



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Transcript

Click Millionaire Success Story Interview:

Beau Blackwell, ClickBank Client Knowledge Guru Podcast

Welcome to the Click Millionaires Radio Show!

Today I would like you to imagine.

Float away to your happy place and imagine a business, a business of your own, a business where you could set your own hours, where you could sell products that you're actually personally interested in, where you would have no inventory costs and almost no production costs either.

That means your sales would be almost pure profit and you could have a worldwide sales force promoting your products 24/7 even while you're sleeping. Even better, they work on commission only so you only pay if you get paid yourself.

Does that sound too good to be true? Well today on the Click Millionaires Show, we're going to put some meat on those bones and we're going to talk about information product marketing.

That's right, digital download sales. I hope you will stick around for the next 40 minutes. It's going to be a lot of fun. I'm Scott Fox. Welcome to the Click Millionaires Success Show.

Today we're going to talk about selling downloads. This is a new way of doing business. Well, it's not brand new. I mean maybe 15 years now but a lot of people are still just getting their heads around how interesting, important and profitable selling downloads can be. I mean it's hard to believe people will basically pay you for files but that's misunderstanding the value of files.

We all live in a physical world and so we naturally put greater value on the things around us. The computer I'm working on or the house I'm living in or the car you're driving, the shoes on your feet, I mean those are tangible goods so you expect to pay money for those.

It's easy to overlook the fact that files can be tremendously valuable to people especially if they're targeted towards specific needs. Answering problems, solving problems that people have and they'll pay good money for that and a great way to deliver that kind of information is in an information product. Most information products, well, they end up being files.

They can contain anything, those files. They can be recipes, stories, blueprints, maybe photographs, maps. How about drawings or patterns? Anything that's text-based. Well that used to be called the publishing industry and we all know the publishing industry is in trouble. Books, newspapers,



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magazines, they're all getting eaten alive by file downloads, blogs, online publishing. You package that information into products, downloadable files and you could have a business.

Other types of files are recordings. You might have speeches or lectures, interviews, radio shows, podcasts like this and especially music. All that can be packaged into files and sold online as well.

Then there's video. More bandwidth is arriving in all our homes and even on our phones everyday. The home videos are what started it. Little clips of funny, grainy stuff on YouTube but increasingly as the bandwidth improves, you're seeing full length TV shows, even films being bought, sold and traded online. Video is another type of file that you can sell.

Of course there's software. Well, that's where it kind of all started. You can download different executable files and these days, most software sales are actually online. So if you're a software programmer, well you can sell that online too.

Then there's access. That's kind of the newest sort of digital file sales. You might just offer somebody a password and that password gets them into a website where there's more digital files there for them and those might be any of the types we already mentioned, recipes, stories, blueprints, lectures, home videos, radio shows, patterns, software, whatever. Access to those is a file sale as well, at least for the purposes of today's discussion.

All that together can be packaged into files for online sales so that could be you. That means that you can look at your own life, your business your expertise, your interest, your hobbies, your relationships. Figure out something about you that could be packaged into a file and I've got a guest today that's going to give us some really great insights into this about how you can make money selling information products online yourself.

Now the quick overview. How does this work? Well you create the file. You type up the email or the Word document or you record the video with your webcam or handheld camera. Your band plays and you record it, whatever. You create that file. Then what do you do? You upload it to your website or to a shopping cart system and then you market it. People come by and if they want to buy it, they type in their credit cards and you've sold the file. The money comes into your account and you're ready for the next one.

This can go on and on and on [0:05:00] and get paid along the way. Here's the magic of download sales. If you buy a file from me, I still have the file and you do too. This isn't like going into the grocery



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and say, "Well, I want that last carton of milk. Oh, now they're out of milk." Files are essentially inexhaustible. Those digital copies can be repeated again and again and again.

So if you go to the trouble and pain and investment of creating a good digital product, we only have to do that once. Then you upload it to your server. People come by, click on it, download it and you still have one to sell. In fact, you've got a million more to sell and it didn't cost you any incremental costs. Pretty much pure profit because you have an inexhaustible supply of products, no inventory issues, no cost of carry and no further production costs after initial investment.

This is the dream I offered to you at the top of the show about imagining a perfect business. I have to say, information products, well they're pretty darn close to perfect.

You got to create something but once you do, it can sell and sell and sell. This is tremendously scalable. That's a geeky word, a business school word I guess that means that the business can grow without you adding a lot more resources to it. So if you're a grocer and you're out of milk, well, you got to go buy more milk and you got to put it in the case. It takes time and money to do that but with a digital product, they can keep selling again and again and again without anymore work.

This is what's called scalable whether I sell one copy, 100 copies or a million copies of something. It doesn't require much more investment for me. The costs stay roughly the same, very low and the profits compound. That's scalable. Not much more work, much more money. That's a Click Millionaire's business system, what I call a system. Work less, live more. Scalable businesses with recurring revenue, that's the ticket.

So today we're going to have Beau Blackwell with us. Beau is going to join me in just a second. He's from ClickBank.

ClickBank is, as you may know, probably the largest online marketplace for information products. ClickBank is a great place if you're interested in information products to try this out. You can create an information product of your own, upload it to them. They will put it out on their network and then you can try buying it yourself, marketing it yourself and doing all the things that we talk about so much at ClickMillionaires.com.

You can also rely on their affiliate network. They've got over 100,000 affiliates who are looking for good products to promote. These are people who are semi-professional promoters of information products. If they like your product, they will go sell it for you. This is a great win-win situation. That's



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why I got Beau on the phone today for you. Beau is up here to talk about the ClickBank marketplace and information products and how they can make you a Click Millionaire.

So if you just tuned in and you want more details on this stuff, well please follow up at ClickMillionaires.com. There's a lot more information and the how-to-do-it steps that you need to become an information product guru yourself.

So here we go. Let's talk about information products and how you can become a Click Millionaire with digital download sales.

Well, Beau. Thanks for being with me today. I'm looking forward to hearing about ClickBank and digital download sales.

Beau: Well thanks for having me, Scott. I'm really excited to be here. It's a topic I love and really enjoy talking about so I'm happy to be here with you.

Scott Fox: Great. We'll start with the basics. Here on the Click Millionaires Show, we try to make it easy for those who are new to this and then we'll rapidly get to the more advanced stuff for the people that have been listening to me for a while.

So the basics, I guess, are really – let's talk about file downloads for a minute. This is kind of a new kind of commerce to a lot of people and I know that you know this stuff. I know it pretty well but you know it even better. You do this fulltime. Can you give us sort of an overview of what file downloads and that kind of sales online is and how it works?

Beau: Sure. There are a few different ways that people can kind of create and deliver digital products and it has shifted a little bit over the years. Anybody who's a little bit familiar with ClickBank is kind of – you use the idea of ebooks being – how products are delivered. An ebook isn't really anything except just a digital copy of a book that could be delivered in an Adobe PDF format. Some people deliver them in Microsoft Word format.

There are a few different kind of file formats that you can deliver them in and so really the idea is just that you create a how-to guide on how to do organic gardening or how to train your dog to behave better and stop digging. You can basically write up a guide and it's easy as writing it up in Microsoft Word and then [0:10:00] converting the format to a PDF which can be read on all kinds of different devices.



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Then someone buys it from you whether it's through ClickBank or through your own website or a different type of platform and then you deliver the digital download to them.

That's a really common format and a lot of people still use that but other types of digital downloads are video files or audio files. In some cases, even a piece of software, if you're kind of more advanced and know how to develop software.

Then another format that's actually becoming more common as people are getting more used to video is actually providing access to streaming video. So that might be through a membership site platform where people, when they buy from you, you just give them a username and password to log in. Then they can access your product and watch the streaming videos or download ebooks or PDFs that go along with the product.

So there are a lot of different types of digital downloads and deliveries but those are the ones that you see the most common.

Scott Fox: Yes. Well, that's a great overview. Thank you. So the idea is then you're really a content creator, an information provider of one format or another. It all comes down to some sort of file that you upload on to the web and then you put a shopping cart in front of it and they pay you for access, either a download or like you said, the access to something ongoing or sometimes isn't even – maybe like a series of emails or something like that.

Beau: Yes, absolutely, absolutely. There are all kinds of different formats and delivery methods and yes, I have seen people where they maybe sell a six-week course and you get an email each week with a new part of the course. So yes, email is one way to do it.

I even know some people – as part of a package in a product or even sometimes a standalone. It might be six weeks of coaching for example on business coaching or something like that and what you get is you get the ability to call in to a conference or to a particular phone number and you do one call a week like that. So, that's one of the cool things about the way that – all the different ways that you can deliver products online that you're not very limited in what your options are. So whether you're super tech savvy or not, there's probably a way that almost anybody can do it.

Scott Fox: So I guess the big distinction is that it's not physical. That's really what we're talking about here is this is not a pair of shoes or a bag of dog food or a bottle of shampoo or a car part. This is all stuff that is kind of information I guess, that you can package into something



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that can be – well, in the old days, you might have just emailed it to somebody but now, there are these more sophisticated sort of downloads and access tools. That's really the bottom line. It's not a physical thing. Is that a fair summary?

Beau: Yes, absolutely. I call it information product marketing most of the time where you're creating a product based on what you know or to satisfy a certain need or problem that people have. Then you just kind of deliver that knowledge or deliver that solution to them. Some people like to start out with a digital version of their product and then eventually publish a physical version of it but even that, it typically operates on a more sort of publish-on-demand type thing rather than the traditional publishing model where you had to get 100,000 copies of your book out there or something like that. So it's really cool because it gives people a lot of flexibility and they don't have a lot of overhead. Even fulfilling it is really inexpensive so the digital piece is definitely key to that.

Scott Fox: Great. Well, let's come back to that in a second but you touched on something there that I want to get out in the open here sooner than later. You said people could do things based on things that they were interested in or maybe they have expertise in. Can you give us some examples of the kinds of products that you see selling online that people are making money with this concept of selling information productions?

Beau: Yes. I mean it's such a broad range of topics that it's almost infinite. We have hundreds of different product categories but I've seen things all the way from an ebook on how to attract more hummingbirds if you're a gardener, products on how to train your dog, how to train your kids, how to **[0:15:00]** fix your car, how to train for a marathon.

So that's one of the cool things and I actually wrote a blog post on our blog a couple of years ago that was called *You're an Expert*. Basically the point was that everyone is an expert at something. Even if you don't think you are, you probably are and you just take it for granted because it's what you do everyday. Whether it's what your job is, if you're an accountant and you can teach people how to do accounting for non-profits or how to market a particular type of product or how to network with people or if it's a hobby like gardening or snowboarding or anything like that.

You can almost certainly turn it into a product by thinking about what would other people want to know about the subject that were just getting into it or what challenges did I



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overcome while I was learning this that I could help other people shortcut and get past quickly?

Scott Fox: Right. That makes a lot of sense. You're serving needs there to – a lot in the how-to category it sounds like.

Beau: Yes. I mean how-to definitely lends itself to this because of the way that people find the products which is nowadays, it's going on Google and searching for it. I don't know. These aren't the types of products that people would typically go and kind of look in the Yellow Pages for. It's ones where they're definitely going to be researching it online and that's the other nice piece about digital products is that typically you can fulfill them immediately and without having to manually do much to fulfill it.

So somebody can be online in the middle of the night looking for an answer for something or on the weekend and go ahead and see it there and see that they can buy it and have immediate access. So it's really nice because it lets you solve people's problems right then rather than them having to go and visit stores or go see an expert and pay them money to get their question answered or that kind of thing.

Scott Fox: Right. That makes a lot of sense and the niche angle there I think is really interesting because it seems to me like well, you don't need to go – I don't know. I'm trying to think about the opposite example but something that's really available everywhere. Like I guess maybe the front page news from the *Wall Street Journal* every morning. That's kind of covered. You know where to go get that.

What you're suggesting is that a lot of this success for information product selling is for things that you wouldn't know where to go. So you can't go over to Target or Walmart and buy it. There's isn't a book because you really are interested in breeding Australian parakeets or something obscure.

Beau: Yes, totally.

Scott Fox: So it's a kind of a ask Google and the answer is this kind of product. That's where you see a lot of the success in these niches.

Beau: Yes, it's a huge source for it. I mean there are other ways that people can find these products like through social media. Some people do actually place regular kind of banner



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advertising or maybe advertising on Facebook but a lot of the way that people hear about these products and discover them is through the search engines.

You're absolutely right on that niche point. I think that's a really important thing to focus on because a lot of people, if they want to make money or be an entrepreneur and do their own thing, they think, "Oh, I've got to find this kind of massive market and make a lot of money and have a lot of potential customers."

The nice thing about the digital and information product model is that you don't necessarily need all that many people buying from you all the time because your overhead is really low and if you can even just get kind of a small market, you can make a nice income off of that.

The other cool piece too is that you can get customers from around the world. So unlike if you're going to set up a brick and mortar shop. You can have people buying from you in Australia in the middle of the night and it doesn't really matter at all. It all functions the same so that's a really cool aspect of it.

Scott Fox: Right. So let's talk about that sort of stuff. I mean you hit it a little bit a couple of times now. What are the reasons a person would want to do this? I'm an entrepreneur. I'm looking at maybe a couple of different business opportunities.

Let's say I'm an accountant and I'm going to go start another accounting firm. Quit my job at the firm and go start on my own or maybe I'm going to buy a franchise and want to be a doughnut shop king or a dry cleaner franchise or you're looking at online. Maybe setting up ecommerce where you're going to – the fulfillment of – I don't know. Your grandma makes jam, the best jam in the world so you're going to sell that online or **[0:20:00]** you're looking at information products which is what we're talking about today.

What are the benefits of the information products approach that a new entrepreneur would want to factor into their startup equation?

Beau: I would say that the number one benefit and the thing that – in talking to people both – people just starting out and people who are already extremely successful is the aspect of freedom. It's such a key thing in today's world where the job world is pretty uncertain and even if you feel secure, you may not be as well as just being told where you have to be and when you have to be there every single day. Not being able to take time off and do



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the things you want to do or go out in the middle of the day when it's a nice day like it is today here.

So, some of the entrepreneurs that I know that are in the information product space, it's not necessarily a thing where they're working 10 minutes a day and getting rich. I mean some of them work really hard but they just get to work on their own terms. They work from a coffee shop or they work from 10:00 PM to 2:00 AM and then sleep in the next day or it's really just being able to make your own choices, design your own lifestyle and not have to work for the man, I guess, or even just be – in your other example, it was setting up a shop. Not having to be open Monday through Friday during regular business hours because that's when your customers are there.

I mean online, you can access your customers 24 hours a day so you don't have to physically be anywhere for your business to be able to happen and that's really cool.

Scott Fox: Well, you're singing the Click Millionaires song there. We just after all that – we're clearly soul mates and everybody ...

Beau: Perfect.

Scott Fox: ... in this podcast gets that. Yes, I agree with everything you just said and even more basically – well, the freedom thing is just huge. I mean being able to live as you want to live. You live in a beautiful place in Colorado. I'm in Southern California and I make my money doing this stuff and it's just amazing to make your money this way as opposed to, like you said, working for the man. **[0:22:19] [Indiscernible]** I know most of my listeners have too. So then the other side also, just to elaborate a little and chime in if you want; but I just was hit quickly on costs.

The other big difference I see is if you're running a store, you've got to lease a space and you get insurance and lighting and electricity and parking and furniture and advertising, like all that stuff. Doesn't all that stuff kind of fade away when you do information marketing?

Beau: Yes. You're absolutely right. That's a really good point and I'm glad you brought that up because it is amazingly inexpensive to get started especially now. I mean even five years ago, to get a website designed was expensive and web hosting and some of the technology platforms could be kind of expensive.



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Today, I mean it's just kind of silly how inexpensive it is. You could really get started probably for under \$100 to have a website, web hosting, a domain name, have your product up and available for sale and actually be able to take and fulfill orders. You could probably get to that point within a week or so.

It's just amazing how quick, easy and inexpensive it is and another aspect of it that I really like that ties into sort of the freedom and the cost is that you get to kind of scale your business and spend money on it, to some extent how you want to. What I mean by that or an example is I know a lot of people that are still a one-man show or a one-woman show that are doing six figures in sales a year and they don't have any employees and they don't want to have any employees.

I know other people that hire virtual assistants and they only need the person for four hours a week and so they just hire out as much time as they need. So really it's kind of up to you to grow the business and scale the business as much as you need to, to fit that lifestyle that you want to live. I think that's really unusual to not have to hire employees, that sort of thing.

Scott Fox: Great point. There's that word again, lifestyle.

Beau: Yes.

Scott Fox: The lifestyle design aspect. Your boss doesn't say, "Here are the goals for the quarter. Get out there and do them or else." It's up to you. You can say, "Well no, this quarter, my cousin is getting married so I'm going to take two weeks off," and go do that or I'm going to go – my aunt is sick so I'm going to go over there and visit her, that sort of stuff. That sounds pretty good.

Beau: Yes. I mean I know [0:25:00] guys that have told me, "I could easily be doing double in sales what I am right now but I would have to work an extra 10 hours a week and I don't really want to do that," or "I want to go and live in the south of France for half the year and so it changes how I operate but that's what I want to be doing. So I've kind of built the business to support that and that has been my decision."

I just think that it's so unusual to be able to make that call yourself and to be able to make those choices and live the way you want to. So I love hearing those stories.



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Scott Fox: Yes, that's inspiring stuff definitely for anybody who has got a heartbeat. It has got to speak to you pretty loudly about running your own show on your own schedule and making money and again, not everybody is getting rich but you certainly got people making six figures. Well, let's talk about that. I know people are going to want to know.

Beau: Sure.

Scott Fox: I know it's hard to generalize. What are the typical products that you see selling on ClickBank? What do they charge and then how much of that is profit and how much of these folks end up earning?

Beau: Yes, it varies pretty widely, I will say that, but our average product is somewhere in the \$30 to \$40 range. That even includes ebooks. That's one of the cool things too I think with information products as compared to traditional books or CDs or DVDs or that kind of thing is there are ebooks that I've seen that are maybe 100 pages long and people can charge \$40 or \$50 for them.

The customers are absolutely happy because it solves their problem or teaches them what they need to know. It's not a lot of fluff and really when that product creator demonstrates that the value is there, people are willing to pay it.

So a lot of people that think about getting into the information product industry, they're used to looking at traditional books or traditional DVDs and they're all kind of in the \$20 to \$30 range. They think, "Well, I couldn't sell for any more than that. Why wouldn't someone just buy a regular book?"

But that's just not the case because they're discovering it online and as long as it speaks to their needs, you would be amazed at how much people are willing to spend that extra money to get exactly what they're looking for.

Scott Fox: That's a great point. Exactly what they're looking for, solving niche problems that again you couldn't find the solution for at Walmart. Paying for exactly what they need. That makes sense. I mean I pay more for that all the time and we all do. We just don't think about it. You order a pizza and you pay a little extra for the pepperoni and all the mushrooms or whatever.

Beau: Right, yes.



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Scott Fox: This applies throughout our lives and it's a great point about the prices because I think a lot of people would objectively look at this and kind of say, who would pay – just like you said, who would pay 40 bucks for a shorter book than – I could buy a longer book for half the price. Yes, but that's not the book you need.

Beau: Yes, exactly. You think about that customer. I'll use dog training as an example and it's kind of a popular example in the information product space. You think of that person who has gotten a new puppy and that puppy has been chewing up everything in their house and peeing in the house and digging around for the past week. They're about to lose their minds and they go online. They search for "how do I get my Australian shepherd to stop chewing on things" and they end up coming across this book in this website that basically says I'll teach you exactly how to get your Australian shepherd to stop digging or how to get your puppy to stop digging in the next hour.

You think a person, midnight on a Saturday night, is going to be willing to spend \$10 extra to get their dog to quit eating everything in their house? Absolutely. They don't want to wait until the next day. They just want to get their problems solved right then and so yes, they're more than happy to spend that extra money. Then if they get the product and it does do what they want, then they're more than happy to pay that money.

Scott Fox: Yes ...

Beau: Yes. Once you change your mindset of sort of what you're – how you're selling to your customer, it definitely makes it easier to charge at those prices.

Scott Fox: Yes, and that translates into more money for you because my costs are pretty minimal here. We've got a website. It is a one-time listing fee if you do it through ClickBank, I think. Fifty bucks or something like that.

Beau: Yes.

Scott Fox: After that, it's pretty much profit because you've already written the book and it's some cost. If you sell one of those or you sell a thousand, it doesn't cost you anymore so after that, it's looking pretty good. It's the marketing. Of course marketing is a big variable there but if you can do some marketing and attract some sales, the profit margins are pretty high. [0:30:00] So Beau ...



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Beau: Yes. Sorry. Yes. I was just going to say yes, absolutely and that is the nice thing about the information product model and the ClickBank model too is that it's really just you – once you pay that initial setup fee, you only spend any more money when you make a sale and the things that you're spending money on is basically just the payment processing fee.

Then one thing with ClickBank, and you may want to get into it later so I'll just touch on it real briefly, is paying out affiliates who are basically doing marketing on your behalf in exchange for a commission.

Scott Fox: Yes, that's right.

Beau: So you're only paying them if you're making a sale and so yes, every sale you make, you just make pure profit off of it and you don't really have to do – you can choose to not do any of the marketing yourself if you want. You can just let affiliates do it for you.

Scott Fox: Right.

Beau: Yes, it is great to just be able to sit back and profit and collect those checks once you've written the book and set up the website.

Scott Fox: Yes. Well, and then for me, I don't even get checks from you guys. I just direct deposit into my account. It's beautiful.

Beau: Yes, the deposit would be even better.

Scott Fox: Yes, yes. OK. Before we run out of time, let's talk about ClickBank itself. Now, you're the Client Knowledge Guru. For anybody who's tuning in late, this is Beau from ClickBank and he carries the official title of Client Knowledge Guru.

So, tell folks just – let's give them some metrics. I know people like numbers. How many merchants or information product providers do you have in the marketplace? How many products, how much money has been paid out, that kind of stuff to like get people to understand the scale of this, the importance that it offers to them.

Beau: Yes. I think people will be pretty shocked when they hear especially about the amount that we've paid out to clients. I believe it's somewhere in the range of 15,000 to 20,000 product vendors. That's just what we call the people who actually create, sell and deliver the information products or software, basically any kind of digital goods like that.



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Among those, I think we have about 50,000 actual products that are for sale in our marketplace right now. Then on top of that, we have over 100,000 active affiliates which are the people that I mentioned that are basically sort of the frontline internet marketers where they're the people that know how to get traffic to your product or place advertisements to send visitors to your product. So they're kind of the ones that are doing the real active marketing.

We have over 100,000 active affiliates that promote those products and we define active as people who've actually made a sale recently. So those are people that are successfully driving sales for these products. As far as payouts, we've been around for about 13 years now and we're quickly coming up on having paid out \$2 billion to our affiliates and vendors which is ...

Scott Fox: OK.

Beau: ... crazy. Yes.

Scott Fox: Now everybody is listening and we should have done that at the top of the show.

Beau: Yes, definitely. I know. It's pretty eye-catching, yes.

Scott Fox: That's great stuff. So that's the proof in the pudding, folks and ClickBank is not the only player that does this but they're probably the biggest – well, one of the biggest but certainly the biggest that also includes this affiliate network that Beau was talking about. That means that if you upload your product to ClickBank, it doesn't just sit there by itself necessarily. I mean it might but if it's a good product, they can actually make money.

There are 100,000 semi-professional internet marketers who are part of their affiliate network who look regularly at ClickBank and say, "Is there something here I could promote to my audience?" and they pick out this stuff and they fill it for you. So that's a huge benefit and it's why I've worked up with ClickBank for years because you can put something up there and like you said, other people market it. It's a great one-two punch and the costs are minimal.

You do need to incentivize those affiliates. It's not free but again, they only get paid if they make a sale so it's a pretty good win-win situation especially if you're building a product that might be an upsell to something else anyway. You can actually give away almost all of the initial sale price in the hopes that they buy something else from you further up your



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sales ladder and that can be a very nice sales ladder and sales funnel for anybody that's listening.

So Beau, before we run out of time, this has been great. I think this is going to open some eyes. What do you think the future looks like? Do you think information products – is there still opportunity here or is it too late for somebody who's listening to this and saying, "Yes. Well, they've been around 13 years. This must be over. This is another boat that I missed. I'm pissed off. I'm listening to this Click Millionaires Show and I'm always behind the curve." Is it too late or are there opportunities for newcomers still?

Beau: Oh, [0:35:00] there are absolutely opportunities. I mean it's kind of amazing. We've grown and our sales have grown really steadily every year for 13 years and it's absolutely not too late. I'll give you a real specific example. One of our absolute top product creators and sellers, I mean he makes over seven figures a year. He just got started two years ago, had never sold anything online before and he and his partner went into the health and fitness niche.

They sell a diet program where they basically just – it's a diet and exercise. That's another funny thing. I mean that's exactly the kind of thing that you see on TV or in bookstores all the time so it's a super competitive niche. There are thousands of products out there and just by really focusing and doing a good job of making sure that their product met people's needs. They treated their affiliates well and they were always working to improve their sales process.

They went literally from zero to seven figures in two years.

Scott Fox: Very nice.

Beau: So it's absolutely not too late and the longer you wait, the more competitive it gets. It's always a good time to start rather than waiting longer. People always have issues that they need help with and it's getting easier and easier to find them online and so this is the best time it has ever been to take advantage of it.

Like I mentioned earlier, with the technology being cheaper and easier to use than it ever has been, to be able to participate in ecommerce, this is really an ideal time to get started.

Scott Fox: There you go. Well, there's that Click Millionaire's game plan, I guess we could call that, folks. Very inspiring and good details there. Thank you, Beau. Thanks for joining us.



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I think that that's going to open a lot of eyes and introduce people who – even people who may have been buying things online might not have realized that this opportunity was available to them because it's really quite easy to get started. ClickBank can help you do that and of course we can over at ClickMillionaires.com too.

So Beau, thank you very much for being with me. I look forward to hearing more about the adventures of ClickBank and we'll be sending some customers your way real soon, I think.

Beau: All right. Great. Thanks a lot for having me, Scott. I appreciate it.

Scott Fox: So what do you think about information product sales online now? Digital downloads sounded pretty good, right? Two billion dollars in payouts to their partners over the last 13 years.

That's what ClickBank has been doing and of course they're not the only game in town. There are lots and lots and lots of people out there selling digital products but it's not too late for you. Like **Beau** said, always a good time to start. So let's review. Some of the success factors that he pointed out, I think, was a helpful discussion but let's summarize.

Serve needs. Of course that's a fundamental opportunity in the challenge for any new business. You need to serve a need. You're not just out there blowing your own horn or just serving your own needs of trying to make money. You need to look for problems that people have in their lives and try to help them solve those problems.

Like he said, what obstacles did you overcome? Factor that into your product development and you're going to have a lot better sales. People are looking for solutions and these sorts of products, these niche products of information can help people solve their problems and digital file sales are a great way to do that.

Those niches, like we said, these are not big products usually although we had an example. Some guys in the diet space, seven figures in two years. That's pretty impressive but you don't need to be a rock star to do this.

You can make money on the side part-time. Even with small niches, things that you wouldn't find in the Yellow Pages, your personal hobbies or interests. That little trick or technique you worked out to make your own life better, that problem you've overcome, that problem you helped your family fix. Those sorts of problems are the things that other



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people are looking for and with the connectivity of the web, Google can tie all those wannabe problem-solvers together and point them at your product.

My point is, it's more important to help people specifically than generally. So solving problems in a niche is a great way to get going and the benefits of the digital download sales approach, well, it's amazingly inexpensive to get started like we talked about. You can literally write up a document in Microsoft Word and that can be it. That can be a product.

So you need to be a decent writer or you can sing a song and record it and that's an MP3 file you could sell. You could dance around on a video or have your kids dance around, something cute. **[0:40:00]** That can be a product.

Obviously you're going to have to put a little more into it than just those simple examples but you don't need to get hung up on the costs, first. You don't need to get hung up on the production too much, second; and it only gets better because there's a worldwide reach once you put this stuff out on the web, 24/7 access.

The dream that I mentioned at the top of the show about making money while you sleep. Immediate delivery, well this really gratifies people. This is one of the big differentiators that people underestimate. It's what I call the convenience principle. People want information and products how they want it, when they want it.

If you can give what they want when they want it, in the format that they want it, well price isn't a big deal anymore. The price point doesn't matter so much. I've got a specific problem and it's like you said. It's midnight. What am I going to do? Oh my gosh, here's a specific answer to my specific problem. What? I can get it right now? Sold.

The other thing I like about digital download sales and this whole information product marketing, it can really be a creative outlet and this is where we get into the Click Millionaires side of things, the lifestyle design section. It can be fun. You can build products around your own interests. So it doesn't just have to be your problems. Of course that's a good place to start but it can also be the things that you enjoy doing.

So it wasn't just how you cured your dandruff but it's like hey, how to be a better guitar player because you like to play the guitar or hey, here's a trick that I figured out that means when I go scuba diving, I can stay under water longer and take better photographs.



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Oh, that's interesting. I'm a scuba diver. I would be into that, that kind of thing. Use interests of your own. You can mine your own background. That's the Click Millionaires approach as you know.

The other thing, number one aspect that he named immediately. It sounded like I coached him, I know, but I didn't. The first thing out of his mouth when I asked him, freedom. The freedom. That's why people do it and that's what they get out of it. That's why they sell these information products because they can do it on their own terms.

Now some of them work really hard. I mean if you're going to make money anywhere, you've got to work hard. This is not a magic bullet but they do it on their own terms, design their own lifestyles. I mean you heard him say. Some guys have told him they could easily double what they're making but they don't want to work that hard. Well, that's a good problem to have, isn't it? A good problem to have.

Six figures a year with no employees, you can grow a business as you like. You can work your way up from nothing to something with information products. Perhaps better than almost any other angle I can recommend to you but that's what we do here on the Click Millionaires Show.

We talk about these opportunities and let you sort it out and if you would like more specifics about how to do this stuff, well come on over to ClickMillionaires.com. We talk about it all the time and the answer is different for everybody and that's where the personalization problem solving comes in at ClickMillionaires.com. Come join me.

I'll just wrap up with the last couple of words there from Beau. It's always a good time to start. People always have problems and issues they need help with. That's not going away. The internet is not new anymore but people always got problems and if you can come up with solutions, you could build a business. This is the best time ever to participate in ecommerce. Why? Because it's better than tomorrow and you missed last year. Let's go.

So thanks for tuning in to the Click Millionaires Show. I'm Scott Fox from ClickMillionaires.com. Thanks to my guest Beau Blackwell from ClickBank and I hope to see you again on a show real soon.



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Please do send us an email at Radio@ScottFox.com. Let me know what else you would like to hear, what you agree with, what I missed and what you think I should change and update for our next show.

Thanks very much for listening. Come on over to ClickMillionaires.com anytime and say hi. Please tell your friends about the show if you've enjoyed it as well.

Let's get out there. Let's make it happen! [0:43:56]



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