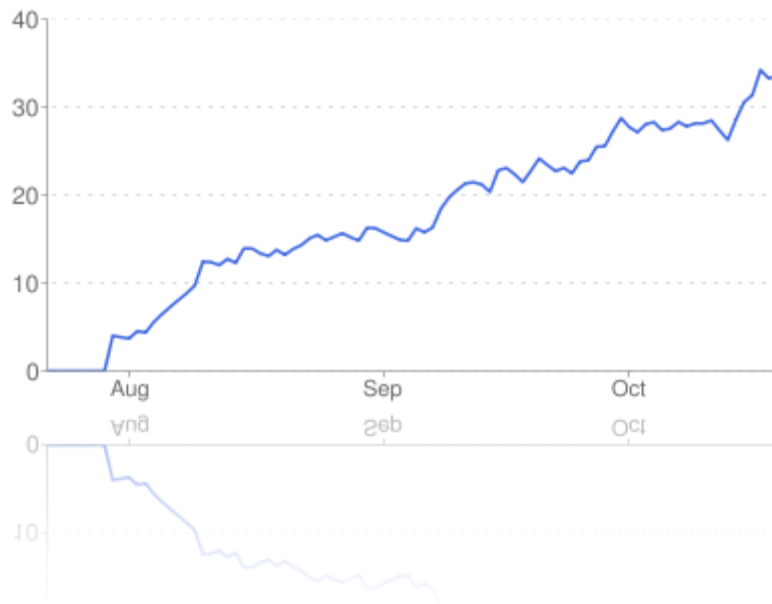




Special Report: “ClickBank **GRAVITY**”

By Sergey Korchan

“Find out how to search for ClickBank Products that are easy to promote!”



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Introduction

One of the most crucial skills that a **successful** affiliate must have is the correct choice of products to promote. If you choose a poor-selling product, then you will spend a lot of time, efforts and money on its promotion and as a result you won't receive enormous profits that you could get if you had initially chosen a well-selling product.

This report will probably be your starting point in the principles behind the right selection of profitable and easy-to-sell ClickBank products. You'll never again experience any frustrations from a bad choice of products and waste of your efforts.

ClickBank provides several sales statistics for over 10'000 vendors from their marketplace. But the most important stat that you need to analyze is ClickBank **GRAVITY**.

In this report, you will:

- know what ClickBank gravity is
- understand why it is so important
- study to correctly interpret gravity graphs and choose the best profitable and easy-to-promote ClickBank products.

A little notice: The fact is ClickBank Marketplace contains information about vendors (not their products). Usually vendors sell only one product. That's why, in this report, the expressions "ClickBank vendor" and "ClickBank product" are often used as synonyms.

What is the product selection all about?

It's enough to realize that pitch pages for certain products are written significantly better than pitch pages for others. You should promote only products that have highly-efficient selling messages.

There is a whole science of copywriting that teaches vendors to properly compose pitch pages, which hit emotional and mental triggers of visitors and transform them into willing buyers.

ClickBank gravity is the key stat that can show you how good a vendor's pitch page really works.

So, what is ClickBank gravity?

Any vendor's gravity is a sum of scores of distinct affiliates who have sold this vendor's product(s) in the last 12 weeks.

An affiliate's score can be:

- "1": if he/she sold at least one copy of the vendor's product yesterday
- "0,96": if this affiliate's last sale was the day before yesterday
- 3 days ago: $0,96^2 = 0,9216$
- 4 days ago: $0,96^3 = 0,884736$
- n days ago: $0,96^{(n-1)}$

Here is a good **example**.

Let's say only 5 affiliates promote some vendor. In the next table you can see how many sales made each affiliate during the past 84 days (12 weeks).

| | 84 days ago | ... | 5 days ago | 4 days ago | 3 days ago | 2 days ago | yesterday | Result |
|-------------|-------------|-----|------------|------------|------------|------------|-----------|---------------------|
| Affiliate 1 | | ... | | | 1 | | | 0.9216 |
| Affiliate 2 | 1 | ... | 2 | 5 | 7 | 3 | 2 | 1 |
| Affiliate 3 | | ... | | 1 | | 1 | | 0.96 |
| Affiliate 4 | | ... | 17 | | | | | 0.84934656 |
| Affiliate 5 | | ... | | 1 | 2 | | | 0.9216 |
| | | | | | | | | Sum = 4.6525 |

As you can see:

- Affiliate 1 sold only one copy 3 days ago, so he (she) adds 0.9216 to the gravity.
- Affiliate 2's last sale was yesterday so he adds 1 to the gravity (although this affiliate sells the vendor's products everyday, he can add only 1 to the result).
- Affiliate 3's last sale was 2 days ago, he adds 0.96.
- Affiliate 4's last sale was 5 days ago, he adds $0.96^{(5-1)} = 0.84934656$ (although this affiliate sold 17 copies, only the fact that his last sale was 5 days ago matters)
- And Affiliate 5's last sale was 3 days ago, so he adds 0.9216 to the gravity.

If you sum up these affiliates' scores you will get this vendor's Gravity = 4.6525.

Gravity graphs

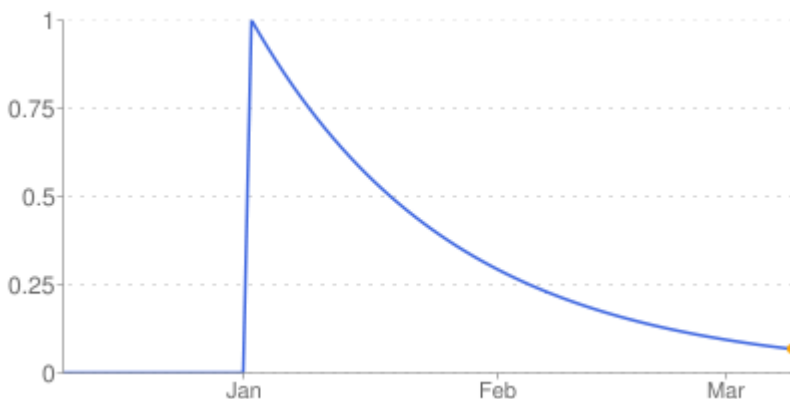
One latest value of a vendor's gravity doesn't make much sense. Of course, by this you can estimate a number of affiliates who have sold the vendor's products in the last 12 weeks. But in reality, such definition is not always proper.

What plays a role in the good affiliate products selection IS the analysis of historical changes in gravity based on gravity graphs. You can find gravity graphs for each ClickBank vendor inside the free version of [CBGraph](#) (our ClickBank analysis tool).

Let's learn to understand gravity graphs, starting with simple examples. In the first examples, graphs contain 90 days.

Low-gravity vendors

Example 1: A single sale.



On this graph, we can see that on January 1 a single affiliate made a sale. The next day gravity became equal 1 (because that affiliate added 1 to it). More one day later, gravity began to descend to 0.96 (the latest sale of the single affiliate was 2 days ago), then to 0.9216 (3 days ago), and further it decreased with every passing day.

Should you promote this product? No way! There is no historical evidence that the pitch page of this product makes sales. You might spend a lot of time and money to no purpose and get a tiny or no compensation.

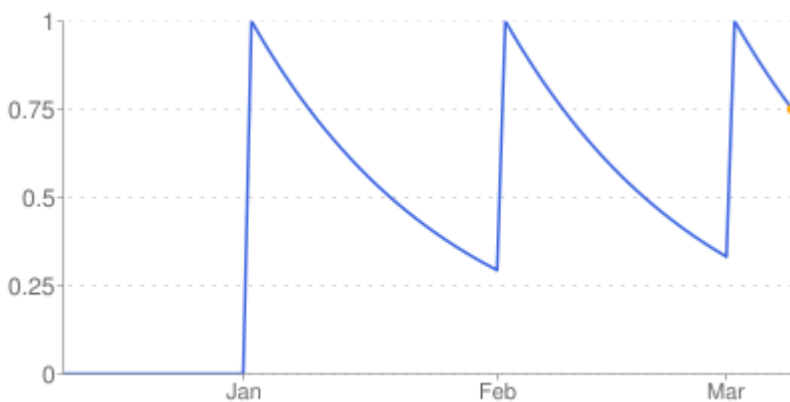
Example 2: One sale with a refund.



On this graph, on January 1 one affiliate sold (most probably) just one copy of a product. Then the gravity was decreasing as no sales occurred. And then, pay attention, the gravity rapidly had fallen from 0.588201 to 0. It means that that single sale was refunded by the customer and that single affiliate in fact didn't receive any score. So the gravity became 0.

Of course, there is no sense to promote such product at this time.

Example 3: One affiliate makes several sales.



On January 2, gravity became 1 as a day ago one affiliate sold at least one copy of a product. Then gravity starts to decrease as there were no new sales.

On February 2, gravity was increased from 0.293857 (31 days after the previous sale) to 1. It means that the same affiliate made another sale and now he/she adds 1 to the gravity.

Then several days in a row nobody sells the product. And on March 1 the same affiliate made one more sale and the gravity again became 1.

3 sales during 90 days are not enough to start promoting this vendor. But you should keep an eye on this vendor's future performance.

Example 4: Two affiliates.

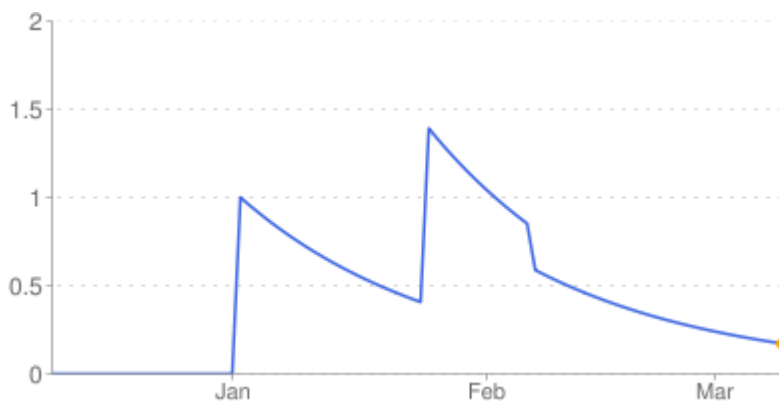


On January 2, gravity became 1 because one affiliate made a sale on January 1 (most probably he/she sold only one copy of the product). Then the graph starts to decline.

But on January 25 gravity was increased by 1 and became 1.391055. In this situation the first affiliate didn't make a new sale, as he/she adds 0.391055 (24 days after the previous sale). Another affiliate sold the product and adds 1 to the gravity.

After that, there were no new sales and the graph was gradually decreasing.

Example 5: Two affiliates and one refund.



This graph is identical to the previous example, but on February 7 the gravity has rapidly fallen by 0.264111 (the contribution of the first affiliate). It means that the single sale of the first affiliate was refunded and now this affiliate doesn't add any score to the gravity.

There weren't many sales in the examples 4, 5. So you should not promote such vendors.

Example 6: A successful affiliate makes frequent sales.



On this graph, we can see that a vendor is promoted by only one affiliate and this affiliate does this quite successfully -- There are sales almost every day (It is likely that some days the affiliate sells more than one copy of the product).

The fact is there is no competition among affiliates and the vendor's pitch page is very efficient. Probably, such vendor will be a great choice for your promotion.

Example 7: A super-successful affiliate.



As we can see on this graph, the only one affiliate makes sales every single day. And with a huge probability he does more than one sale a day (maybe 3, maybe a lot more).

Example 8: Two super-successful affiliates.



Till January 15 a vendor was super-successfully promoted by a single affiliate. But then, another super-affiliate has observed this vendor and also started to sell his/her product(s) everyday.

Vendors from the examples 7 and 8 are golden opportunities for your promotions.

It is quite easy to determine presence of super-affiliates (who makes sales on a daily basis) on gravity graphs when gravity is less than 2. However, there are a lot more such vendors with gravity higher than 2 and less than 10. And it is difficult to detect them by eye. But, don't worry. With new CBGraph you will be able to find such profitable low-gravity vendors automatically.

High-gravity vendors

Now, let's talk about some patterns on gravity graphs of vendors with higher gravity.

ClickBank Releases

I am sure you've seen such gravity graphs a lot.



At the beginning, gravity extremely shoots up, reaches levels of 200, 300 and much higher. But, very soon it starts to progressively fade. And oftentimes gravity descends almost to zero.

What's going on here?

Before some product's release its vendor comes to an agreement with many major affiliates (those who have a large list of subscribers or a very popular blog) to promote it. So, during the release the product is being massively promoted and sold.

But, as a result, not only those major affiliates add their scores to the gravity. A lot of subscribers and readers of those major affiliates are also ClickBank affiliates and they tend to buy through their own hoplinks to save some money. Each of them also adds 1 to the vendor's gravity. But as such affiliates will never sell any copy again, their scores are rapidly vanishing from the gravity; and the gravity seems to be quickly decreasing.

Should you promote such products?

Not each of them, and not immediately. During such releases there is a huge competition. But eventually it subsides. If a product is of high quality, then after about 2-3 months its gravity will stop to fall and will stagnate at some level above 30. Really good products will remain useful and sellable after this period of time. So, just wait and then safely promote the best ones.

Old vendors with past success

Each mega-successful vendor who once has tremendous achievements (their gravity stays on a high level for a long period of time) sooner or later starts to lose their popularity. Many legendary vendors (who in the past had gravity > 100 for a long while) nowadays have gravity < 10.

You should avoid promoting "fading stars". They already had their successful time and now there is no more sense to promote them. Here are some reasons:

- perhaps the product is no longer relevant or contemporary;
- another better product was released;
- the product is available for free download;
- and so on.



If you see that historically the product had gravity 100 and nowadays its gravity is at the level 30-40 or even lower, and there is a clear downtrend, it is better to avoid promoting such “elder” and to choose some other, more new and relevant product (there are thousands of them in the ClickBank Marketplace!).

In the new version of CBGraph you can find historical gravity graphs of vendors for more than 3 years (since April, 2008).

New growing ClickBank vendors

Successful affiliates are actively watching for the appearance of new growing vendors. If you are one of the first discoverers of such product, you have an incredible amount of opportunities to promote it compared to those affiliates who will find it after half a year, when its market is completely saturated.

Also, among growing vendors oftentimes you can explore the birth of a completely new niche. You can create one of the first websites around such niche and actively promote its products.

Here is an example of a new growing vendor's gravity graph (here you can see gradual growth and not a rapid jump as in the case with a release).



Such gravity graph is a confirmation that:

- the vendor's pitch page is of high quality;
- product is being strongly relevant at this time;
- more and more affiliates start to successfully promote this vendor;
- if you still don't promote it, you leave a lot of money on the table :)

Is there any guaranty that growing vendors will continue their growth? Of course there is no guarantee, but if a vendor's gravity is continuously growing during at least 30 days, there is a huge probability that it will continue to grow further.

Gravity 20-100's rules.

The gravity level "20" is a strong proof that a vendor's pitch page is efficient. Vendors with gravity more than 100 already have huge competition and it is not advisable to promote them. Gravity 20-100 is another sweet spot of quality products.

However, there is one danger thing.

Imagine that you've led a visitor to a website of such vendor. Extremely often, before their purchase such visitor will start searching for reviews of the product, testimonials on it and even offers with additional bonuses.

Here is an example of Google's search results for the term 'keyword winner 3.0':

Google

Search About 3,450,000 results (0.09 seconds) Safe Search on ▾

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37 posts - 20 authors - Last post: 9 Dec
Keyword Winner 3.0 -... We re-opened this for the new release of 3.0 so you can get a real taste of what a quality.
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Keyword Winner 3.0 plugin review. Before a buyer actually buys on line they are looking for specific answers, those answers frequently contain much more ...

As you can see, the first page is completely clogged with reviews and bonuses for this product.

What will do *YOUR* visitor in this situation? Yeah right, they will open some website from the results, read the review and go through another affiliate's hoplink. And you will lose *YOUR* sale...

Look. Pitch pages of products with gravity 20-100 cause a strong desire to buy them. And it is normal that visitors start to search for additional information on such products.

The only way to achieve high sales of such products is to provide an extremely valuable bonus(es) with which your offer will be appreciated a lot more and surpass any existing offer from the search results. As a bonus you can give a special PDF-report, audio-recording, video, screencast, software, etc. It can be:

- additional information on the problem which is being solved in the product;
- your way and results of using this product;
- some additional tips/ideas that improve the solution contained in the product;
- your answers on some relevant frequent questions;
- an interview with an expert, etc.

And one more point. It is better to promote products on a topic that you are interested in and you know it better than most people (you don't have to be an expert).

Detecting broken websites

There's one more important application of gravity graphs.



If a gravity graph starts to drop sharply at the end, then probably the vendor's website stopped to work. Or, the payment process was somehow broken (e.g. the vendor has changed their payment processor). You should immediately realize why it's happening and maybe stop promoting such vendor.

Therefore, you should actively monitor gravity graphs of all the vendors you are promoting.

Well, I hope you find this report valuable! By applying the described ideas (especially Profitable low-gravity vendors and New growing ClickBank vendors), I'm sure you will always feel yourself confident in the right choice of vendors that are easy to promote. You will never again spend your time, money, energy and efforts promoting wrong products.

Sincerely,
Sergey Korchan