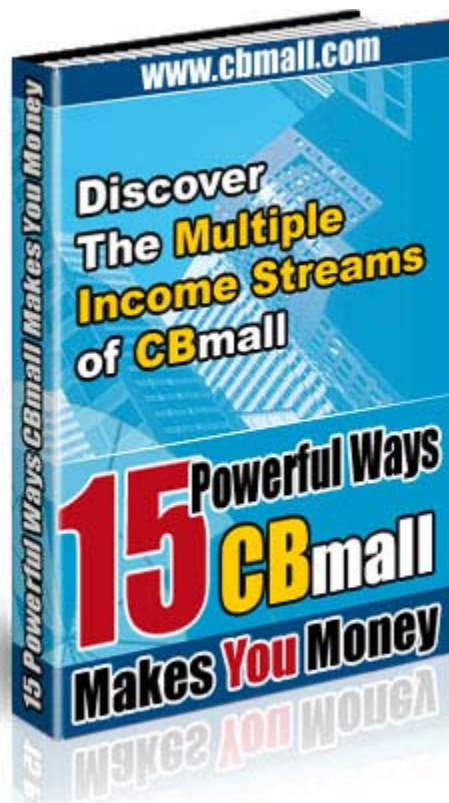


# 15 Powerful Ways CBmall Makes You Money



By Jeff Mulligan

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## **Lesson One – CBmall Introduction & Commissions**

Welcome to Lesson One of your eCourse on 15 Powerful Ways CBmall Makes You Money Online.

### **The Big Picture**

**You earn money with CBmall by sending visitors to the site. When these visitors buy any of the thousands of products in the mall, you earn a healthy commission.**

**We give you special links to use, and we give you lots of ideas, instructions and samples to use in your marketing. You don't need a web site. You can just use the links we will give you in your promotions. There are many free and paid ways to promote, and we show you both kinds.**

**[Click here and you can get started for Free.](#)**

### **About Jeff Mulligan, CBmall Founder and CEO**



I'm not going to write a long dissertation bragging about myself, but I think it's important that you know a little about my background. I have been a professional marketer since I graduated from college in 1982 and finished my MBA in 1985.

I have been senior vice president at an ad agency and vice president of marketing for two software companies, one of which went public. I started CBmall in 2002 and have been working full-time online since then. While I own many sites, CBmall is the biggest and I am continually working to make improvements. I take this very seriously. It is what feeds my family.

My sites have generated over \$3 million in sales and millions of visitors.

For more detail you can see my online [resume](#).



You should also know my company, HighTechMarketing.com LLC, has been a member in good standing of the Better Business Bureau since 2005, admitted after a rigorous reference checking. I know my customers like the peace of mind they get from dealing with a legitimate business online.

Click on that logo to see the online report from the BBB.

Let's take a look at what CBmall is and how it works to earn you money. Then I'll give you some ideas on how you can easily promote it to drive traffic and earn commissions.

First, the CB stands for ClickBank.

### **Quick Background on ClickBank - Skip if you are already familiar with ClickBank.**

As you may know, ClickBank is a company that allows merchants to process credit cards and run an affiliate program in the simplest possible way.

As a result, over 10,000 products use ClickBank to accept credit card payments and pay affiliate commissions.

Over 100,000 people have signed up to become ClickBank affiliates. It's free and easy. You can do it by visiting the [ClickBank Sign Up Page](#)

To make money with CBmall, or any other product sold via ClickBank, you first need to be a ClickBank affiliate. When you sign up, you get a unique ClickBank ID. Nobody else will have the same ID.

The commissions are offered by the merchants and paid through ClickBank. Rates vary, but most are between 25% to 75%, with the average being 50%.

The commissions are paid to whoever sent the traffic to the merchant. This is tracked through that ClickBank ID I mentioned earlier.

Let's say you send someone to a merchant's web site. And that person buys an eBook from the merchant for \$47. You earn whatever commission that merchant is paying. If it was 50%, you'd clear \$23.21 after processing fees are deducted. And you didn't have to do anything but send the traffic. The merchant handles the download and support, and ClickBank handles the payment part.

How do you actually get paid?

ClickBank sends out checks twice a month. They also have direct deposit available.

### **End of ClickBank Backgrounder**

OK, so you have an understanding of how ClickBank works. Now how does that tie into CBmall?

**The CBmall has taken the very best products in the ClickBank MarketPlace and gathered them into one easy to navigate, automated, online shopping**

mall.

[Click here to see CBmall.](#)

But here's the beautiful part. When you become a CBmall owner, you are given a unique URL that includes your ClickBank ID. Whenever you send a shopper to the mall, you get a commission on whatever they buy.

Our database actually puts your ClickBank ID onto every single ClickBank product in the mall, automatically. By promoting one simple URL, you have a chance to make money from thousands of top selling ClickBank products!

### **No Maintenance or HTML Required**

It's important to understand that there is only one CBmall, and it works for you by recognizing your ClickBank ID within the link of every shopper you send. The beauty of this system is that you don't have to do any work except for your own promotions. The system does it all.

- No maintenance
- No HTML
- No hosting
- No support issues
- No copy writing

Just send some traffic and collect checks. CBmall takes care of the rest.

Think about that. It would take you weeks or months to put together a web site like this. Now you can start earning money immediately by simply sending over some traffic.

I'll let you ponder this a bit. Please stay with me, because now that you understand the basic concept behind CBmall, wait until you hear about all the automated features that can make you money.

**IMPORTANT NOTE:** YOU make 100% of the commissions the merchant pays. **CBmall does NOT take a cut.** And there are **NO MONTHLY FEES** required.

### **Why is CBmall Free?**

Why would I provide all this to you for free when I don't get a cut of the revenue? The main reason is that CBmall gives me an opportunity to tell you about a few other products that I own. For example, one of these is called [QuickieProfits](#) and it's full of quick tips tricks and tactics that helped boost sales for online businesses.

Also, from time to time there is so much traffic coming into CBmall that I can sell bonus traffic to new owners. This gives beginners some momentum and sometimes makes them sales before they have even started their own CBmall promotions. Realize that this is traffic I generate and not traffic from affiliates such as yourself. Any traffic you create goes solely to your mall and you get all the commissions.

Remember, if you give away a CBmall, and that person decides to buy a traffic package, we split that revenue. So we can both make money when you give away CBmalls.

[You can click here to quickly get started for free.](#)

## ***Lesson Two – Affiliate Resources to Help Your Marketing***

In the first lesson, we learned the basics of how CBmall. We discussed how CBmall uses the strengths of ClickBank to accept payments and to pay your commissions.

We also learned how the CBmall offers the very best products on the ClickBank MarketPlace.

We didn't spend much time explaining why we put those products on the mall. After all, there are plenty more available than the ones listed in the directory. Why not offer them all?

Well, it's simple really. There are several reasons why these products are the best sellers.

- 1) They are good products. They got to be top sellers because people like them and buy them.
- 2) They have sales pages and web sites that convert traffic to sales. These merchants know how to sell their products.

What good does it do you to drive traffic to a lousy web site that can't sell?  
NONE.

It's just like any store that is constantly striving to carry the best selling products. The rest end up on a clearance rack where they languish at the back of the store.

**You deserve the hottest selling products because you want to make sales.**

Frankly, with all these products available, you can be pretty sure that many shoppers can find one that fits their needs.

Today, we'll talk about some of the resources you get when you grab your own CBmall.

### **CBmall Resources to Make You Money**

There are many ways CBmall makes you money. But the key is to drive traffic to your site.

How do you do that? Well if you're an experienced Internet Marketer, you probably already have a few good ideas.

But if you are new to the businesses, CBmall provides a lot of support in this area, and you will find it in the affiliate resources section

### ***Terry Dean's CBmall Marketing Tips***

One of the most valuable of the marketing resources is *Terry Dean's CBmall Marketing Tips*. Terry Dean is one of the foremost experts on internet marketing. Just do a Google search on "Terry Dean" and you'll see his name come up over 100,000 times. That's because his products are everywhere and he has written so many articles that other people publish.



Anyway, Terry was gracious enough to do a one-hour interview with yours truly and share his best marketing ideas for CBmall.

This is good stuff! Terry charges hundreds of dollars per hour to consult with clients. You get the benefit of a laser-focused, one hour interview for free with your CBmall. And by the way, you'll find his ideas useful for almost any internet marketing business.

### ***QuickStart Guide to CBmall Profits***



There is also a manual called the *QuickStart Guide to CBmall Profits*. It has even more ideas for tactics you can use to market your mall.

This one-two marketing punch is more information than most other sites will give you in a year. They are especially powerful since both are focused on CBmall - not some generic program.

The affiliate site also includes bonus eBooks on copy writing, eZine advertising, banner ads and artwork, ad copy, and more that you can use.

## **CBmall's Powerful Link Builder**

A major weakness of most affiliate programs is the ugly link they give you to promote. CBmall used to be guilty of this, but we fixed it with our new link builder.

In short, the old links used to look like this:

***<http://www.cbmall.com/join.asp?storefront=YourID>***

and now that same link might look like this:

***<http://CBmall.com/to/join>***

Notice that there is no obvious affiliate ID. The new system hides that so you can publish your affiliate link anywhere, even in visible places like forum signatures, email signatures, articles, blog posts, etc.

This feature makes it much quicker and easier to promote CBmall, especially if you don't already have your own web site.

You can set up links like this to any page within CBmall, and you can choose the keyword at the end of the URL so that it matches what you are promoting.

Example: <http://www.CBmall.com/to/golf> could send traffic to the golf page of CBmall, and you could put that at the end of a golf article you publish.

### **Click Counter Included**

A cool feature of the link builder is that it also counts how many times each of your links is clicked. That way, you know if your promotions are getting seen and getting clicks to your mall. You track sales through ClickBank.

## Lesson Three – The Automatic, Personalized CBmall Newsletter

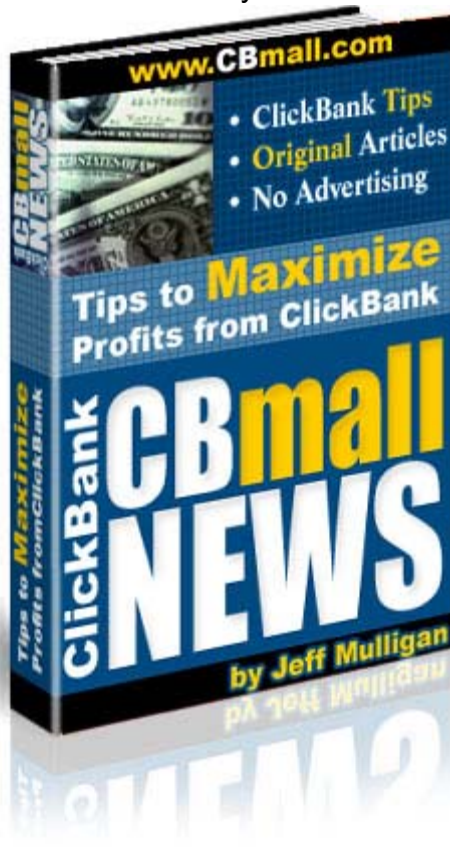
I love this part of the course. That's because it explains one of the most powerful features of CBmall: The CBmall Newsletter.

OK, we have a newsletter. Big deal, so doesn't everyone else. Ahhh, but this one is different. You see, the CBmall Newsletter is more like your newsletter than mine.

Let me explain...

When you send a visitor to the mall, they get your affiliate ID cooked onto their computer for one full year. (ClickBank only gives you 60 days.)

If that visitor subscribes to the CBmall newsletter, they are cooked. Every issue of the weekly CBmall News includes original articles about marketing and the internet, and they all include links back to CBmall with relevant products.



### The Really Cool Part of CBmall News...

CBmall news is actually a series of articles that go out to subscribers on a regular basis, typically weekly. In addition, whenever there is news about ClickBank or a hot new product, there may be a special edition. There are actually **over a year** of these articles pre-written.

[CBmall News](#) accepts no advertising, and all articles are original content written by me. So this isn't recycled stuff people have already seen.

Every issue of CBmall News includes links to products on the CBmall that are relevant to the article. So for example, if there is an article about making sales on your web site

I might have a link back to a relevant product on CBmall.

Remember how I mentioned the cookie earlier? That cookie is programmed to last for one year on the visitor's computer. (And don't worry. This is a perfectly safe and acceptable thing for web sites to do. This is NOT spyware)

The key thing is that when your visitor clicks on a link in a CBmall Newsletter that he gets, CBmall will read the cookie on his browser and give you credit if he buys

something. So if a reader decided to click on over to that page and he ended up buying something, you would make the commission.

This technology essentially makes the CBmall News your own fully automated, personalized, cash-generating autoresponder series. And you don't have to do a single extra thing to make it work for you.

The fact that you are sending any traffic means that some of those people will subscribe and they will start receiving CBmall News with your links.

You will be building a list, without even trying.

Remember, you don't have to do ANY extra work to put this powerful autoresponder to work for you. It will follow up with your subscribers for over one year, and the powerful cookie technology will give you credit for any commissions when your subscribers buy something mentioned in the newsletters.
--

## **The List IS Your Business**

How many times have you read that? All the experts preach it. Of course, actually building a list, managing an autoresponder, writing good articles, handling bounces and bad addresses, checking out products, answering questions and all that other stuff makes running a list A LOT OF WORK.

Now, with CBmall, I've completely automated it for you.

**You send traffic. The rest happens automatically.**

And here's the beautiful part. The system will be automatically following up with each subscriber for months, building trust and putting enticing offers in front of them long after they have visited the mall.

## ***Lesson Four – CBmall Supports Multiple Affiliate Programs***

Along with the popular and best-selling ClickBank products, now you can promote other proven affiliate products automatically, whenever you drive traffic to the mall.

This feature was inspired by many emails I got from CBmall owners who had trouble figuring out which affiliate program to promote. It's hard prioritizing, and many suffered from Information Overload.

Now you don't have to worry about that. By sending your traffic to CBmall, you can put the very best products and programs, all with your links, in front of every shopper.

### **The Greatest Hits**

CBmall promotes some of the most popular programs through banner ads, pops, and newsletter articles. These include:

- Derek Gehl's Internet Marketing Center
- Ken Evoy's 5 Pillar SiteSell Program
- Success University for recurring income
- SFI for recurring income
- ...we test and add other top performers!

### **How It Works - Automatically**

Your shoppers reach CBmall through your personal links. When they arrive, the CBmall database reads your link and associates it with the other links you have set up for the above affiliate programs.

From then on, your affiliate link will be attached to any of these affiliate programs that are mentioned, whether in the mall, on a banner ad, or in the CBmall newsletter that your subscribers get.

Imagine how much work that can save you. No more setting up multiple mini-sites for each program. Just promote one link and the rest of the work is done for you.

For example, you send someone to the mall and they see this banner ad:

**Do You Want a Web Site That Makes Money?**  
If you want a site, but don't want to learn all the html  
and other techie stuff, [Get More Details Here...](#)

They click on it and they like what they see, so they buy.

You get the commission!

In this case, **you would earn \$75 or more** if someone bought this product from Site Build It.

Listen to an [Interview about Site Build It](#).

### **How CBmall Saves You Money**

I almost forgot to tell you how CBmall can actually save you money.

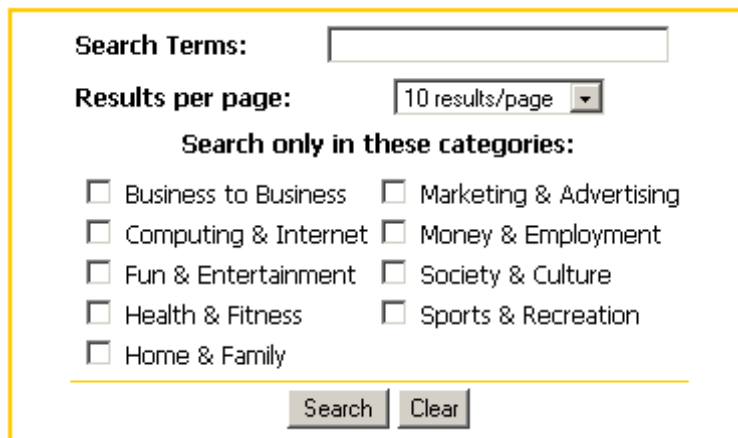
Whenever you are looking for any information product, do your shopping at your own CBmall through your own links. Why? Because you will earn the commission on whatever you buy. Since many of the products in the mall pay a 50% commission, you can often save 50% on your purchases. It's a great fringe benefit of mall ownership.

## Lesson Five – The ClickBank Search Engine

Still with me? Great. We're one third of the way through.

In this lesson we're going to talk about CBmall's ClickBank Search Engine.

[Visit The CBmall Search Engine](#)



The screenshot shows a search interface with the following elements:

- Search Terms:** A text input field.
- Results per page:** A dropdown menu currently set to "10 results/page".
- Search only in these categories:** A section with eight checkboxes:
  - Business to Business
  - Marketing & Advertising
  - Computing & Internet
  - Money & Employment
  - Fun & Entertainment
  - Society & Culture
  - Health & Fitness
  - Sports & Recreation
  - Home & Family
- Buttons:** "Search" and "Clear" buttons at the bottom.

It's very different from any other search engine you've used for two reasons:

**One:** It searches through the entire ClickBank MarketPlace. Not just the products listed within the mall. Thousands of products.

**Two:** Every result gets your link on it, so they will ALL generate commissions for you.

Number Two is the interesting aspect here.

Let me explain with an example.

Let's say you send someone to the mall and they go to the search engine and type in eBay. The search engine will look through the ClickBank MarketPlace and it might find 50 different products about eBay.

It lists all the results - like any other search engine. Your mystery shopper decides he likes one of them, visits the site, and buys the product.

Guess what. I bet you've already figured this out, but YOU get the commission.

**This search engine is like a personal shopper** that works for you...always ready to put interesting products right on the screen in front of a shopper. In other words, this is a hot prospect, and you are helping them satisfy their craving for a special product.

It really isn't more complicated than that. If your visitor uses the search engine, and they buy something, you make the commission. It's another powerful way you make money with CBmall.

## **Put the Cut and Paste CBmall Search Engine On Your Own Site**

This is an awesome feature if you have a web site of your own. With about one minute of cut and paste, you can install this search engine on your own web site and create another income stream. The CBmall Cut and Paste Search Engine looks totally generic, so you can make it fit with any design you have.

Here's what it looks like:



A simple search engine interface consisting of a text input field and a 'Search' button.

**Of course, all the results will have your link in them so you earn the commissions.**

Imagine - your own search engine that drives big commissions to you whenever your traffic uses it. It's a powerful feature and it delivers the best, most targeted results in the business.

Just a minute of cut and paste and this new income stream is yours.

By the way, no extra charge. Put it on as many pages as you want.

## **Search Link Builder For Laser Targeting**

One of the most advanced features in CBmall is the Search Link Builder. It lets you build a custom, good looking link to a page of live search results that you choose.

Example: Let's say you are in the crochet niche. There's no specific "Crochet" category within ClickBank, but there are several crochet-related products.

You can use the search link builder to create a link that might look like this:

<http://www.CBmall.com/to/crochet>

and a visitor clicking that link would be delivered to a page of crochet products in ClickBank. Naturally, you would earn commissions on any purchases made there. This is great for niche marketing and article publishing

Hi Jeff:

I just wanted to say thanks a million for my CBmall. I have looked at several programs for producing multiple income streams and none of them come close to CBmall. It really is so easy. I have already made sales and it is easy for the customer to find what they want using the unique Search Engine. I am just starting to promote it now so I am expecting great things for the future, particularly, as you are adding additional extras to it almost daily. Owning a CBmall was the best investment I have made.

Kenneth Jones, Darlington, Durham, UK

=====

I made money the first week I got the CBmall!  
It is so easy to go to the CBmall and use the search engine to find what I'm looking for! The CBmall is great tool for shoppers to use!

Diana Owen, Eureka, KS

=====

"Jeff, initially, I was really skeptical, and when I laid my eyes on CBmall, I thought to myself, man, yet another one of those mall thingys.

But having received lots of useful tips on from you on how to effectively promote CBmall, I became a believer. I've never quite seen anyone pay so much attention to empowering CBmall sellers, and the CBmall Affiliate's resource site is a real goldmine.

Terry's tips were simply incredible, and being able to promote different "gateway" pages like the red hot page, the ezines page and the search engine page allows me to really test this baby out. I'm gonna be promoting this one REALLY hard! "

Jo Han Mok  
Internet's No 1 Fusion Marketer  
<http://www.SuperFastProfit.com>

## ***Lesson Six – The Newest Marketing Technology***

It's Lesson Six. Thanks for letting me show you another way CBmall can make money for you. Hopefully, after you read this eBook, you'll decide to get a free CBmall for yourself.

Many ClickBank merchants now use video technology to give their product marketing an additional edge. CBmall has also embraced video technology. Many hot selling products in the mall have links to video promotions that help you generate sales.

### **What is so great about video?**

Video can give your customer an additional source for information about a product. A video can provide a live action shot of how a product actually works, highlight features and show happy customers. Video can also establish a connection between the narrator and the customer, giving the customer some reinforcement that the product is supported by a real person.

### **Can I see a CBmall video?**

These pages in CBmall have some of the most downloaded videos.

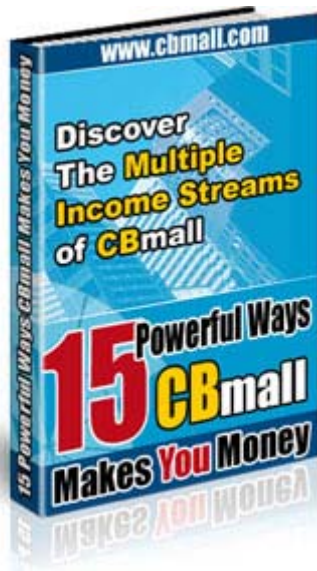
<http://www.cbmall.com/redhot.asp>

<http://www.cbmall.com/business/4.asp>

<http://www.cbmall.com/fun/>

New videos are added to CBmall as they become available for the products featured.

## Lesson Seven – The eBook Giveaway Strategy



Here's another way CBmall will make you money.

I've created an eBook called, (drum roll please...)

### **15 Powerful Ways CBmall Makes You Money**

If that title sounds familiar, it should. *You're reading it!*

I think you're beginning to see how this all falls together, aren't you :)

Here's the cool thing about the eBook. When you get a CBmall, you also get rights to distribute this eBook. You can customize it with your own ClickBank ID so that anyone who reads the book and visits CBmall to buy something will result in a commission check for you.

Because CBmall is free, it's easy to give away the book and get people to join. When they do, they are given a chance to upgrade, and that's how you earn commissions for giving something away for free.

While the percentage of people who take the upgrade varies, our testing reveals that this model produces more income for both of us. Whenever someone buys an upgrade, you pick up a quick 50% commission.

This book is a free download and it comes with instructions on how to customize it with your personal ClickBank information so that all the links in it become yours.

### **Hard Working eBook**

You may have noticed that there are a few links here for products that are sold within CBmall. If this was your version of the eBook, it would have **your links** in it and **you would earn the commission** if someone bought a product.

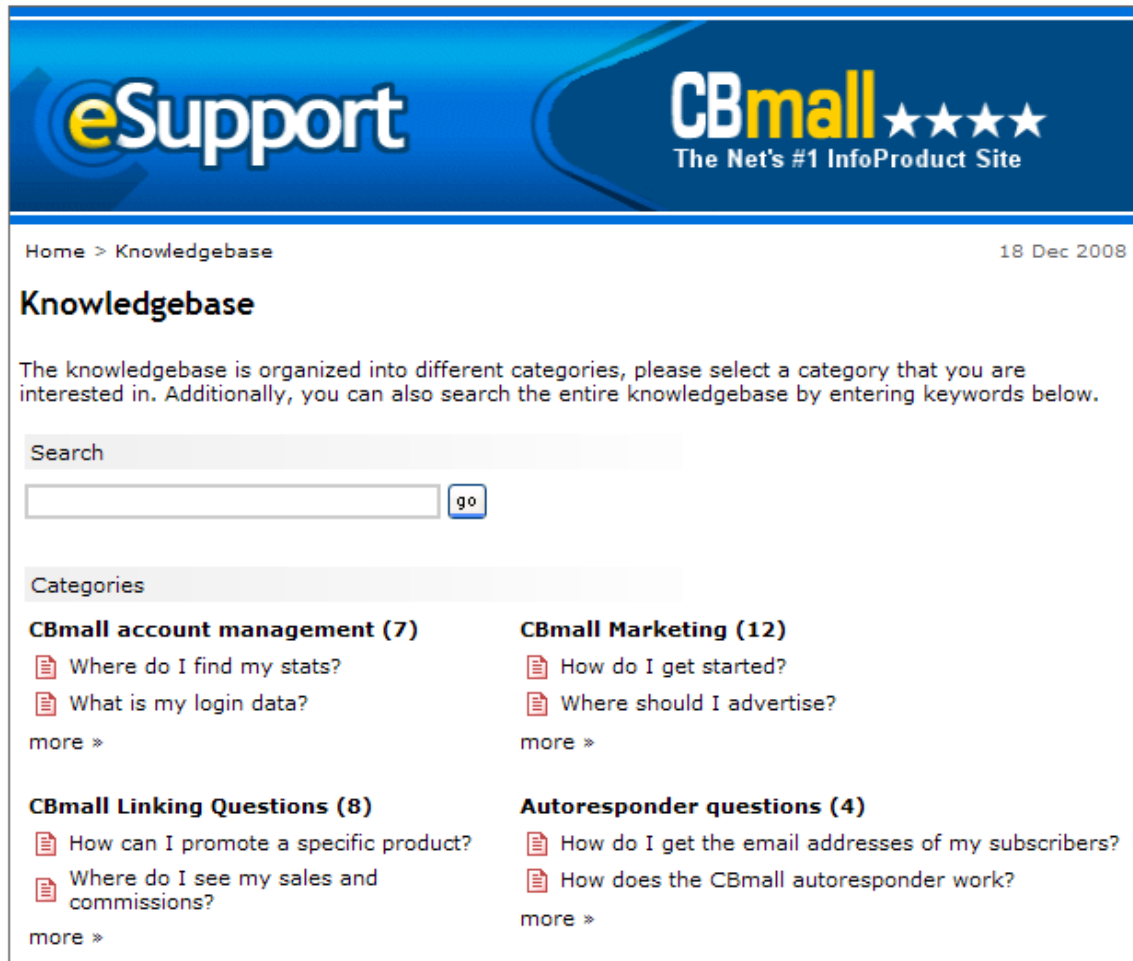
All you have to do is give this eBook away on your web site, or your newsletter, or mention it in your email signature.

It's easy to do, and just one more way CBmall makes you money. You just have to [get your own free CBmall first](#).

## Lesson Eight – Support That Helps You Get Going

I take pride in the support we provide for CBmall owners. We've made an extensive investment in a support system that gives you answers 24x7.

When an automated answer isn't good enough, **you'll get a personal response from my highly trained support staff** – or from me if needed.



The screenshot shows the eSupport Knowledgebase interface. At the top, there is a blue header with the 'eSupport' logo on the left and the 'CBmall' logo with four stars and the tagline 'The Net's #1 InfoProduct Site' on the right. Below the header, the breadcrumb 'Home > Knowledgebase' is visible on the left, and the date '18 Dec 2008' is on the right. The main heading is 'Knowledgebase'. A paragraph explains that the knowledgebase is organized into categories and can be searched by keywords. Below this is a search bar with a 'go' button. The 'Categories' section is divided into four columns: 'CBmall account management (7)', 'CBmall Marketing (12)', 'CBmall Linking Questions (8)', and 'Autoresponder questions (4)'. Each category lists specific questions with document icons and a 'more »' link.

Home > Knowledgebase 18 Dec 2008

### Knowledgebase

The knowledgebase is organized into different categories, please select a category that you are interested in. Additionally, you can also search the entire knowledgebase by entering keywords below.

Search

Categories

<b>CBmall account management (7)</b> <ul style="list-style-type: none"><li>Where do I find my stats?</li><li>What is my login data?</li></ul> more »	<b>CBmall Marketing (12)</b> <ul style="list-style-type: none"><li>How do I get started?</li><li>Where should I advertise?</li></ul> more »
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## **Lesson Nine – Make Money Giving Away CBmall**



I hope you are enjoying this course, and thinking about the ways you can use these tools to grow your own income.

Lots of affiliate programs have one or two of these types of tools in place.

But you'll have to look pretty hard to find a single opportunity that has so many ways to make you money.

CBmall has integrated a wealth of tools and techniques for you to use.

You may not take advantage of all of them.

And that's fine. Most people don't use them all.

But remember that many will automatically start making you money as your own subscriber base builds up.

### **CBmall is a Big Seller**

This is a popular product. People love how easy CBmall actually is. It's a great revenue stream to integrate within your existing web sites or newsletters. You can just mention it, and forget it.

So a lot of people are good prospects for CBmall.

Even if they get a free CBmall, many will upgrade for bonus/traffic packages and earn you a 50% commission.

### **A Strong Sales Page Makes You Money**

Have you looked at the CBmall Giveaway Sales page yet?

[CBmall Sales Page](#)

This page has been worked over and tested at length. It uses the best of today's marketing tactics to get people excited about the possibilities of earning money with CBmall.

Notice all the testimonials - many of them from well-known internet marketers.

Here's another thing to notice. Nowhere do I promise to make you \$142,732.86 in your first month.

Frankly, I hate that kind of B.S. It gives internet marketers a bad name.

CBmall isn't going to make anyone that kind of money. It just isn't. BUT... It could generate a nice, steady stream of income with almost no effort. Just sending some traffic.

I do have a bunch of owners who have made \$1,000+ within a month or two.

Hundreds more have made a few hundred bucks here and there. Easy money, really. Considering the effort.

But my point is you can feel good about giving away CBmall's because I don't lie about it. No unrealistic expectations. No promises of instant wealth. I do promise that it is easy. Because it is. And you can make some extra spending money with very little effort.

**CBmall isn't just selling an "opportunity"**. It's a mall full of great products that can help people. Marketing books. Diet books. Parenting books. Hobby books. Useful software. Video Tutorials. Things people want, need and buy every day.

So, there it is. Another way CBmall makes you money. It has a very powerful sales page that does a good job converting people from shoppers into buyers. And when it converts one of your visitors, you'll be hearing that proverbial cash register ring.

## ***Lesson Ten – Get Targeted Traffic To Your CBmall***

Here's one more way CBmall makes you money.

### **CBmall Delivers Targeted Traffic for You**

Every day, thousands of people come to CBmall without a ClickBank ID assigned to them. These people come in a variety of ways. Some through search engines. Some by simply typing CBmall.com into their browsers.

I also write eZine articles that get published all over the net. All the traffic they generate goes to the targeted traffic pool.

Notice I am not talking about banner exchanges, "Guaranteed Hits", FFA links or other questionable traffic. I'm generating qualified, targeted traffic that frequently results in sales.

Rather than keep this traffic myself, I decided to share it with new owners to try and give them some momentum.

How much traffic is it? Well, it changes all the time. I can't guarantee it will make you any money. But I do know lots of CBmall owners have received commissions from the bonus traffic.

What does this mean? You may not have to do a single thing to make money. I mean NOTHING. Not even drive any traffic. Because you could luck out and get buyers from that targeted traffic. You could collect a commission check for doing nothing more than making your original investment in CBmall.

Of course, ***that's no way to make any real money***. You'll want to invest a little marketing time to make the most of your CBmall investment. Because there are so many ways that your traffic can turn into revenue when you own a CBmall.

Just remember that this is Bonus Traffic and not something you can depend on.

Anyone who gets a free CBmall will have the opportunity to get some of this bonus traffic.

## **The First 10 Powerful Ways CBmall Makes You Money**

Let's do a quick review of the first 10 powerful ways CBmall makes you money.

- 1) Puts your link on thousands of top-selling ClickBank products automatically
- 2) Affiliate resources full of marketing ideas for you
- 3) CBmall newsletter with automatic personalization
- 4) Supports multiple affiliate programs
- 5) ClickBank Search Engine acts like a personal shopper. Puts your link on thousands of search results.
- 6) Uses video technology to promote hot-selling products
- 7) Viral, personalized eBook promotes CBmall for you
- 8) Personal marketing support for your CBmall questions
- 9) Optional CBmall upgrades earn you 50% commissions.
- 10) Targeted traffic available if desired

## ***Lesson Eleven – Residual Income***

Residual income. Have you heard of this term before?

It's when you are earning money month after month without doing any extra work. It's when you make a sale once, typically for a program with a monthly fee, and you get commissions for every month that your customer stays in the program.

Residual income is great income. Sell once and keep earning.

CBmall promotes several programs including SiteSell, SFI and Success University that can earn you residual income. You can see banner ads for them on the mall web site, or read about them in the newsletter.

If your visitors invest in one of these programs, you'll get a commission every month, or every year for SiteSell.

If you are already in one of these programs, you will just enter your ID and the automated systems will take over.

In addition, although SiteSell is not a strictly residual product, it does create recurring income because the people who buy the SBI service do so for a year. If they decide to renew, and many do because their web sites are actually working and making money, you get a commission on the referral as well.

Now you can see the power of residual income and how CBmall will work to earn you this holy grail.

CBmall puts all these programs to work for you automatically. It's all part of the system you get when you become a CBmall owner.

## ***Lesson Twelve – Deep Linking and Targeting Your Niche***

In this lesson we talk about the layout of CBmall and how it can help you drive niche traffic for more sales. First, go to the home page of CBmall and observe the layout:

[CBmall Home Page](#)

CBmall uses a directory structure to logically arrange products according to general interest, and then subcategory.

### **The Power of Deep Linking**

Deep linking means you can link directly to any page within the mall and earn commissions. You don't have to send people to the home page.

For example, let's say you run a few auctions on eBay now and then. You could send your customers a thank you note with a link to the CBmall Auction page, which is full of great products that have to do with online auctions.

[CBmall Auction Page](#)

Look through the mall and you will see many pages appropriate for deep linking.

### **Get Rich in Your Niche**

If you've ever heard that saying before, you know what I'm talking about. The more focused you can make things, the more sales you will get. So although CBmall does have thousands of choices, you can very quickly focus your prospects to the page that will interest them the most. And when they are interested, they are far more likely to buy.

### **These Products are Red Hot**

There's another page that you can use for effective promotions:

[CBmall Red Hot Products](#)

The Red Hot Products page contains super-popular titles that have general interest for a lot of visitors and which have proven VERY popular.

These products are all written or developed by some of the net's brightest marketers. So the sales pages work very hard to convert visitors into prospects.

And like any other page in the mall, if your visitor buys anything on the Red Hot page, YOU get the commission.

## ***Lesson Thirteen – Your Featured Link***

Thirteen is often considered an unlucky number. But in this case, Lesson 13 is great if you have your own web site or a favorite affiliate program you want to promote.

That's because CBmall gives you the ability to display a link and description of your own on every directory page of the mall.

Your featured link isn't buried as a text link nobody will ever find. It's proudly displayed within the graphics header of the mall. It may be the single most prominently displayed link in the entire mall.



Which it should be. Because it's your mall...

And yes, you can change your link whenever you want.

If you don't have a link to promote, the default link will work for you anyway.

## ***Lesson Fourteen – Banners Boost Your Profits***

CBmall includes a sophisticated banner advertising system designed solely to make you money.

Let me explain:

There are well over a hundred pages within CBmall. Most of them have banner ads. And the vast majority of these are promoting products you will make money on. Some of them are ClickBank products, and others promote the various affiliate programs CBmall supports.

These banners are carefully monitored by software that tells me specifically which are getting clicked on the most, which locations work the best, and which banners work on which pages.

Why bother?

So I can fine-tune the placement and selection of each banner for maximum revenue.

It would be far easier to just stick a banner up and hope for the best. But I prefer the scientific approach. In the long run, it will yield far more money to CBmall owners. For that reason, I felt it was worth the thousands of dollars I invested in the technology.

The banners are carefully selected to fit the page and category they are displayed on. This means, you won't get a banner for an automobile product on an internet advertising page.

It may seem like a little thing. Until you realize that CBmall serves up millions of pages. That's a lot of banners, and a lot of chances for CBmall owners to make money. So I want it to be done right!

If you want to join an affiliate program that does it right, [click right here.](#)

## ***Lesson Fifteen – Behind the Scenes***

Well, it's Lesson Fifteen.

Your head must be spinning with all this CBmall stuff.

I'm going to twirl it a bit more today. Then try to make sense of the big picture.

### **A Peek Behind The Scenes**

This is the technical stuff. I'll be quick about it, but it is important to understand because it plays a factor in your CBmall's ultimate profitability.

First, CBmall runs on a dedicated server controlled solely by me. Besides a couple of other web sites I own, CBmall shares resources with no other site.

Most web sites reside on shared servers, where hundreds or even thousands of sites share the resources of one computer. That means they often run sloooowwww.

Not CBmall. It now has its own dedicated server tied into a gigabit fiber optic connection to the backbone. It has Dual Core Intel Processors, SCSI RAID drives and 2 Gig of RAM. This speed means pages load faster, which improves the shopping experience for everyone. And you gotta love that.

CBmall uses php and a mySQL database. The database gives CBmall its power and the flexibility to run all the php code so quickly. CBmall is massively scalable, able to handle thousands of simultaneous visitors.

### **Affiliate Link Security**

There are unscrupulous people out there who try to steal affiliate commissions. If you are in any affiliate program or have had anything to do with ClickBank, you've heard of this problem.

Frankly, I think it's exaggerated. Nonetheless, I figured that when I was designing CBmall, I would put an end to link theft.

All affiliate links within CBmall are now undecipherable. You can't read them. You can't make sense of them. And nobody can cut and paste them into their browser to try to take what is yours.

Even if someone views the source code, they will not find a hoplink. That's because the links are all generated by the database back-end. They don't even exist in the source code.

```
<a target="_new" onMouseOver="window.status='Click for Details'" onMouseOut="window.status=";return true" href="/exit.php?url=aG9wLmNsaWNrYmFuay5uZXQvP2NibWFsbC94ZmFjdG9yY2Jt">
Internet X-Factor</a></i><br>
</b>Terry Dean's hot-selling book is loaded with ideas for
successful internet marketing.&nbsp;   Why does one product succeed
when another fails?&nbsp;   Read and you will know. This one has a
special bonus you won't find anywhere else.<br>
<br>
<b>7) </b>
<a href="/exit.php?url=aG9wLmNsaWNrYmFuay5uZXQvP2NibWFsbC9tYXhwcm9m">
<b><i>How to Make Maximum Net Profits in Your Own Niche Market</i></b>
</a> <br>
```

This is what a "hoplink" looks like when viewed in the html source.

Does that mean it's perfect? Nope. I'd be a fool to say any security system is perfect. But I'll tell you this: You can't find a hoplink or affiliate link.

Even your affiliate link that you use to send people to the mall disappears once the shopper arrives. That makes it less distracting for them, and better for you.

I'm hoping that by this point in the course, you have decided that CBmall really is a good investment. That it has an incredible array of profit-building tools to increase your income.

I'm also hoping you see how much thought and marketing strategy went into this site in order to help CBmall owners get a good return on their investment.

**Now, it's your turn.**

The next move is yours. You need to click here if you want to join for free:

[I'm ready to join!](#)

I thank you for your attention. Whether or not you decide CBmall is for you, I wish you well in your future business endeavors.

Yours in success,



Jeff Mulligan  
CBmall

P.S. You do not need a web site to own or promote CBmall so it's perfect for beginners.