▶ To see for yourself [click here](#)

Categories

- ▶ Arts & Entertainment
- ▶ Betting
- ▶ Business / Investing
- ▶ Computers / Internet
- ▶ Cooking, Food & Wine
- ▶ E-business & E-marketing
- ▶ Education
- ▶ Employment & Jobs
- ▶ Fiction
- ▶ Games
- ▶ Green Products

How to Find Products to Promote

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

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!

To learn more about how the Marketplace works [click here](#).

New to Affiliate Marketing?

The ClickBank [Help Center](#) will help you to get started.

- 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.

Sponsored Links

\$466,197 in 4 weeks? Wow!
Huge Market. 75% + Bonuses!
[www.1-Click-Fix.com](#)
Avg Comm 75%: [Promote Now](#)

Google Wants to Pay You!
Try it For 7 Days!
[www.TryitFor7Days.com](#)
Avg Comm 75%: [Promote Now](#)

TOP Affiliate-\$1000P/Day!
#1 Rated. Earn HUGE checks!
[www.PennyStockProphet.com](#)
Avg Comm 75%: [Promote Now](#)

Affiliate Voted #1 Offer
Top site, \$89/sale + recurring
[www.TheLottoBlackBook.com](#)
Avg Comm 75%: [Promote Now](#)

See My \$4,370/DAY Secret?
Big FREE Secrets Revealed
[www.SecretOffer.org/FREE](#)
Avg Comm 65%: [Promote Now](#)

#1 Paid Survey Site!
Top Conversions. 75% on \$50.
[www.Surveys4Income.com](#)
Avg Comm 75%: [Promote Now](#)

#1 Affiliate Product of 2010!
High Conv. Low refunds. Big \$\$
[www.MysteryShopperAgency.org](#)
Avg Comm 75%: [Promote Now](#)

02:07---After clicking on one of the categories in the left column (in this example we clicked on “Computers / Internet”), the following screen appears:

The screenshot displays the ClickBank Marketplace interface. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In, along with a search bar. Below this is a yellow banner with buttons for Sell Products, Promote Products, Buy Products, About Us, and Help Center. The main content area features a 'Marketplace' header with a search bar and filters. A sidebar on the left lists various categories, with 'Computers / Internet' selected. The main results area shows a list of products, including 'IllusionMage.com 3d Animation' and 'Master Blogging - Automatik Traffic System', each with a 'Promote' button and associated statistics like average sale price and conversion rate.

Marketplace
Choose from thousands of great products to promote

Home | Sign Up | Marketplace | Order Help | Blog | Log In | Search

Sell Products | Promote Products | Buy Products | About Us | Help Center

English

Marketplace
Find Products: [Search Bar] Advanced Search Search Help

All Categories Current Category

Introducing SocialPromote™ Share products you like with your Facebook friends & earn affiliate commissions. [More Details](#)

Check out the latest ClickBank products in our NEW Featured Marketplace!
To see for yourself click here

Categories

- Arts & Entertainment
- Betting
- Business / Investing
- Computers / Internet**
 - Databases
 - Email Services
 - General
 - Graphics
 - Hardware
 - Networking
 - Operating Systems
 - Programming
 - Software

Results Marketplace Help Sponsored Links

Displaying results 1-10 out of 290 (pg. 1 of 29)

Results per page: 10

Computers / Internet

Narrow Results by: Product Type | Language | Billing Type

Sort results by: Low to High High to Low

Popularity

#1 Payout Available
Affiliates EARN 75% Per Sale
RegistryFix.com
Avg Comm 75%: Promote Now

Top Paid Survey Site!\$\$\$
Affiliates EARN 75% Per Sale
www.PaidSurveysOnline.com
Avg Comm 75%: Promote Now

IllusionMage.com 3d Animation - \$52.67 Per Sale + 6% Conversions
Hot Seller! Get a Free iPad + \$5 Bonus Per Sale!
Brand New, Strong Niche & Few Affiliates To Compete With. IllusionMage=3D Animation Software and Computer Graphics Video Training Suite. Affiliate Tools: http://illusionmage.com/affiliates.htm

Avg \$/sale: \$47.85

Promote

Vendor Spotlight

Stats: Initial \$/sale: \$47.85 | Avg %/sale: 75.0% | Grav: 60.30
Cat: **Computers / Internet : Software**

Like 1K

Master Blogging - Automatik Traffic System
Mit diesem Traffic System bringen Sie Ihren Wordpress Blog automatisch auf die vorderen Plätze von Suchmaschinen. Einmal Blog einrichten, automatisch Besucher generieren, Geld verdienen.

Avg \$/sale: \$71.20

Promote

Stats: Initial \$/sale: \$71.20 | Avg %/sale: 50.0% | Grav: 20.16
Cat: **Computers / Internet : General**

Like 317

Driver Smith - Best Converting Driver Update Product.
Avg \$/sale: \$26.04

02:19 through 02:30---Instead of clicking on “create hoplink” (as instructed in the video), instead you now click on “Promote” as shown below:

The screenshot shows the ClickBank Marketplace interface. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In, along with a search bar. Below this is a yellow banner with navigation buttons: Sell Products, Promote Products, Buy Products, About Us, and Help Center. The main content area is titled 'Marketplace' and includes a search bar and filters. A sidebar on the left lists various categories, with 'Computers / Internet' selected. The main results area displays a list of products. The first product, 'IllusionMage.com 3d Animation', is highlighted with a red box around its 'Promote' button, which is also pointed to by a red arrow. The second product, 'Master Blogging - Automatik Traffic System', is also visible below it.

Home | Sign Up | Marketplace | Order Help | Blog | Log In | Search

CLICKBANK®

Sell Products Promote Products Buy Products About Us Help Center

English

Marketplace
Choose from thousands of great products to promote

Find Products: [Search] Advanced Search Search Help

All Categories Current Category

Introducing SocialPromote™ Share products you like with your Facebook friends & earn affiliate commissions. More Details

Check out the latest ClickBank products in our NEW Featured Marketplace!
To see for yourself click here

Categories

- Arts & Entertainment
- Betting
- Business / Investing
- Computers / Internet
- Databases
- Email Services
- General
- Graphics
- Hardware
- Networking
- Operating Systems
- Programming

Results Marketplace Help

Displaying results 1-10 out of 291 (pg. 1 of 30)
Results per page: 10

Computers / Internet

Narrow Results by: Product Type | Language | Billing Type

Sort results by: Popularity Low to High High to Low

Sponsored Links

#1 Payout Available
Affiliates EARN 75% Per Sale
RegistryFix.com
Avg Comm 75%: Promote Now

Top Paid Survey Site!\$\$\$
Affiliates EARN 75% Per Sale
www.PaidSurveysOnline.com
Avg Comm 75%: Promote Now

IllusionMage.com 3d Animation - \$52.67 Per Sale + 6% Conversions
Hot Seller! Get a Free iPad + \$5 Bonus Per Sale!
Brand New, Strong Niche & Few Affiliates To Compete With. IllusionMage=3D Animation Software and Computer Graphics Video Training Suite. Affiliate Tools: http://illusionmage.com/affiliates.htm

Avg \$/sale \$47.99

Promote

Stats: Initial \$/sale: \$47.99 | Avg %/sale: 75.0% | Grav: 58.70
Cat: Computers / Internet : Software

Master Blogging - Automatik Traffic System
Mit diesem Traffic System bringen Sie Ihren Wordpress Blog automatisch auf die vorderen Plätze von Suchmaschinen. Einmal Blog einrichten, automatisch Besucher generieren, Geld verdienen.

Avg \$/sale \$71.20

Promote

Stats: Initial \$/sale: \$71.20 | Avg %/sale: 50.0% | Grav: 19.36
Cat: Computers / Internet : General

This takes you to a second window in which you can then type in the account nickname and click on “Create”:

The screenshot shows a browser window with the URL `http://www.clickbank.com/info/jmap.htm?vendor=ILLUSION3D`. The page title is "Affiliate Program: Promote Products for 'ILLUSION3D'". There is a "Close" button and a language dropdown set to "English". The text reads: "You can earn 75% for each paying customer you refer to this product. For details please enter your account nickname and tracking ID (if you have one):". Below this are two input fields: "Account Nickname:" with the value "zzzzz" and "Tracking ID (Optional):" which is empty. A green "Create" button is below the fields. Two red arrows point to the "zzzzz" text and the "Create" button. At the bottom, it says "No account nickname? Click [HERE](#) to sign up first. It's free!"

02:35---Now you see the “hoplinks” (but, unlike the video, the nickname “zzzzz” is not embedded in the hoplinks; this is because Clickbank now encrypts the user name, for security purposes):

The screenshot shows a browser window with the URL `http://www.clickbank.com/info/jmap.htm?affiliate=zzzzz&promocode=&submit=Create&vendor=ILLUSION3D&results=`. The page title is "Affiliate Program: HopLink for 'ILLUSION3D'". There is a "Close" button and a language dropdown set to "English". The text reads: "ClickBank pays you 75% when you sell ILLUSION3D's product. To refer a customer send them to this domain name:". Below this is a text box containing the HopLink: `http://6e798q8q9x3men08n81nqk1otp.hop.clickbank.net/`. A red arrow points to this link. Below that, it says "Copy the following HopLink HTML code and add it to your web page:". Below this is a text box containing the HTML code: `Click Here!`. A red arrow points to this code. Below the code box is a yellow warning box with the text: "WARNING: Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C." Below the warning box, it says "This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of `http://affiliate.vendor.hop.clickbank.net`."

Second Segment---“Get an Affiliate URL”

00:00---Like the first segment, this one also begins at clickbank.com. In this case, the opening screen is in the “Promote Products” tab. At 00:21 we refer to signing up for Clickbank, which you can do by clicking on “Sign Up,” (indicated by the top arrow below). Then at 00:30 we click on “Marketplace” (the bottom arrow below):

The screenshot shows the ClickBank website interface. At the top, there is a navigation bar with the ClickBank logo and links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. Below this is a secondary navigation bar with buttons for Sell Products, Promote Products (highlighted), Buy Products, About Us, and Help Center. A language dropdown menu is set to English. The main content area is titled "Affiliates: Here's How It Works" and features a "Step 1: Join ClickBank" section with an illustration of a man at a laptop. To the right, there is a "Sign Up" button with a play icon and the text "Click here to get started!". Below this is an "Existing Affiliates" section with a list of options: Log In, Marketplace (highlighted with a red box and a red arrow), HopAd Builder™, and Affiliate Help. At the bottom, there is a "Why ClickBank?" section with a list of benefits.

Home | Sign Up | Marketplace | Order Help | Blog | Log In Search

CLICKBANK®

Sell Products Promote Products Buy Products About Us Help Center

English

Affiliates: Here's How It Works

Step 1: Join ClickBank

Alan is ready to move beyond his day-to-day grind and start making money online.

He decides to turn his entrepreneurial passion into profit and goes to ClickBank to sign up for a free account. Now he's ready to begin promoting digital products.

1 2 3 4 5

Sign Up
Click here to get started!

Existing Affiliates

- Log In
- Marketplace
- HopAd Builder™
- Affiliate Help

Why ClickBank?

- Up to 75% Commission
- Tens of Thousands of Products
- Combined Earnings
- Reliable Tracking & Payments

- Commissions of up to 75% — much higher than other affiliate networks
- Digital products mean instant delivery and faster commissions
- More reward for your efforts

00:48---Instead of using the drop-down box that is shown in the video, the “Marketplace” screen now looks like the one shown below. Click on one of the categories in the list that is on the left. In the example below, we will click on “Computers/Internet.”

CLICKBANK
Sell Products Promote Products Buy Products About Us Help Center

English

Marketplace

Choose from thousands of great products to promote

Find Products: [Advanced Search](#) [Search Help](#)

Introducing SocialPromote™ Share products you like with your Facebook friends & earn affiliate commissions. [More Details](#)

Check out the latest ClickBank products in our **NEW Featured Marketplace!**

►To see for yourself [click here](#)

How to Find Products to Promote

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

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!

To learn more about how the Marketplace works [click here](#).

01:08---This screen has a list of products in the “Computers/Internet” category. To see the sales page for a product, click on the link at the top of each products listing, as shown by the arrow below:

The screenshot shows the ClickBank Marketplace interface. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In, along with a search bar. Below this is a yellow banner with navigation buttons: Sell Products, Promote Products, Buy Products, About Us, and Help Center. The main content area features a 'Marketplace' header and a search bar. A sidebar on the left lists various product categories, with 'Computers / Internet' selected. The main product list is titled 'Computers / Internet' and displays several items. A red arrow points to the first product listing: 'IllusionMage.com 3d Animation - \$52.67 Per Sale + 6% Conversions'. Other visible products include 'Master Blogging - Automatik Traffic System' and 'Driver Smith - Best Converting Driver Update Product'. The interface also includes filters for 'Narrow Results by' and 'Sort results by', and a 'Sponsored Links' section on the right.

01:32---To create a “hoplink” (much as we did in the first segment of this training), click on “Promote” as shown below:

The screenshot shows the ClickBank Marketplace interface. At the top, there is a navigation bar with the ClickBank logo and links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. Below this is a search bar and a language dropdown set to English. The main heading is "Marketplace" with the subtext "Choose from thousands of great products to promote". A "Find Products:" search bar is present, along with radio buttons for "All Categories" and "Current Category".

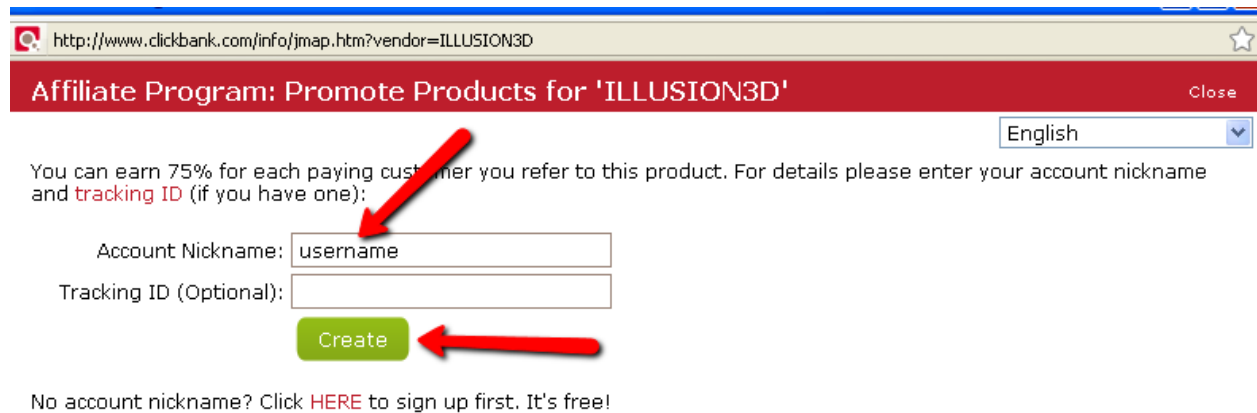
A banner for "Introducing SocialPromote™" is visible, encouraging users to share products on Facebook. Below this, there is a "Results" section for "Computers / Internet". The results show "Displaying results 1-10 out of 291 (pg. 1 of 30)" and "Results per page: 10".

The product listing for "IllusionMage.com 3d Animation" is highlighted. It includes the following details:

- Product:** IllusionMage.com 3d Animation - \$52.67 Per Sale + 6% Conversions
- Avg \$/sale:** \$47.99
- Stats:** Initial \$/sale: \$47.99 | Avg %/sale: 75.0% | Grav: 58.70
- Cat:** Computers / Internet : Software

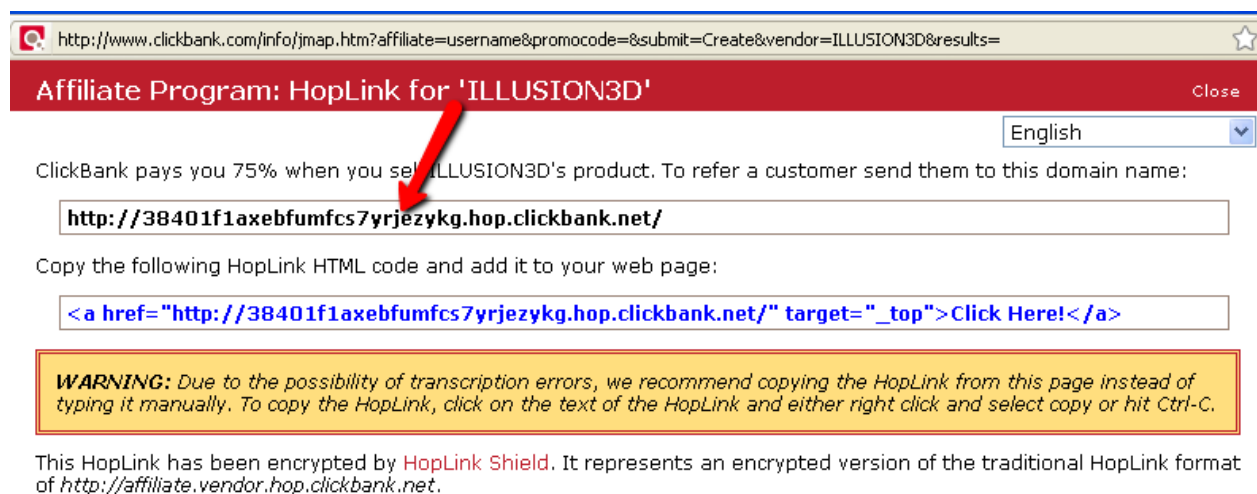
A red arrow points to the "Promote" button, which is highlighted with a black border. To the right of the product listing, there are sponsored links for "Top Paid Survey Site!\$\$\$" and "#1 Payout Available" for RegistryFix.com.

Now the following screen appears, in which we type a fake nickname (“username”) and then click on “Create,” which will generate the affiliate url:



The screenshot shows a web browser window with the URL <http://www.clickbank.com/info/jmap.htm?vendor=ILLUSION3D>. The page title is "Affiliate Program: Promote Products for 'ILLUSION3D'". Below the title, there is a language dropdown menu set to "English". The main text reads: "You can earn 75% for each paying customer you refer to this product. For details please enter your account nickname and tracking ID (if you have one):". There are two input fields: "Account Nickname:" with the value "username" and "Tracking ID (Optional):" which is empty. A green "Create" button is located below the fields. Two red arrows point to the "Account Nickname" field and the "Create" button. Below the form, there is a link: "No account nickname? Click [HERE](#) to sign up first. It's free!"

01:48---The next screen displays the affiliate url, which Clickbank calls a “hoplink.” This is the url you can copy and paste into the browser, to see the actual landing page (in the video, this is done at 02:19). Please note that the user name we typed in no longer appears in the hoplink (mentioned in the video at 02:43), because now Clickbank encrypts it, for security purposes:



The screenshot shows a web browser window with the URL <http://www.clickbank.com/info/jmap.htm?affiliate=username&promocode=&submit=Create&vendor=ILLUSION3D&results=>. The page title is "Affiliate Program: HopLink for 'ILLUSION3D'". Below the title, there is a language dropdown menu set to "English". The main text reads: "ClickBank pays you 75% when you sell ILLUSION3D's product. To refer a customer send them to this domain name:". Below this text is a text box containing the HopLink: <http://38401f1axebfumfcs7yrjezykg.hop.clickbank.net/>. Below the HopLink, there is a text box containing the HopLink HTML code: `Click Here!`. Below the code, there is a warning box: **WARNING:** Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C. Below the warning box, there is a note: "This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>." A red arrow points to the HopLink text box.

Please note that at 02:57, the video mentions that in the next video segment you will learn more about what to do with this “hoplink” url; however, this actually comes in the fourth segment, which is about setting up your AdWords account and ads.

03:05---Now we go to Linkshare.com, and this site has not changed significantly since this video segment was produced.

04:42---Please note that in addition to the information each company page offers you, on the left side of the screen there are a number of additional links related to the company whose products you will be promoting:

The screenshot shows the LinkShare Publisher Dashboard for SkinCubed.com. The top navigation bar includes links for HOME, PROGRAMS, LINKS, REPORTS, MESSAGES, and MY ACCOUNT. The main content area is divided into sections: Advertiser Info, Contact Info, Program Details, and Links. The Links section is expanded, showing a list of links categorized by type and promotion. A red arrow points to the 'Individual Products' link. The main content area displays a banner for the SkinCubed.com Affiliate Program, featuring a woman's face and text: 'SKIN3 SKINCUBED Anti-Wrinkle Phenomenon! AFFILIATE PROGRAM'. Below the banner, it lists benefits: '20% - 25% Commissions!', 'Deep & Direct Linking Ok!', '90 Day Cookie!', and 'Data Feed Available!'. It also mentions 'AS SEEN IN VOGUE Gourmet ARCHITECTURAL DIGEST AND MORE' and 'Professionally Managed By PMG'. At the bottom, it says 'SkinCubed.com - Affiliate Program' and 'Amazing Products!'.

By clicking on the “Individual Products” link in the left-hand column above, you will be able to see descriptions of each product, as shown in the next screenshot below.

06:09---In the current version of Linkshare, the individual products page may look like the screen below, where we have indicated where to choose each product you want to promote, plus where to click to “Get Link” (if you have checked more than one product, you can click on “Get Link” at the bottom of the page, as shown in the video):

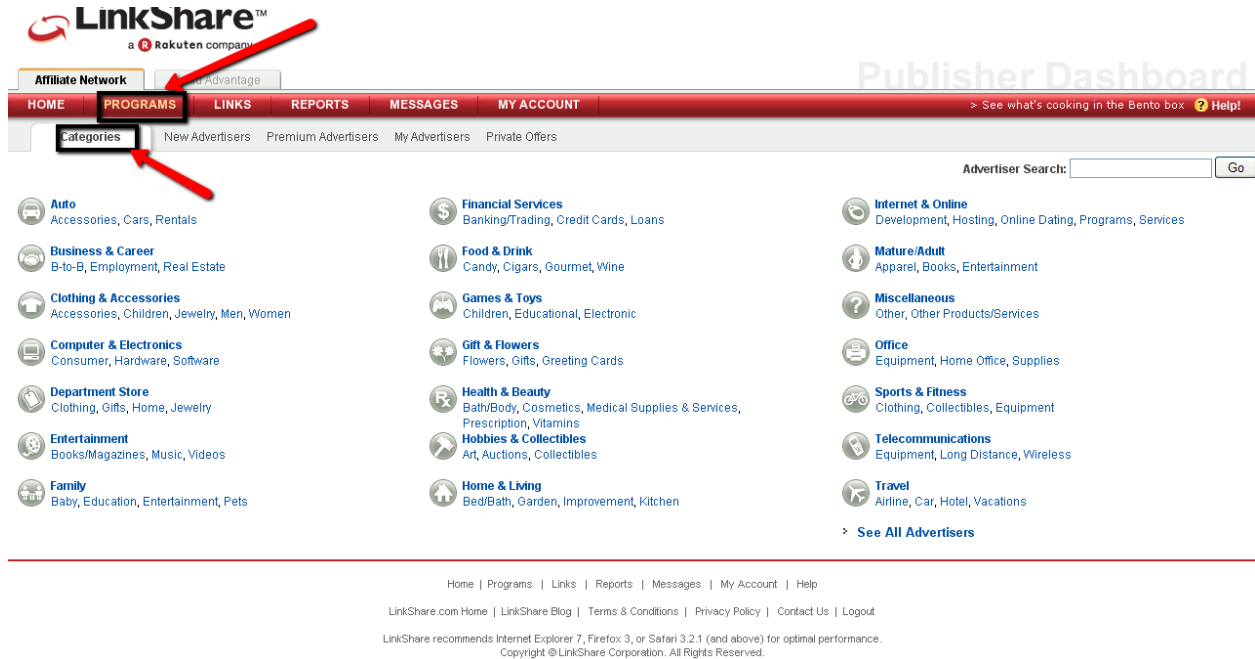
The screenshot shows the Linkshare interface with a navigation bar at the top containing: HOME, PROGRAMS, LINKS, REPORTS, MESSAGES, MY ACCOUNT. Below the navigation bar is a sub-menu with: Get Links, Product LinkFinder, Deep Linking, Data Feeds, Web Services. The main content area displays search results for "Clinical Age-Defying Crème (6)". The results are shown in a table with columns: Link, Link Type, Start Date, and End Date. The first product is "Clinical Age-Defying Crème (6)" with a checkbox checked and a "Get Link" button. The second product is "Instant-Eye Repair Formula (7)" with a checkbox unchecked and a "Get Link" button. Red arrows point to the checkbox for the first product and the "Get Link" button for the first product.

Link	Link Type	Start Date	End Date
<input checked="" type="checkbox"/> SkinCubed.com Clinical Age-Defying Crème (6) * Instant Healthy Glow * Erases Age and Sun Spots * Reduces Fine Lines and Wrinkles * Instant Deep Hydration * More Effective than Prescriptions * Apply to clean face AM/PM. Apply over Skincubed Lift Peptide Formula for complete anti-aging treatment. May be used as a night treatment. * Caution: Avoid contact with eyes and mucous membranes. Keep out of reach of children. Use only as directed. Please note: Color of product may change with time due to natural ingredients.	Individual Products	N/A	N/A
<input type="checkbox"/> SkinCubed.com Instant-Eye Repair Formula (7) * Instantly Reduces Puffiness * Erases Dark Circles * Reduces Fine Lines and Wrinkles * Instant Deep Hydration * Apply morning and evening after cleansing and prior to make up. May be applied over Skincubed Lift Peptide formula for maximum results. Do not apply to the eye lid. * Caution: Avoid contact with eyes and mucous membranes. Keep out of reach of children. Use only as directed. Please note: Color of product may change with time due to natural ingredients.	Individual Products	N/A	N/A

08:07---At this point we mention again that in the next video segment we will show you what to do with the affiliate links, or url's, that we have just obtained. Please note that this is actually addressed in the fourth segment.

Third Segment---“Select Affiliate Products”

00:25---This segment uses linkshare.com, which has changed very little since this video segment was produced. The instructions begin in the “Categories” tab, under the “Programs” section:



Fourth Segment---“Set Up AdWords”

NOTE: Before using Google AdWords, you should read and follow the AdWords Terms and Conditions, by going to:

<https://adwords.google.com/select/tsandcsfinder> (if not already selected in the top bar, choose "United States" as the country, then read the Terms and Conditions).

Please note that from time to time Google changes the interface within AdWords (the appearance and functions), so it is possible that what you see in this video is slightly different than what you find as you work in AdWords. This is not a problem, because the important thing is that you learn how to create your ads, how to determine keywords and bids, and how to monitor your ads so that you are making good decisions regarding which products to promote and which ones are not working.

05:12---Here we discuss what you should write in your ad. In the example we write “Free Shipping,” but it is very important that you confirm everything you put into your ads by double-checking the sales page and information for the product. In this example, it would be necessary to go back to the Fingerhut pages in Linkshare, find the iLive Boombox product information, and see if they truly are offering free shipping. If they are not, do not put it in your ad. This also applies to any other claims you make in your ads, such as “On Sale,” “Easy Returns,” “Money-back Guarantee,” and so forth.

08:30---Here we talk about getting the “affiliate URL” which also goes by other terms, such as text code, link code, text link, hoplink, affiliate link, and so forth. Remember the importance of accurately obtaining, copying, and pasting this link into your ad, and to test the link to be sure it takes the buyer to the exact

landing page of the product you are selling. As shown in the video, one way to test it is to simply paste the affiliate url into your browser and verify that it takes you to the desired page; another option is to simply click on your ad within Google AdWords, once you have finished creating it.

11:00---Here we talk about disallowed trademarks, keywords, and direct linking. “Direct linking” is when your ad’s “destination url” takes the buyer directly to the company’s site, or to the product page within their site. Some companies do not allow this, which means you cannot write ads for them. Carefully read the Terms and Conditions for each company you consider promoting.

Over the past few years it has become more important to carefully follow these guidelines. If you are not careful, Google may terminate your AdWords account. Also, you can learn more about direct linking by clicking on this link:

<http://smallbusiness.yahoo.com/r-pfp-a-114400-m-3-sc-18-how-to-make-money-online-without-a-website-i>

17:30---When determining your “Default bid” (the maximum amount you are willing to pay each time a customer clicks on your ad), remember the formula suggested in the video. Here is an example:

--Product sells for \$150.

--We are paid a commission of 10% when we sell the product, which is \$15.

--Because it is a physical product, we will begin by assuming there will be a 5% “conversion rate.” This means that 5% of those who click on the ad will end up buying the product (1 person in 20).

--Because it will take us 20 clicks to make \$15, the break-even point is found by dividing \$15 by 20, which comes to .75, or 75 cents.

--This means that if we pay 75 cents 20 times, we have paid Google \$15. If those 20 clicks produce one sale, we earn \$15 and break even.

--So we should begin our default bid at .75 or below, and watch it to see if we are making sales and if we can raise or lower the bid in order to make a better profit.

In the video we refer to using "Microsoft MSN adCenter" to create ads, in addition to Google AdWords. If you are not having success with Google AdWords, try adCenter, using all the same principles you are learning in these training videos. You may find success with adCenter, which may also be less expensive to run ads. You can learn about adCenter (which is now combined into a single site with what used to be called "Yahoo Search Marketing") by going to <https://adcenter.microsoft.com/>

Fifth Segment---“Determine Affiliate Commissions”

00:15---This segment begins in clickbank.com. When you log in to the new version of Clickbank, you should be taken automatically to the page that shows your sales and commissions, as shown below:

The screenshot displays the ClickBank Account Home interface. At the top, there is a navigation bar with links for Account Home, Account Settings, Reporting, Resources, and Help Center. A language dropdown menu is set to English. The main content area is titled "Account Home:" and includes a "Welcome to ClickBank!" message. Below the welcome message, there are two main sections: a "Weekly Sales Snapshot" table and a "Daily Sales Snapshot" list. To the right, there is a "Daily Sales Snapshot" bar chart and a "News" section. A red arrow points to the "Weekly Sales Snapshot" table.

Account Home:

Welcome to ClickBank!
The sales subtotals below provide a snapshot of your recent sales activity. For more information on pay periods, payment processing and payment distribution read our [Accounting Policy](#). For more detailed transaction reporting, click on the "Reporting" tab above. New to ClickBank? For help getting started, please visit our [Help Center](#).

Weekly Sales Snapshot

Week Ending	Gross Sales
2011-01-19 (current week)	\$0.00
2011-01-12	\$0.00
2011-01-05	\$0.00
2010-12-29	\$0.00
2010-12-22	\$0.00

Daily Sales Snapshot

Sat	Jan	15	\$0.00	
Fri	Jan	14	\$0.00	
Thu	Jan	13	\$0.00	
Wed	Jan	12	\$0.00	
Tue	Jan	11	\$0.00	
Mon	Jan	10	\$0.00	
Sun	Jan	09	\$0.00	
Sat	Jan	08	\$0.00	
Fri	Jan	07	\$0.00	
Thu	Jan	06	\$0.00	
Wed	Jan	05	\$0.00	
Tue	Jan	04	\$0.00	
Mon	Jan	03	\$0.00	
Sun	Jan	02	\$0.00	
Sat	Jan	01	\$0.00	

Current ClickBank time: 14:31:17
Current ClickBank date: 2011-01-15

MASS MONEY MAKERS
Want Your Account To Look Like This?
(Click Here To Learn How)

Daily Sales Snapshot

Thu	Dec	16	\$3,982.97	█
Wed	Dec	15	\$3,664.09	█
Tue	Dec	14	\$3,743.98	█
Mon	Dec	13	\$5,964.49	█

News

- [2010-08-09](#)
Changes to Marketplace Stats
- [2010-04-12](#)
New Marketplace Categories
- [2010-04-06](#)
ClickBank Adds Confidence-Boosting Security Certificate to Order Form
- [more...](#)

System Log

- [Check Current System Status](#)
- [2010-12-23](#)
Service Degradation
- [2010-11-22](#)

00:40 through 00:53---While in the same screen as shown above, click on the “Reporting” tab, which takes you to this screen, in which you can click on “Transactions,” as shown by the arrow below:

The screenshot shows the ClickBank Reporting interface. At the top, there are navigation tabs: Account Home, Account Settings, Reporting (highlighted), Resources, and Help Center. Below these, there are sub-tabs: Paychecks, Transactions (highlighted with a red arrow), Shipping, and Analytics. A language dropdown menu is set to English. The main content area is titled "Paychecks" and shows "Sum of 2011 Paychecks:" followed by "No items found." Below this is a table with columns: Pmt Freq, Period Ending, Balance Forward, Credits, Debits, Release, Allowance, Payment Net Balance, Status, Date Sent, Payment Method, and CSV. The table content is "Nothing found to display." On the right side, there is a "Paychecks Help" sidebar with links: "How is my check calculated?", "Why haven't I received my check?", "What statuses exist for 'Paycheck' reporting?", and "Need more help?".

00:55---The “Transactions” page now looks like this:

The screenshot shows the ClickBank Transaction Search interface. At the top, there are navigation tabs: Account Home, Account Settings, Reporting, Resources, and Help Center. Below these, there are sub-tabs: Paychecks, Transactions (highlighted), Shipping, and Analytics. A language dropdown menu is set to English. The main content area is titled "Transaction Search" and contains a "Search Criteria" form. The form includes fields for: Preset (Select a date range), Last Name, Results/Page (100), Start (2010-10-17), End (2011-01-15), Email, Vendor, Receipt, Item, and Affiliate. There are also checkboxes for Credits (all) and Debits (all) with sub-options: Sale, Bonus, Refund, Chargeback, Bounced, and Charges. A "Go" button is present. Below the form, it says "No items found." and a table with columns: Actions, Date, Time, Receipt, TID, Pmt, Currency, Tim Type, Item, Amount, Vendor, Affiliate, CC#, St, Last Name, First Name, and Display Name. The table content is "Nothing found to display." At the bottom, there is a note: "No items found. † To view a list of country codes, please click here."

01:04---We are now in linkshare.com. To get to this specific page, in the “Affiliate Networks” tab, hover over “Reports,” then click on “Overview,” and you will be taken here:

The screenshot displays the LinkShare Publisher Dashboard. At the top, the LinkShare logo is visible, along with the text "a Rakuten company". The navigation bar includes "Affiliate Network", "Lead Advantage", "HOME", "PROGRAMS", "LINKS", "REPORTS", "MESSAGES", and "MY ACCOUNT". The "REPORTS" menu is expanded, showing "Overview", "Advanced Reports", and "My Reports". The "Overview" sub-menu is selected. The main content area is divided into several sections:

- Quick Stats (This Month - United States):** A table showing performance metrics for the current month in the United States.
- Payment Info:** A section indicating that no payment information is available and suggesting to join programs.
- Trend (Commissions last 30 days - United States):** A line graph showing the trend of commissions over the last 30 days.
- Quick Reports:** A sidebar with various report filters and date range selectors.
- Payment Info (Detailed):** A sidebar with links to "Payment History", "Advertiser Payment History", "Transaction Search", and "Transaction Inquiries".

Metric	Value
Impressions	1
Clicks	10
Orders/Click	0.00%
EPC	0.00
Orders	0
Sales	\$0.00
Commissions	\$0.00

Top 10 Advertisers	- Select Date Range -
Sales and Activity	- Select Date Range -
Revenue	- Select Date Range -
Link Type	- Select Date Range -
Individual Items	- Select Date Range -
Signature Orders	- Select Date Range -

Payment Info

- > **Payment History**
View the status and details of your commission payments.
- > **Advertiser Payment History**
View a history of advertiser payments
- > **Transaction Search**
Search for a specific order referred by your account.
- > **Transaction Inquiries**
View the status of transaction inquiries you have sent.

01:27---The final screen in this segment is accessed by clicking on “Sales and Activity”:

Affiliate Network | Lead Advantage

HOME | PROGRAMS | LINKS | REPORTS | MESSAGES | MY ACCOUNT > See what's cooking in the Bento box [Help!](#)

Overview | Advanced Reports | My Reports

Quick Stats (This Month - United States) [Edit](#)

Impressions	1
Clicks	10
Orders/Click	0.00%
EPC	0.00
Orders	0
Sales	\$0.00
Commissions	\$0.00

[View More Reports](#)

Quick Reports

Top 10 Advertisers [- Select Date Range -](#)

Sales and Activity [- Select Date Range -](#)

Revenue [- Select Date Range -](#)

Link Type [- Select Date Range -](#)

Individual Items [- Select Date Range -](#)

Signature Orders [- Select Date Range -](#)

Payment Info

[Payment History](#)
View the status and details of your commission payments.

01:34---Here is what Linkshare's "Sales and Activity" page looks like:

LinkShare™
a **Rakuten** company

Affiliate Network | Lead Advantage

HOME | PROGRAMS | LINKS | REPORTS | MESSAGES | MY ACCOUNT > See what's cooking in the Be

Overview | **Advanced Reports** | My Reports

Date Range: [This Month \(January\)](#) | Report Type: [Sales and Activity](#)

From: 1/1/2011 to: 1/15/2011 | All Advertisers

[View Report](#)

Sales and Activity - This Month (January)

[Save to My Reports](#)

Advertiser ID	Advertiser	Impressions	Clicks	CTR	Orders	Orders/Click	EPC	Items	Cancelled Items	Sales	Baseline Commissions	Adjusted Commissions	Actual Commissions
3437	Fingerhut Direct Marketing, Inc	0	1	0.00	0	0	0.00	0	0	0.00	0.00	0.00	0.00
13668	Match.com	0	2	0.00	0	0	0.00	0	0	0.00	0.00	0.00	0.00
36233	SkinCubed.com	1	7	7.00	0	0	0.00	0	0	0.00	0.00	0.00	0.00
Grand Total		1	10		0		0	0	0	0.00	0.00	0.00	0.00

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Sixth Segment---“Modify an AdWords Campaign”

This segment uses Google AdWords to show how to analyze and adjust your ads. The appearance of some of the pages in AdWords has changed, so please note the following new screenshots. Again, the number before each screenshot below indicates the minutes and seconds where it fits in the video.

00:00 (opening screen)---The video begins already in AdWords, looking at a campaign. This screen now looks like this:

The screenshot displays the Google AdWords interface for a campaign named "Stretta--18 Dec 2010". The interface includes a navigation bar with options like Home, Campaigns, Opportunities, Reporting and Tools, Billing, and My account. The campaign overview section shows a line graph for clicks from Dec 16, 2010, to Jan 14, 2011. Below the graph is a table of ad groups with columns for Ad group, Status, Default Max. CPC, Display Network Max. CPC, Clicks, Impr., CTR, Avg. CPC, Cost, and Avg. Pos. A red arrow points to the "Stretta #1--18 Dec 2010" ad group in the table.

Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Stretta #1--18 Dec 2010	Eligible	\$1.00	auto	19	8,089	0.23%	\$0.72	\$13.67	6.7
Total - Search				5	20	25.00%	\$0.44	\$2.21	2.6
Total - Display Network				14	8,069	0.17%	\$0.82	\$11.46	6.7
Total - all ad groups				19	8,089	0.23%	\$0.72	\$13.67	6.7

02:20---At this point, to edit the cost-per-click bid (maximum CPC), click on “edit” where the arrow is in the screen shown above. The following screen appears. The arrows on the screen below show where to go to edit your bid, and then you click “Save”:

The screenshot shows the Google AdWords interface for an ad group named "Stretta #1--18 Dec 2010". A dialog box titled "Ad group default bids (Max. CPC)" is open, showing the "Default bid" set to \$1.00 and a "Display Network bid" field. Red arrows point to the "Default bid" field and the "Save" button. Below the dialog, the "Keywords" tab is active, showing a line graph of clicks over time and a table of keyword performance.

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Total - all keywords			19	8,089	0.23%	\$0.72	\$13.67	6.7
stretta stretch mark cream	Eligible	\$1.00	2	9	22.22%	\$0.40	\$0.80	3.4
"stretta cream"	Eligible	\$1.00	1	1	100.00%	\$0.07	\$0.07	1

02:40---After saving the bid change, the next screen now looks like this:

Home Campaigns Opportunities Reporting and Tools Billing My account

All online campaigns > Stretta--18 Dec 2010 >
 Ad group: Stretta #1--18 Dec 2010 Last 30 days Dec 16, 2010 - Jan 14, 2011

Stretta StretchMark Cream
 Effective Removal of Stretch Marks
 Feel Attractive and Sexy Again!
 www.zenmed.com
 1 of 1

Enabled
 Ad group default bids (Max. CPC) Edit
 Default bid \$1.01 Display Network bid auto

Settings Ads **Keywords** Networks Audiences

All but deleted keywords Segment Filter Columns Search

These keywords refine search, and determine which placements are good matches for your ads.

View Change History

Dec 16, 2010 Jan 14, 2011

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Total - all keywords			19	8,089	0.23%	\$0.72	\$13.67	6.7
stretta stretch mark cream	Eligible	\$1.01	2	9	22.22%	\$0.40	\$0.80	3.4
"stretta cream"	Eligible	\$1.01	1	1	100.00%	\$0.07	\$0.07	1
[stretta stretch mark cream]	Eligible	\$1.01	1	4	25.00%	\$0.69	\$0.69	2
"stretta stretch mark cream"	Eligible	\$1.01	1	4	25.00%	\$0.65	\$0.65	2.8
"buy stretta cream"	Eligible	\$1.01	0	0	0.00%	\$0.00	\$0.00	0
stretta cream	Eligible	\$1.01	0	2	0.00%	\$0.00	\$0.00	1
buy stretta cream	Eligible	\$1.01	0	0	0.00%	\$0.00	\$0.00	0

06:06---This is the same screen we were in before, which is shown above, at 00:00 (in the video example, there are two ad groups, compared to just one in this new example).

06:58---Again, we have already seen this screen, which now corresponds to the one above, at 02:15.

07:18---As in the video, hover over the small dialogue box that is in the "Status" column, and a pop-up appears, analyzing that keyword (in the 02:40 screen above, this dialogue box is just to the left of the word "Eligible").

09:06---Here the video shows you where to click to write another text ad. In the new AdWords, you must first go to the “Ads” tab, as show by the arrow below:

The screenshot shows the Google AdWords interface for an ad group named "Stretta #1--18 Dec 2010". The "Keywords" tab is selected, and a red arrow points to the "Ads" tab. The interface includes a navigation bar, campaign details, a line graph for clicks, and a table of keywords.

Navigation Bar: Home | Campaigns | Opportunities | Reporting and Tools | Billing | My account

Campaign Details: All online campaigns > Stretta--18 Dec 2010 > Ad group: Stretta #1--18 Dec 2010 (Last 30 days, Dec 16, 2010)

Ad Text: Stretta StretchMark Cream
Effective Removal of Stretch Marks
Feel Attractive and Sexy Again!
www.zenmed.com

Ad Group Settings: Enabled
Ad group default bids (Max. CPC) Edit
Default bid \$1.01 Display Network bid auto

Navigation Tabs: Settings | Ads | **Keywords** | Networks | Audiences

Graph: Line graph showing Clicks from Dec 16, 2010 to Jan 14, 2011. The y-axis ranges from 0 to 4. The graph shows a peak in clicks around Dec 20, 2010, and another peak around Dec 25, 2010.

Keywords Table:

<input type="checkbox"/>	Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CP
Total - all keywords							
<input type="checkbox"/>	stretta stretch mark cream	Eligible	\$1.01	2	9	22.22%	
<input type="checkbox"/>	"stretta cream"	Eligible	\$1.01	1	1	100.00%	

After clicking on the “Ads” tab, you will see the following screen, and the arrow below indicates where to click to create a new text ad:

The screenshot shows the Google AdWords interface for an ad group named "Stretta #1--18 Dec 2010". The "Ads" tab is selected, and a red arrow points to the "New ad" button. The interface includes a navigation bar, a summary section with ad details, a performance chart, and a table of ad performance metrics.

Ad Group Summary:

- Ad Group: Stretta #1--18 Dec 2010
- Status: Enabled
- Ad Group default bids (Max. CPC): Default bid \$1.01, Display Network bid auto
- Ad: Stretta StretchMark Cream
- Description: Effective Removal of Stretch Marks, Feel Attractive and Sexy Again!
- URL: www.zenmed.com

Performance Chart: A line chart showing Clicks over time from Dec 16, 2010 to Jan 14, 2011. The y-axis represents Clicks (0 to 4). A red arrow points to the "New ad" button.

Ad Performance Table:

Ad	Status	% Served	Clicks	Impr.	CTR	Avg. CPI
Stretta StretchMark Cream	Approved	100.00%	19	8,089	0.23%	\$
Total - Search			5	20	25.00%	\$
Total - Display Network			14	8,069	0.17%	\$

09:30---In the new AdWords, to see where the ad impressions showed up, click on the “Networks” tab (seen in the screen just above), and the following screen appears. Note that “Search” impressions are still shown under that title, but now, instead of “Content” impressions, the other category is called “Display” impressions:

The screenshot shows the Google AdWords interface for an ad group named "Stretta #1--18 Dec 2010". The "Networks" tab is selected, displaying a table of performance metrics. The table is divided into "Search" and "Display Network" sections. The "Display Network" section is further broken down into "Managed placements" and "Automatic placements". Below the main table, there is a section for "Display Network: automatic placements" with a "Hide details" link and a table listing specific domains and their performance.

	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
Search	\$1.01	5	20	25.00%	\$0.44	\$2.21
Google search		5	18	27.78%	\$0.44	\$2.21
Search partners		0	2	0.00%	\$0.00	\$0.00
Display Network		14	8,069	0.17%	\$0.82	\$11.46
Managed placements		0	0	0.00%	\$0.00	\$0.00
Automatic placements	auto	14	8,069	0.17%	\$0.82	\$11.46
Total - All networks		19	8,089	0.23%	\$0.72	\$13.67

Domain	Clicks	Impr.	CTR	Avg. CPC	Cost
howtogetridofstuff.com	3	30	10.00%	\$0.75	\$2.25
advancedskincareguide.com	2	34	5.88%	\$0.82	\$1.64
wisegeek.com	2	1,662	0.12%	\$0.78	\$1.56

10:26---To set up “Display” bids (in the video they are called “Content” bids), click on the “Settings” tab and you will see the following screen. Under “Networks and devices,” click on “edit,” as indicated by the arrow below:

The screenshot shows the Google AdWords interface. At the top, there is a navigation bar with tabs: Home, Campaigns, Opportunities, Reporting and Tools, Billing, and My account. Below this, the page title is "All online campaigns > Campaign: Stretta--18 Dec 2010". The campaign status is "Enabled", budget is "\$10.00/day", and targeting is "All networks", "All devices", "English", and "United States".

The "Settings" tab is active, showing various configuration options:

- General**: Campaign name "Stretta--18 Dec 2010" with an "Edit" link.
- Locations and Languages**:
 - Locations: "In what geographical locations do you want your ads to appear?" with a bullet point for "Country: United States" and an "Edit" link.
 - Languages: "English" with an "Edit" link.
- Networks and devices**:
 - Networks: "All" with an "Edit" link. A red arrow points to this "Edit" link.
 - Devices: "All" with an "Edit" link.
- Bidding and budget**:
 - Bidding option: "Focus on clicks, manual maximum CPC bidding" with an "Edit" link.
 - Budget: "\$10.00/day" with an "Edit" link.

At the bottom, there is a link for "Position preference, delivery method (advanced)".

10:40---After clicking on “edit” in the above screen, you are taken to the following screen, where you can choose to show your ads in the “Display” network. Choose the option, “Let me choose” (indicated by the arrow):

Locations and Languages

Locations ⓘ In what geographical locations do you want your ads to appear?
• Country: **United States**
[Edit](#)

Languages ⓘ **English** [Edit](#)

Networks and devices

Networks ⓘ All available sites (Recommended for new advertisers)
 Let me choose...
[Save](#) [Cancel](#)

Devices ⓘ **All** [Edit](#)

Bidding and budget

Bidding option ⓘ **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget ⓘ **\$10.00/day** [Edit](#)

[⊞ Position preference, delivery method \(advanced\)](#)

After selecting “Let me choose,” you will see the following. This is where you can choose to you’re your ads show up in the “Search” and/or “Display” networks. After making your choices, click on “Save.”

Networks and devices

Networks [?]

All available sites (Recommended for new advertisers)

Let me choose...

Search Google search

Search partners (requires Google search)

Display Display Network [?]

Relevant pages across the entire network [?]

Relevant pages only on the placements and audiences I manage [?]

Save **Cancel**

Devices [?] **All** [Edit](#)

Bidding and budget

10:52---To change the bid for “Display” clicks, click on the “Ad groups” tab (toward the upper left of the 10:26 screen above), and you will be taken to the screen below, where you will check the box next to the name of the ad group and then click on “Edit” (both indicated by the arrows below):

Home Campaigns Opportunities Reporting and Tools - Billing - My account -

All online campaigns >

Campaign: Stretta--18 Dec 2010

Last 30 days
Dec 16, 2010 - Jan 14, 2011

Enabled Budget: \$10.00/day Edit Targeting: All networks Edit All devices Edit English Edit United States Edit

Ad groups Settings Ads Keywords Networks Audiences

All ad groups Segment Filter Columns Search

View Change History

+ New ad group Edit Change status... Alerts

<input checked="" type="checkbox"/>	Ad group	Status [?]	Default Max. CPC	Display Network Max. CPC [?]	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input checked="" type="checkbox"/>	Stretta #1--18 Dec 2010	Eligible	\$1.01 <input type="checkbox"/>	auto	19	8,089	0.23%	\$0.72	\$13.67	6.7
	Total - Search [?]				5	20	25.00%	\$0.44	\$2.21	2.6
	Total - Display Network [?]				14	8,069	0.17%	\$0.82	\$11.46	6.7
	Total - all ad groups				19	8,089	0.23%	\$0.72	\$13.67	6.7

11:12---Now the option appears for changing your bid. The arrows in the screen below show where to type in your “Display” bid, and then click “Save”:

Editing ad groups (1) **Save** Cancel

<input checked="" type="checkbox"/>	Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input checked="" type="checkbox"/>	Stretta #1-18 Dec 20	Eligible	\$ 1.01	\$	19	8,089	0.23%	\$0.72	\$13.67	6.7
	Total - Search				5	20	25.00%	\$0.44	\$2.21	2.6
	Total - Display Network				14	8,069	0.17%	\$0.82	\$11.46	6.7
	Total - all ad groups				19	8,089	0.23%	\$0.72	\$13.67	6.7

12:14—To turn off (“pause”) an ad, ad group, or campaign, simply check the box next to the name of the ad, ad group, or campaign name, then click on “Change status.” In the example below, we are in the “Ad groups” tab, and the arrows show where to check the box and then “Change status”:

+ New ad group Edit Change status... Alerts

<input checked="" type="checkbox"/>	Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input checked="" type="checkbox"/>	Stretta #1--18 Dec 2010	Eligible	\$1.01	\$0.25	19	8,089	0.23%	\$0.72	\$13.67	6.7
	Total - Search				5	20	25.00%	\$0.44	\$2.21	2.6
	Total - Display Network				14	8,069	0.17%	\$0.82	\$11.46	6.7
	Total - all ad groups				19	8,089	0.23%	\$0.72	\$13.67	6.7

12:24---After clicking on “Change status,” the following options appear, and you simply choose the option you want (Enable, Pause, or Delete):

The screenshot displays the Google AdWords interface. At the top, there are navigation tabs: Ad groups (highlighted in green), Settings, Ads, Keywords, Networks, and Audiences. Below the tabs is a control bar with 'All ad groups', 'Segment', 'Filter', 'Columns', a line chart icon, a download icon, a search input field, and a 'Search' button. A line chart shows performance data starting from 'Dec 16, 2010'. Below the chart is a table with columns for 'Ad group', 'Status', 'Default Max. CPC', and 'Display'. A dropdown menu is open over the 'Change status...' button, showing three options: 'Enable' (with a green dot icon), 'Pause' (with a grey pause icon), and 'Delete' (with a red 'X' icon). A red arrow points to the 'Delete' option. The table contains one row for 'Stretta #1--18' with a status of 'eligible' and a 'Default Max. CPC' of '\$1.01'. Summary rows for 'Total - Search', 'Total - Display Network', and 'Total - all ad groups' are also visible.

Ad group	Status	Default Max. CPC	Display
Stretta #1--18	eligible	\$1.01	
Total - Search			
Total - Display Network			
Total - all ad groups			