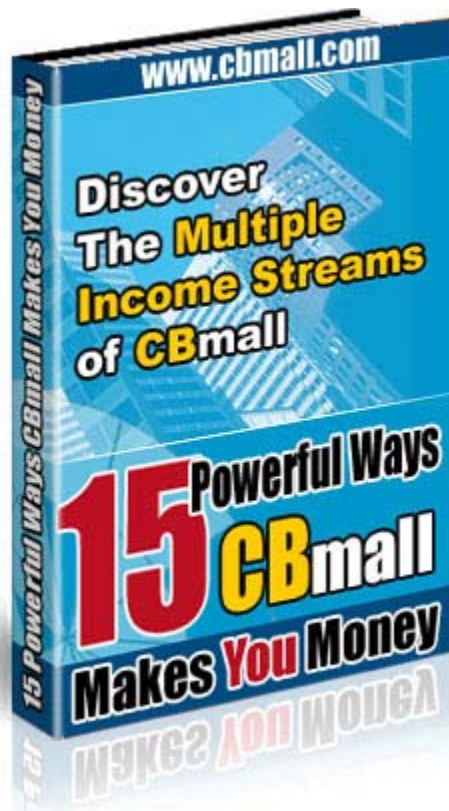


15 Powerful Ways CBmall Makes You Money



By Jeff Mulligan

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Lesson One – CBmall Introduction & Commissions

Welcome to Lesson One of your eCourse on 10 Powerful Ways CBmall Makes You Money Online.

First of all, why is there a course on this? What's so different about CBmall that it requires an entire course? Don't people usually just put up a sales page to explain their product?

Good questions. And of course, there is a [detailed info page for CBmall](#). If you really want to skip ahead, just click on the link.

The reason for the course is this: There really hasn't been a product or program that has so many ways to earn money.

The reality is, most eBooks or software programs or services have one or maybe two ways to earn you money.

Typically, you sell the product, and that's it. Now don't get me wrong. It could be a great product or service. But you sell it and you are done and on to selling the next customer.

Some web sites have a monthly component that will pay you residual income. And that's great. But even with that, you either sell it to your visitors or not.

Why CBmall is Different

Let's take a look at the big picture of what CBmall is and how it works to earn you money.

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 40,000 products use ClickBank to accept credit card payments and pay affiliate commissions.

Over 400,000 people have signed up to become ClickBank affiliates. It's free and easy. You can do it by visiting <http://www.ClickBank.com>

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.

So let's say you send someone to a merchant's web site. And that person buys an eBook from them for \$47. Well, you would 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.

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.

But here's the beautiful part. When you become a CBmall owner, you are given

an 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 product in the mall, automatically.

So by promoting one simple URL, you have a chance to make money from 1,997 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. 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.

Lesson Two – Affiliate Resources to Help Your Marketing

In the first lesson, we learned the basics of how CBmall works. 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 just those 1,997. Why not offer them all?

Well, it's simple really. There's 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 1,997 products available, you can be pretty sure the shopper can find one that fits his 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 a bunch of ways CBmall makes you money. But the key to it all 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.

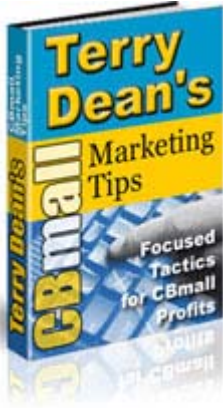
First, you can buy a CBmall that comes with free, targeted traffic. There are a few options for this, and you can [get the current info here](#).

Another important feature of CBmall is the affiliate resources section.

Here, you will find pages of information on how to market your CBmall.

Terry Dean's CBmall Marketing Tips

The most valuable of these 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 21,000 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.

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.

Personal Marketing Assistance

You'll find something else that is truly unusual with CBmall. An actual human to help you with ideas and strategies. Yup. That's me. You see, I think it's important to be available for my customers. So you'll find something in the CBmall affiliate site that you won't find on most other sites out there: A phone number. My phone number. You can use it to ask me any questions about marketing your CBmall.

"I've been waiting for some time for the right product to fill a gap in my ClickBank site. CBmall is easily superior to it's rivals - who could also take a lesson from you in providing support. Thanks !"

Harvey Segal

The Complete Guide to ClickBank

=====
"Thanks Jeff for all your wonderful support at the CBmall. I think it is really awesome the way you keep upgrading and offering us new ways and ideas to promote our Mall. This a fantastic opportunity for anyone wanting to create multiple streams of income on the internet."

Laurie Meade

Tacoma, WA

=====
"The customer service and business support is the best I have ever seen in 5 years. Take my word and open your storefront today!!! Jeff Mulligan is a real person just like the rest of us...."

James Holland

Culver City, California

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"Jeff Mulligan keeps working hard for his CBmall owners. Every time I turn around he adds some new twist that is designed to make CBmall owners more money. Keep up the great work, Jeff!"

Jeff Johnson

Profitable Results Marketing, LLC

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"One of the things that always concerns me very much is the support that you receive after you enter into a partnership or venture with someone. Since getting my CBmall Storefront, I can tell you that the support is tops. This is one man that is interested in his partners making money. Many thanks Jeff"

Bill Reed

Florence, MS

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.

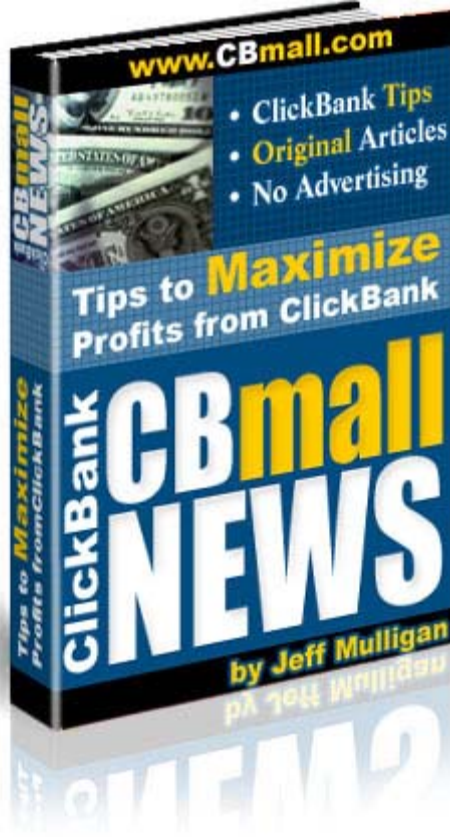
OK, we have a newsletter. Big deal, so doesn't everyone else. Ahhh, but this one is different. You see, the CBmall Newsletter is more like your newsletter than mine.

Let me explain...

When you get a CBmall, you get a URL to promote. It's something like this:

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

YourID is actually your ClickBank ID or nickname that you give yourself when you sign up for free at the ClickBank site.



Whenever you send someone to the mall, you use that ID and our database recognizes it and appends it onto every product link. (I know, I already explained this, but stay with me for another minute)

The database ALSO picks up your ID whenever a visitor of yours signs up for the newsletter. The form asks them for their first name, last name and email address. But behind the scenes, it is also grabbing your ID and storing that in the database alongside the email information.

So now CBmall News knows and keeps track of every subscriber you refer.

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 **months** 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 promoting in eZines, I might have this link:

<http://www.cbmall.com/marketing/4.asp?storefront=YourID>

[You can visit this page for real here.](#)

That is a page on the mall that is full of great eZine products like submission software, directories, manuals and more....some of the best-selling eZine products on all of ClickBank.

The key thing is that YOUR ClickBank ID is put into every issue that your subscribers get. 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.

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. You 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.

Drive Subscribers from Your Site or Newsletter

Here's a super-effective idea that mall owners are using with this system. Many owners are running the CBmall News subscriber form as a pop-up from their own

site. By doing this, they generate far more subscribers. And they get the benefit of months of follow-up without doing any of the work.

Here's the address to use: (you would put your own ClickBank ID on the end)

<http://www.CBmall.com/subscribe.asp?storefront=YourID>

[You can subscribe for real here.](#) It's a good place to keep up to date on ClickBank and their products and programs.

Others simply put a link to the form on a web page or mention it in their newsletter. Spend a few minutes doing that, and you have a continuous stream of new subscribers who are cultivated for months.

This is a POWERFUL revenue generation system. It is true AutoPilot income.

And it's waiting for you at CBmall.

Lesson Four – CBmall Supports Multiple Affiliate Programs

CBmall now 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:

- Terry Dean's Netbreakthroughs
- Corey Rudl's Internet Marketing Center
- Ken Evoy's 5 Pillar Program
- Bryan Winter's PushButtonPublishing (web hosting)
- Kirt Christensen's Buying Web Businesses
- Success Future International (formerly SFI)
- NitroMarketing
- ...others can easily be added in the future!

How It Works - Automatically

Your shoppers reach CBmall through your personal links, which I provide. 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.

Realize that there is no charge to become an affiliate of any of these 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, in a pop-up, 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 all the rest of the work is done for you.

For example, you send someone to the mall and they see a banner ad for a Nitro Marketing product.

The Amazing Secret of How To Add 100,000
Opt-In Subscribers in Under 1 Week. [Details...](#)

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

You get the commission!

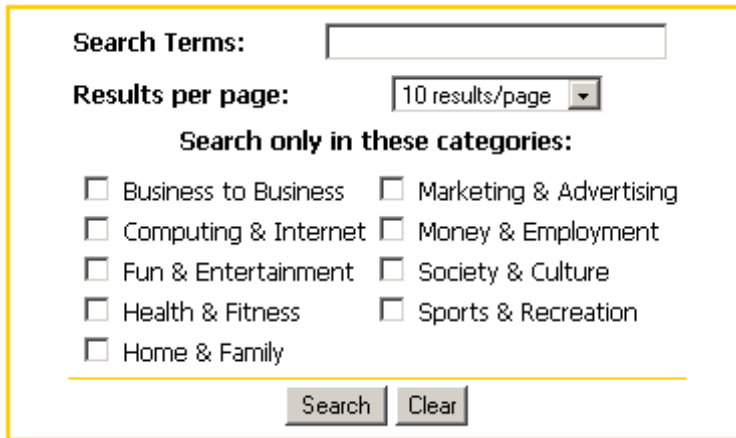
In this case, **you would earn \$100** if someone bought this product from NitroMarketing..

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 a list of categories, each preceded by an unchecked checkbox:
 - Business to Business
 - Marketing & Advertising
 - Computing & Internet
 - Money & Employment
 - Fun & Entertainment
 - Society & Culture
 - Health & Fitness
 - Sports & Recreation
 - Home & Family
- Search and Clear buttons:** Two buttons located at the bottom of the form.

Today we're going to talk about the CBmall Search Engine.

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 found listed within the mall.

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 30 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 in 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:



The image shows a simple search engine interface. It consists of a rectangular text input field on the left, followed by a button labeled "Search" on the right. The button has a slight 3D effect with a shadow.

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.

Hi Jeff:

I just wanted to say thanks a million for my CBmall. I have looked at several programmes 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

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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 7-Day eCourse on Building Web Profits

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 you want one for yourself.

So, how else can CBmall make you money?

How about offering a course from one of the true internet marketing gurus on the net? I'm talking about Jimmy D. Brown.

Jimmy put together a 7-day eCourse on Building Web Profits. It is extremely popular. And, it is full of excellent ideas on how to increase the profits of any web business.



In just a few minutes -- **without spending a penny** ---
you can be receiving your first lesson of the powerful
7-Day eCourse...

*"The Scientific, Mathematic,
This-Is-What-Einstein-Would-Have-Done Approach
To Earning Monthly Income On The Web!"*

**35 Pages of Rock-Solid Information
written by Jimmy D. Brown!**

In fact, I use a lot of Jimmy's ideas myself. For example, this eBook you are reading is inspired by Jimmy's work. I can tell you it is DEADLY effective :) (I mean, honestly, aren't you thinking that CBmall looks pretty good right now?) If you haven't already seen it, you can [sign up for the course here](#) to see what I'm talking about:

Anyway, visitors to CBmall can subscribe to Jimmy's course. When they do, the subscription form captures your ClickBank ID - just like the CBmall News subscription form does.

Every issue of the 7-day course mentions a Jimmy D. Brown product that can help someone make more money on the web.

He isn't obnoxious about it. But he isn't shy about it either. In fact one of his products, Super Affiliate Strategies, sells a TON of copies from this course. It should, it's a great book that has personally made me a LOT of extra money by implementing some of the ideas I found there.

[You can check out Super Affiliate Strategies here.](#)

7 More Chances to Make You More Money

As I was saying, every issue of this 7-day course links to products that can make you commissions. So if a subscriber reading the course buys Super Affiliate Strategies, expect to add roughly another ten bucks to your ClickBank check total.

Again, like almost everything else with CBmall, you don't have to do any extra work.

Some people you send to CBmall will subscribe, and some of them will buy a product they see in the course. It's that simple.

This course is another effortless income stream that you can enjoy with CBmall.

Look at the Long Term

Time for a bit of a sermon here. Too many web opportunities promise instant riches. Well, we all know that these are scams. There is very little "instant money" to be made unless you already have a responsive list of 20,000 people you have been cultivating for years. Believe me, that is not "instant".

Let me suggest that you start looking at this from a long term point of view.

Imagine how your CBmall will be working after a year. You will have a nice formula for driving traffic that you are comfortable with.

Maybe you like to run ads. Maybe you are good with search engines. Or you mention CBmall in your own eZine or on your own web site.

You have a nice stream of traffic you are sending to the mall. Some of these people subscribe to CBmall news and enter the personalized autoresponder series where they are followed-up for months. Others take the 7-day eCourse. Some use the search engine. Maybe you are sending people to one of the niche pages.

The big picture is that you are building multiple streams of automated income. CBmall is working for you in multiple ways.

How big will your CBmall News list be after a year?

You can really build a nice income with CBmall, and with very little effort. And a small investment.

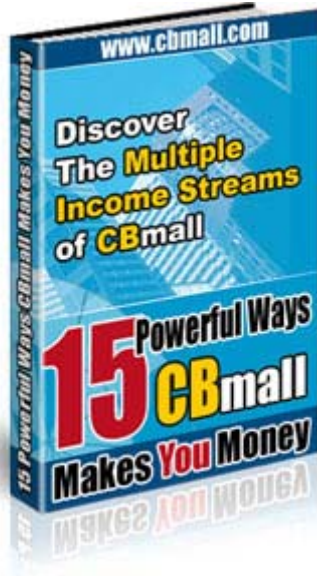
I hope you will consider it for yourself and your future.

Know Who is Behind Your Business Investment

It occurred to me that you really don't know much about me except whatever you can judge by reading these lessons. Well, I think that you should know a bit about the person behind the business you invest in. I know I like to have an understanding of the people I do business with. So here's my resume. Read it if you are interested:

<http://www.jeffmulligan.com/resume.htm>

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.

And if they buy a CBmall of their own, which the book is designed to encourage, (as I'm sure you have realized) 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 CBmall first](#).

Lesson Eight – The 15-Day eCourse that Sells CBmall for YOU

Here's another viral way CBmall can make you money.

But first, I have a question for you. Are you learning something from this eBook you've been reading?

Are you getting a good grasp of how powerful CBmall is?

How, for the same price that many people charge for an eBook, you can have a powerful, revenue generation engine that has 15 cylinders to provide cash for you?

Think about that for a minute. Instead of reading about how someone else made money, ***you can be doing it with CBmall.***

I've been trying my best to explain all the features built into CBmall. And I REALLY appreciate your patience and interest. You've stuck it out this far.

Maybe you are looking for ideas for your own business. Maybe you are really interested in CBmall, but you want to learn all the facts before you make your decision.

I respect that. Heck, if I didn't, I wouldn't have spent so much time writing all this.

You see, some people make decisions quickly, and some like to take their time. The people who make quick decisions have already either bought their own CBmall, or they have decided it's not for them and moved on.

This entire eBook is designed for the people who like to see all the facts. People who want the complete data so they can make an informed decision.

That's a significant percentage of the population.

And by having and offering the 15-Day eCourse, you can reach these people.

Make This Email Series Work for YOU

The contents of this eBook you are reading is also available as a 15-day eCourse. Each day, a new lesson automatically goes out to the subscriber.

As you have probably guessed, this 15-day email series can be used just like the CBmall Newsletter and Jimmy D. Brown's 7-day eCourse.

All the links will be customized with your own personal ClickBank ID for every subscriber you send.

One of the great things about an email course is that your prospect sees the material for several days in a row. It begins to sink in. They will actually be looking forward for the next way CBmall makes them money. And they will be much more likely to buy a CBmall and earn you a 50% commission.

How To Use The Subscription Form

The subscription form for this eCourse is a perfect page to pop up behind one of your web pages. Or to offer in an email or newsletter. Or as a link from your own web site. You can also run ads and make it the link for people interested in your offer.

<http://www.CBmall.com/15ways.asp?storefront=YourID>

Just mention this in a few places, and let momentum take over. Some will see it. Some will subscribe. And many of those will end up making a CBmall investment through YOUR link. You will earn commissions from these people.

The more people you get to take the course, the more money you will make. It's that simple.

Terry Dean, noted Internet Marketing Guru and Coach, called CBmall, "The Perfect Second Stream of Income".

Lesson Nine – Make Money Selling CBmalls



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 of them, 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.

And many owners have made lots of money when their visitors decide to buy a CBmall for themselves.

In fact, CBmall pays a 50% commission whenever one of your visitors gets their own CBmall. That can result in commissions of up to \$44 per sale! Nothing to sneeze at.

Even if you decide to get the ultimate Gold CBmall, you can just about pay it back with two of those sales.

A Strong Sales Page Makes You Money

Have you looked at the CBmall 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 the credibility that comes from associating with a Guru like Terry Dean.

Notice all the testimonials - many of them from well-known internet marketers. Notice also that they all have full names and home towns or web sites. You could easily contact these people if you wanted to, so you know they are real quotes.

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 can 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 selling CBmall 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. 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.

Every day, CBmall owners end up selling products just because they got lucky and someone from that free traffic pool was assigned to their ClickBank ID and decided to purchase something.

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.

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.

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 1,997 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) 7-day eCourse on building web profits with your link
- 7) Viral, personalized eBook sells CBmall for you
- 8) This email course with your links embedded
- 9) Resell CBmall for 50% commission using tested sales page
- 10) Targeted traffic for Silver and Gold owners

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 that can earn you residual income. If your subscribers join one of these programs, you'll get a commission every month.

Here are some of the monthly income programs supported and the commissions they can generate for each member:

- Success Future International (SFI) (\$10/month)
- Netbreakthroughs (\$4.95/month)
- Buying Web Businesses (\$7.25/month)
- Secrets to Their Success (\$6/month)
- PushButton Publishing (\$10/month)

Imagine when you have a few people joining a few of these programs every month. This really starts to add up!

The Power of Residual Income

For example, if CBmall recruited just one member of PushButtonPublishing. and you never sold another thing, you'd end up with \$120 by the end of the year. From just one sale! Wow. Imagine making a sale or two for each of the residual products...

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:
(go ahead, I'll wait :)

[CBmall Home Page](#)

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

The Power of Deep Linking

For example, a couple of chapters ago, we talked about eZines and you can see on the home page of the mall that under the Internet Advertising category it has an eZines subcategory.

Let's say you have your own web site where you have a page talking about eZines. You can put a link directly to that page so that your readers get right to the part of the mall that interests them. Here's an example:

[CBmall eZine Page](#)

This is called deep linking, and it's an important way to let you make shopping easier for your visitors.

Another 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 that are 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, Day 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 page of the mall (except the join page).

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 served up nearly half a million pages last month alone. 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 small 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. 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 scaleable, able to handle thousands of simultaneous visitors.

Affiliate Link Security

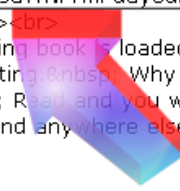
There are unscrupulous people out there who try to steal affiliate commissions. If you are in any affiliate program or have had anything to do with ClickBank, you've heard of this problem.

Frankly, I think it's exaggerated. Nonetheless, I figured that since I was rewriting 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=aG9wLmNsaWNrYmFuay5uZlZlP2NibWFsbC94ZmFjdG9yY2Jt">
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=aG9wLmNsaWNrYmFuay5uZlZlP2NibWFsbC94ZmFjdG9yY2Jt">
<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.

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.

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.

I'm not going to try to rush you with some fake deadline here. I think you're probably too smart for that. But you do have all the facts. You certainly know enough to make an informed decision.

And there isn't even any risk. Because I back up CBmall with a no-questions asked, money-back guarantee for 90 days. So if you aren't happy for any reason, just let me know and I'll send out a refund.

Frankly, with such a quality product, I have nothing to worry about. So it's an easy guarantee for me to make.

Isn't it time you added another income stream?

Wouldn't you like seeing emails telling you that you've earned a commission?

It's happening every day for people just like you, who decided to get started with their own CBmall.

Now it's your turn...

Click the link and start enjoying your own automated income stream. (15 of them!

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

[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.

CBmall Owner Testimonials

"CBmall was the early pioneer of ClickBank affiliate storefronts and, through new technical developments and marketing efforts, continues to offer great technology and value to its owners. Their search engine provides complete, accurate results of the entire ClickBank MarketPlace, and CBmall's security model works with ClickBank's to provide state of the art protection for ClickBank affiliates."

Dan Henderson
Vice President, ClickBank

- > I'm impressed
- > I've been a member under a week, and
- > I've already received a \$44 commission
- > that almost completely offset my \$47
- > investment.
- >
- > For here on in, anything else is pure profit.
- >
- > Roger Willcocks
- > Software Engineer
- > L-Space Design
- <http://www.l-space-design.com/>

Hi Jeff,

The CBmall has become a Great Income Stream. It has Paid for itself in just 4 Days, and then some. I don't think I've come across anything, before this, that has been so simple and Easy to Promote. The Mall really sells itself. On top of that, You're linked to almost 2,000 Products and Services paying 50% in most cases. Thanks for the Awesome Opportunity and double thanks for the Quick Help and Support.

Help and Support have been a real thorn in my side since coming to the Web. Not so with You and Your Site. You've been Johnny on the Spot with Answers and Advice that Works! Thanks Again!

"Success and Regards,"
Art Luff (Editor)
The Virtual Times Newsletter © 2001
Las Vegas, NV
<http://news4profit.com/>

As an affiliate, I really like ClickBank...the programs pay well and there are so many to choose from. I like consolidating my affiliate income by promoting ClickBank products. Clickbank Mall makes my job so much easier! I can send my customers there and they can find the program/s that work best for them. Since signing up with CBMall, my ClickBank commission checks have doubled! I think CBMall is a great idea.

Joanne Fritz
www.notyetretired.com

"Hi Jeff

You want the TRUTH about CBmall?

Honestly -- it's a perpetual money maker!

In fact, after testing this out for the past 29 days, I've already pocketed \$746.40 in additional cash-flow... and it took me less than 12 minutes of the easiest work I've ever done! (not kidding)

NOTE: If you're wondering, I did this all *without* mailing to my opt-in email lists. Anyone can do it!

Here's the thing... all I did was put a "dumb little" link on my web site, and a simple recommendation. That's it -- anyone really can do this and get the same or better results!

I recommend CBmall to everyone, and for good reason - it'll plain out put cash in their pockets!

Michael S.L. Bombard
Edmonton, Alberta
<http://www.MarketingBlaze.com>

P.S. 2 Month Update: I've been promoting CBmall for just over 2 months now (very passively), and my total take-home profit is up to \$1,326.96! So basically, you've paid my rent for the past two months -- thanks!! ;-)"

CBmall WOW! Try their ClickBank search engine now. It saves me precious research time and that's a value every ebusiness needs. Thanks Jeff, I love CBmall!

Gareth Baker, Company Director www.InventingDream.com

Hi Jeff,

CBmall has been a fantastic multi-purpose business tool for me.

First, I'm (finally) able to provide a really useful Clickbank search tool for my visitors. The response has been incredible and page views are climbing every day.

Next, of course, are the profits I get from selling your CBmall storefronts. Folks really seem to go for the turnkey, automated business systems built right into every CBmall. It's an easy sell, and the affiliate tools you provide take all the grunt work out of it.

And finally, I use it myself - nearly every day.

You see, for years I've been growing a MiniSite empire. And it's such a time savor to have a searchable database of products I can sell through my Clickbank account. Anytime I have a MiniSite concept, I just tap into my Clickbank search engine and pull up a truck-full of products on ANY topic - complete with my Clickbank affiliate links already generated.

Kudos for making my job as an affiliate seller easy!

Scot Dantzer
<http://dantzerdirectmedia.com>

Dear Jeff,

The CBMall is a corker! You've made it my centerpiece affiliate program because of two things you do that no one else has in the two years I've been marketing products online:

1. The best follow-up and affiliate help anywhere. Jeff, you really care about how well I do with this business.

2. You never lose sight of the fact that people can really USE CB Mall to do their shopping. It's fabulously customer friendly.

Yours truly,

Victor K. Pryles
Creative Pops/Media Blitz Consulting
<http://www.creativepops.com>
Author of "The Secret Creator Within"

Since I purchased my CB Mall, I've been busy with other projects, and have devoted very little time or effort to my mall...and I'm still making sales! You have put together a truly turnkey income opportunity here. On top of that, the selection of support tools that came with my mall are enough to make every other program I'm involved with blush! I don't know how you can afford to do this Jeff, but my hat's definitely off to you.

Thanks,
Rick Hanrahan
plain-truth-publishing.com
St. James, Missouri

I've had my storefront up about one month now and have found the CBmall storefront to be a good additional source of income. The service and support are top of the line. The setup to be very easy and the bonus materials included gave me an added kick start. This is a winner Jeff. Thanks,

Bill Evans
Macon, GA
<http://www.webbizhelp.com>

Finally a website that allows you to take advantage of all the great products and talent offered on Clickbank! Your CBmall.com affiliate storefront program is a fantastic easy-to-use program that all serious webmasters should participate in! Great Concept and Price, Jeff!

Bret Forster
Fort Worth, TX
<http://www.profitavenue.com>

I purchased my own CBmall storefront and within 2 days I made enough commission to cover the cost of what I paid for it.

I like the concept so much that I have even purchased 3 domain names, CBMall-Search.com, CB-Mall-Search.com and CBMall-ebooks.com, to market CBmall with.

CBmall is a great backend sales tool and can work with just about any kind of business.

Plus I like the fact that I can get 50% off the top selling e-books on the Net.

Barry Stein, Redmond WA
<http://www.barrysbeans.com>

I just wanted to drop you a line and say thanks for your answers to my many questions about CBmall. This is my first venture into on-line business and I guess you could tell I was more than just a little nervous. But your honest answers to my questions just made all the nervousness vanish.

What really made my day recently was receiving an email from ClickBank advising me of a sale that took place at my storefront while I was sleeping during the night. Wow! That is really cool. I hadn't even started promoting it yet. I can't wait to see what happens when I do start promoting it.

This is the best investment I have ever made and look forward to a very successful future with my CBmall storefront.

Sincerely

Dennis D. Koenemann
www.lookcbmall.com

Jeff Mulligan keeps working hard for his CBmall owners. Every time I turn around he adds some new twist that is designed to make us CBmall owners more money. Keep up the great work, Jeff!

Thanks,
Jeff Johnson
Profitable Results Marketing, LLC

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! So the CBmall is a great tool for others to use!

Diana Owen, Eureka, KS

Hi Jeff

I just wanted to say thanks a million for my CBmall. I have looked at several programmes 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

www.superbcbmall.com

I have nothing but praises for CBmall. I have been thrilled with the personal attention and support I have received from you. I highly recommend anyone even remotely considering purchasing a CBmall to go Gold. I did and am so excited about my continued relationship with Jeff and CBmall.

Frank Williams

Lake Dallas, TX

<http://www.lonestarsuccess.com>

P.S.: The resource area is worth the price of admission.

"Jeff, this is unbelievable. I've made \$500 this week ALONE, just from sending an e-mail to my opt-in list!

I've always wanted a site to give me multiple income streams, and this is it!

Mark my word, CBmall is the wave of the future!"

Michael Murray

Orlando, FL

<http://www.masterinternetmarketing.com>

With all these testimonials (and many more on the page below), a rock-solid, money-back guarantee, and 15 powerful ways CBmall makes you money, what are you waiting for?

[Join Today!](#)

Every effort has been made to accurately represent our product and it's potential. Any claims made of actual earnings or examples of actual results can be verified upon request. The testimonials and examples used are exceptional results, don't apply to the average purchaser and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee that you will earn any money.

More testimonials at:

<http://www.CBmall.com/special/testimonials.asp>