

# **How To REALLY Sell A ClickBank Product**

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## Introduction

Hello and congratulations on your decision to become an affiliate of [Gastric Band Hypnotherapy](#). We have already helped many affiliates make substantial incomes and change their lives. By following the advice in this book, **it is not unreasonable to see earnings of 3 to 4 figures per day**. You have to work hard and be self disciplined, but the rewards are well worth it.

If you don't yet wish to join Gastric Band Hypnotherapy's affiliate programme, you can still learn a lot from this book about selling Clickbank products, and apply this to any other products you wish to sell. Although this book is freely available, it contains far superior information than many books you can pay for. This is information boiled down from many years of my work as an internet marketer. In particular I know the hypnotherapy and alternative medicine market very well, but all the principals carry to any other area.

***(If you own a site or a blog and feel that this book would be useful to your visitors, then you have permission to give this away providing you do not edit it in any way, or claim it as your own work.)***

It is a good idea to read and re read this book in order to take all the information in. You don't need to read this book cover to cover, unless you really want to. You might wish to just pick out the chapters that interest you to begin with, and read them a few times. I would say though that it is worth reading all of this book eventually, as you could miss something that you don't realise the importance of.

One thing I would like to stress is that reading and learning is all good and well, but actually doing and experiencing will give you that deeper level of understanding internet marketing. In my opinion there is no real substitute for learning on the job. Through your ups and downs you will hone your 'entrepreneurial instincts', and just 'know' what to do for the best. Look at this book as a springboard for greater knowledge and understanding, and keep working towards your goals. Don't worry if things don't go your way at first, just keep driving forward and eventually you will get there. Many of our most successful affiliates have gained success after disappointing early results.

The lifestyle that being a successful internet marketer brings is a very happy and rewarding one. You no longer do you have to be subservient to an irritating and domineering boss. You can work the hours that suit you, meaning you can spend more time with your family and friends. You can take holidays when you want, and even work away from home with a lap top if you want to. Also there is no cap on your earnings as an internet marketer, which means the sky's the limit!

So that being said, you must take action, and take action quickly. I find that the longer you leave it, the harder it becomes to reignite that passion. Strike whilst the iron is hot. There is never a perfect time to start, so it might as well be right now. The longer you leave it the more money you could be leaving on the table. What have you got to lose?

## PPC Marketing With Google Adwords

If you are relatively new to pay per click (PPC) advertising and are making less than \$100 per day as an affiliate, then you need to learn to harness the power of Google Adwords.

Whilst I'm not claiming to be a 'guru' on affiliate marketing, these methods have worked well for me to earn a 5 figure income per month.

One of the first mistakes I regularly see affiliates making, when they are trying to advertise for my Gastric Band Hypnotherapy product, is that they only bid on the obvious terms such as 'weight loss', 'weight loss hypnosis', and 'gastric band hypnotherapy'.

These terms are OK, but there's a lot of competing affiliates trying to advertise this product on those terms, so it may be hard to get placement. Also the price of the clicks is likely to be unnecessarily high. If you think outside the box just a little, there are many other keywords you can target. You can take a simple keyword, such as 'lose weight' and expand on it further...

how to lose weight fast

how to lose weight

how many calories to lose weight

best way to lose weight

lose belly fat

fastest way to lose weight

ways to lose weight fast

lose excess weight

how can I lose weight fast

lose weight now

You can use the following free tool to greatly expand on the more obvious search terms

<http://www.keyworddiscovery.com/search.htm>

You could use this tool and enter words and phrases such as...

diet

weight loss

fat loss

weight reduction

eat less

virtual gastric band

weight loss surgery (this is potentially a great term as Gastric Band Hypnotherapy can be sold as an

alternative to surgery, at a much lower cost, and with greater safety)

how to lose weight

Here are some more suggested key phrases. You could replace the phrase 'weight loss' with the above terms. If you are promoting specific HypnoBusters products, simply replace the phrase 'weight loss', with a word phrase associated with the product, e.g. 'quit smoking hypnosis mp3'...

weight loss hypnosis

weight loss hypnosis mp3

weight loss hypnosis mp3s

weight loss hypnosis download

weight loss hypnosis downloads

weight loss hypnosis CD

weight loss hypnosis CDs

weight loss hypnosis audio

weight loss by hypnosis

weight loss with hypnosis

You can also use Google's 'Wonder Wheel'. Simply enter a term, such as 'lose weight' into Google, and click search. Down the left side you should see a link for 'Wonder Wheel'. Click this and you will see all the search phrases that Google considers to be related to the original term you keyed in. You will then discover what people are actually searching for in the search engines.

There are endless opportunities to drive BIG amounts of traffic, which is why some of our affiliates are making 3-4 figures per day with Gastric Band Hypnotherapy. If you get it right and can say make \$200 for every \$100 that you spend, then you are nicely in profit. If you can get to this point, then you might as well spend \$1000 to make \$2000 (\$1000 actual profit). In fact why not spend \$10,000, take in \$20,000 and make a cool \$10,000 profit? Don't be afraid to spend if you are making money. If you don't you could be leaving a LOT of money on the table.

You can also find loads of variations of keywords using Google's Adwords keyword tool, which can be found here...

<https://adwords.google.com/select/KeywordToolExternal>

From there, you can type in the basic keyword that your ad group is relevant to, and search for variations. Google will give you a couple hundred closely related variations. Don't just add them all though, as many of them won't be that relevant.

Bear in mind that one of the most important aspects in your Google advertising is keeping your ad groups separated and keeping your ad text relevant to your keywords.

You don't want to be bidding on 'lose weight fast', and have your ad read something like "Weight Loss Hypnotherapy Audio Sessions". If you are bidding on 'lose weight fast', you'd want your ad to read something like, "Lose Weight Fast" or "How to Lose Weight Quickly".

It is also very important that you use Clickbank's tracking id's so that you can track which adverts are

converting to sales and which are not. The tracking id option is available when you create your hoplink at Clickbank. For example, you could use the tracking id 'surgery', for all of your ads related to 'weight loss surgery'.

Keep experimenting and tracking to find out what gets the most visitors and the most sales. After some time you could be making some serious income.

## Link Building Tips

If you want to rank high in the search engines, then link building is one of the key elements you'll need for success in this area. The search engines weight up several factors when determining a websites rank, and the quantity and quality of the links pointing to a site is widely regarded as being the most important. With link building you also benefit from any direct traffic that follows the link to your site.

The reason that links are so important is that the search engines take the view that if a site links to another site, then it is sort of a 'vote' for its quality. The bigger the site that links, the heavier the vote is weighted. So remember, not all links are the same. Links from bigger and more reputable sites are worth a lot more than from smaller spammy sites.

In order to help Google find the relevancy of your site, so that you can rank for specific terms, you should use anchor texting as much as you can, but it isn't always possible on every site. Just replace your web address in the code below, with `http://` at the beginning, and the term you are wanting to rank for.

```
<a href="YOUR WEB ADDRESS">Weight loss solutions</a>
```

Often when you submit a site to an article directory, you can add a bio with a link back to your site. You should use this code so that you can have an anchor text, as it will help you to rank for a specific term you are after ranking well for. Check out the chapter on 'Google Adwords' for ideas on what keywords to aim to rank for.

Here are some top link building tips. Whilst this isn't an exhaustive list of tips, it will give you a very good foundation in which to get started.

## Build High Quality Content

One of the best and most effective ways of getting links from another website is to create some unique, high quality content. Not only will you attract links naturally from other sites, it also makes it a lot easier to ask for a link if you can provide some sort of benefit for their visitors. No one with a good quality site (which will give you good quality links) will want to link to a site that is simply full of sales material, with no quality free content.

If you are struggling to create quality content, then you could try your hand at making an autoblog. An autoblog is a blog that automatically updates itself with content, leaving you free to concentrate on promoting it, and/or other projects. You can find out how to make an autoblog with Wordpress at the following link - <http://www.autoblogging-wordpress.com/>

## Copy Competitors' Links

Sites that are linking to your competitors may be interested in linking to you as well, as long as your site is as good as your competitors'.

You can use the free tool [Back Link Watch](#) to check what sites are linking to your top competitors. There are also other free back link tools you can find if you search the web. You can learn a lot from observing your more successful competition, and try and get links from the same places as them.

## Guest Posting

You might also try offering to write a unique article for the other website in return for a credit or a link. That way you're offering them something valuable, and you get a valuable backlink. This kind of link is good because you'll probably be one of just a few links on the page. The more links on a page, the less 'link juice' each one gains as it is divided up amongst more links.

You can find sites that are interested in guest posters by typing terms such as 'submit guest post'; 'contribute guest post'; 'weight loss guest post' etc.

Make sure you write as good a quality post as you can. A quality site will not accept a sales pitch. You need to provide something useful for their readers, and in theme with their site. You can of course intrigue them and hold some information back in order to entice them to click on to your site.

Here are some top sites that accept guest posters...

[www.RelaxationHaven.com](http://www.RelaxationHaven.com)

[www.MeditationDen.com](http://www.MeditationDen.com)

[www.PickTheBrain.com](http://www.PickTheBrain.com)

<http://ItsGuyThingBlog.wordpress.com>

## Link Exchange

You could find sites similar to yours and ask if they want to trade links. You link to them in exchange for them linking to you. It is a good idea to trade links with sites that have some quality links pointing to their sites. That way you get a better quality of link. You can use a backlink check such as [Back Link Watch](#) in order to ensure that it is worth your while.

Many sites will want you to have a similar Page Rank to theirs before they agree to an exchange. This is basically a rank from 0 to 10, 0 being the lowest, and 10 being the highest that Google considers in order of importance. Don't get too bogged down with Page Rank like many web masters do, but do aim for exchanging with sites that have a similar rank to yours. It is a good idea to download a Google Page Rank meter for your tool bar. You can find one on Firefox by clicking on the 'Tools' tab, then 'add ons'.



## **Build content to get links (Link baiting)**

Simply create a good site with useful content, or an interesting tool, and people will naturally want to link to it. Even if they don't automatically, you will have a much easier time of them accepting if you ask for links.

If this seems like hard work, think about the amount of time and money you would spend buying or trading links. What if you could put that time and money into building a tool, and then get all your links for free?

Content that is created purely to attract links is often called "link bait". Here is a list of different types of link bait...

**Informational hooks** – These provide information that a reader might find very useful. Some rare tips and tricks or personal experience with which your readers can benefit.

**Humor hooks** - A funny story or a joke. A bizarre picture of your subject or mocking cartoons can also prove to be good link bait. They also have the potential to go viral on sites such as Facebook.

**Evil hooks** - Saying something unpopular may also gain you a lot of attention. Writing about something that is not appealing about a well known product or a popular blogger. Be careful when using this tactic though. Don't criticise just for the sake of it. Have good reasons.

**Tool hooks** - Create some sort of tool that is useful enough that people link to it. These might include BMI calculators or a calorie counter for example.

**Widgets hooks** - A badge or a tool that can be placed or embedded on other websites, with a link included. The BMI calculator in this book is a great example of this.

## **Directory Submissions**

Submitting your site to directories is an easy way of getting links, and is a good place to get your link campaign going.

I recommend that you vary your directory submission anchor text a little in order to make it seem natural to the search engines. I also recommend that you use your keywords in the title field as naturally as you can. Don't just stuff your titles with keywords.

Some directories are free, some require a small payment, some require a large payment, and others ask that you provide a reciprocal link back. I don't recommend reciprocal linking with directories, unless you are very sure it is a quality directory. You don't get as much benefit as you do with a one-way link. Some of the best directories require payment and if you can afford it, can be very good investments if you are after some particularly competitive search terms.

Here are some popular directories:-

[Dmoz.org](http://Dmoz.org) - (FREE) Dmoz is in an open content directory project that organizes website listings across the Internet. It can be very difficult to get entered, but it is free so is definitely worth a punt. Read their guidelines to ensure you follow their criteria when submitting.

[Yahoo Directory](http://Yahoo Directory) —\$299/year, but many sites we submit to Yahoo end up getting top-3 results in Yahoo over time.

[Business.com](http://Business.com)—\$199/year

[SubmitHealthLinks.com](http://SubmitHealthLinks.com) – Very good value links from \$10 for a permanent link.

If this looks expensive, don't worry. There are many free directories you can submit to as well. Even if you just stick with the free sites, you will still get a lot of backlinks. Often it isn't that necessary to pay for directory links if you are targeting less competitive terms. If you tried to go for 'weight loss', then it would be very difficult to rank highly as it is so competitive. If instead you were to target "weight loss with hypnotherapy" then it would be far easier to rank highly.

I also personally recommend you focus more on niche directories that are related to your field. There is a great selection of health related directories at the following link...

<http://www.web-directories.ws/Health/Niche/Health/>

You can also get a great free link by submitting your site to [AboutUs](http://AboutUs). The links are initially 'no follow', which means they won't benefit you in search rankings. However if you fill in as much information as you can, and do it with an eye on quality, you can apply for your page to be 'do follow'. If at first they don't accept, they will usually tell you how you can improve your page.

## Article Marketing

Article sites are another great place to get links. You can submit your own articles to these directories, with links either inside your article or at the bottom of the article in the author's bio box.

Not only do you get a link from the article directory itself, these sites are also places where website owners come to find free content for their own sites. The website owners can take your article from the article site and publish it on their own site, so long as they keep your bio box and its links intact. This is one reason why I recommend that you write quality articles. They must be well written and useful to the reader, not merely a sales pitch. That way the article is far more likely to be distributed further on the web.

Here are some of the top article directories on the internet:-

[www.ezinearticles.com](http://www.ezinearticles.com)

[www.goarticles.com](http://www.goarticles.com)

[www.hubpages.com](http://www.hubpages.com)

[www.articlecity.com](http://www.articlecity.com)

[www.amazines.com](http://www.amazines.com)

[www.technorati.com](http://www.technorati.com)

[www.buzzle.com](http://www.buzzle.com)

[www.suite101.com](http://www.suite101.com)

[www.brighthouse.com](http://www.brighthouse.com)

[www.selfgrowth.com](http://www.selfgrowth.com)

[www.hypnosisarticlesdirectory.com](http://www.hypnosisarticlesdirectory.com)

## Buying Links

It is possible to buy or rent links from other websites. Whilst this practice is perfectly legal, the search engines don't like them. Search engines aim to remove the value of these links, but in all frankness they

are not very good at this. Unless a site is very blatantly advertising these link sales, then they are very difficult to detect. However if you are caught buying a large amount of links, then your site could get penalised, so it is up to you if you wish to take the risk.

You may be able to pay a blogger to write about your product or website. This can be a great way to get relevant links. Sites like [ReviewMe](#) can help arrange these deals for you.

You can also often find people selling links at forums such as [forums.digitalpoint.com](http://forums.digitalpoint.com)

## **Press releases**

If you have something very newsworthy going on on your website, then you may wish to consider submitting a press release about it. It could even get picked up by major news organisations, which would provide you with floods of traffic. This can be a very powerful source of links and visitors. Some of the higher quality press release services, such as [PRWeb](#) will automatically syndicate your press release to hundreds of other news sites, as well as the possibility of more if other news sites like your story. However they are quite expensive. If you search around you can find some free press release sites, such as [1888 Press Release](#) and [PressBox](#).

## A Cool Method To Make Cash Without A Website

Although it is good to have your own website when you want to promote an affiliate product, they are not always necessary. It is perfectly possible to sell affiliate products using article marketing. With this following method, some of my affiliates of [GastricBandHypnotherapy](#) and [HypnoBusters](#) have been able to make a full time living without even owning a website. It does require some work, but the rewards are well worth it.

Basically all you need to do is write articles for [Articlesbase](#). Unlike most other article directories, Articlesbase allows you to place affiliate links in the article itself through the form of a URL shortener. You can use [ShortURL](#), or any other free URL shortener. This method saves time and money since you don't need to create a blog or website.

Articlesbase usually gets an article approved within a day or two. After you have written around 12 articles, you are then able to write unlimited articles which are approved automatically. This can be a great time saver.

Like I said before, there are many of my affiliates that have successfully used this method to make a full time income, so it is well worth perusing if you have any ability to write. Even if your writing is not that good you can just try your best. It will improve the more you do it. Just make sure you implement this method correctly, otherwise you are not likely to succeed.

### The Method

Choose 2 good quality products each day, and write 3 articles for each product. Don't be tempted to write any more articles as visitors will begin to suspect you as a spammer, and nobody buys from spammers. As well as promoting Gastric Band Hypnotherapy, you could also promote all the individual products on [HypnoBusters](#). At the time of writing there are around 80 different products, so that should keep you going for some time. This site is registered with [E-Junkie](#), but is just as simple as Clickbank to use, and will broaden your horizons. You can methodically work your way through [HypnoBusters download table](#), writing 3 good quality articles for each product.

You need to think quality over quantity. It is better to have 3 good quality articles, than 30 rubbish ones, so make them as good as you can. This needs to be an objective review that warms the reader up and softly leads them to clicking over to the product page. Don't hype too much, the product page will do this for you. Instead, tell the reader about your personal experience and how this product helped you.

When writing your articles, you want to be the least spammy as you can be. Your readers don't want to see a sales copy when they click on your article. Instead, take great care in making sure your article is personable and relative to the topic.

Many people like to flood their articles with affiliate links with anchor texts. However this often raises the flag of a spammy sales copy, something a potential buyer will spot miles away. Most people will

simply shy away once they find out you are going to profit in any way from a sale they make. So you want to make the article as normal and unsuspecting as possible.

Simply talk about the product, who created it, a little bit about the author, why it's better than other products on the market and how it personally helped you. Once your article is complete, simply place one link at the bottom in the form of something like this...

"If you want to lose weight quickly and easily, then I HIGHLY recommend a great resource called (Anchor Text with affiliate link here) Check it out!"

This will make you come across as a normal person simply supplying a link to the product site out of good nature. You can also place one link at the beginning of the article using the product name (Gastric Band Hypnotherapy) as the anchor text.

The article needs to be of good quality, so that by the time they are done reading it, the only other place they will want to go is the main product page.

## **Title**

Try to think of a title that will get you traffic in the search engines. What we want, is to find 3 or 4 good quality keyword phrases that competitors aren't targeting. These phrases will consist of the product name, author name, and a few other general search terms. Here are some examples of good search terms you can use with gastric Band Hypnotherapy:-

“Gastric Band Hypnotherapy by Jon Rhodes”

“Gastric Band Hypnotherapy – Is It A Scam?”

“Gastric Band Hypnotherapy Review”

“Gastric Band Hypnotherapy Audio Pack”

“Gastric Band Hypnotherapy Audio Pack Review”

“Lose Weight With HypnoBusters”

“Remove Spider Phobia With hypnosis”

“HypnoBusters Weight Loss Audios”

Once you have thought of a list of similar titles, you can do a quick check in the Google search engine to see if they are already being targeted. It's surprising how many are not.

So in a nutshell, look for exact phrases that buyers would search for, and then check whether they are being targeted by anyone else.

Many of the articles you submit will hit top 10 spots on the front page Google within minutes, and stay there. This is where most of your profit will come from, but the article directory itself will also generate a few sales also.

I assure you that this method does work. Every person I have shown this method to has made money usually within a few days. Many of these their first commissions ever. It's all about doing the method correctly. Flooding a directory with 30 articles on one product will flag you as a spammer. Remember

your readers aren't stupid. Think quality over quantity.

Once you have had your articles approved, you can also use sites such as [Digg](#), [Enriching Life](#) (very good for the health niche), [Facebook](#), [Twitter](#) etc. to help promote them.

Here is a list of other social bookmarking sites that you can use to help spread the word about your articles...

<http://del.icio.us/>

<http://www.furl.net/>

<http://www.blinklist.com/>

<http://ma.gnolia.com/>

<http://www.complore.com/>

<http://www.diigo.com/>

<http://reddit.com/>

<http://www.tallstreet.com/>

<http://www.goesby.com/>

<http://www.chaamp.com/>

<http://www.tektag.com/>

<http://www.wirefan.com/>

<http://www.linkatopia.com/>

<http://www.optimiz.us/>

<http://www.tagtooga.com/db.tag>

<http://www.blogmarks.net/>

<http://www.connectedy.com/>

<http://myweb2.search.yahoo.com/>

<http://www.connotea.org/>

<http://otavo.com/>

<http://www.i89.us/>

[http://www.backflip.com/dir\\_start.ihtml](http://www.backflip.com/dir_start.ihtml)

<http://www.lookmarks.com/>

<http://www.netvouz.com/>

<http://www.lilisto.com/>

<http://www.linkologia.pl/>

<http://www.fungow.com>

<http://freelink.org/>

<http://www.dinnerbuzz.com/>

<http://www.linuxquestions.org/bookmarks/>

<http://buddymarks.com/>

<http://www.myvmarks.com/>

<http://www.mylinkvault.com/>

<http://www.tagcloud9.com/>

<http://www.web-feeds.com/>

<http://www.urlex.info/>

<http://www.zeedex.com/>

<http://www.zoogim.com/>

If you do decide to publish some articles on an article directory that does not allow affiliate links, then

simply create a free [Blogger](#) blog, and link to this instead of your affiliate link directly. This free blog can contain an extended review or testimonial of the product, with an affiliate link on the top and the bottom of the post.

If continue to use this method, you should find that your sales will grow at a decent rate (10-20%) every week. Give it some time, and you will see a nice flood of income coming pretty soon.

## Why Most People Fail At Internet Marketing

The sad fact is that the vast majority of people who attempt to become an Internet Marketer fail in the end. It's not that they are less intelligent or even less hard working than their more successful counterparts. It often simply boils down to mindset.

Let me start with a story to illustrate the point.

In India elephants are commonly used for manual labour. But do you know how they restrain them when they are not working?

The handlers program the elephants whilst they are still very young, by setting self-imposed limits into their thinking. When the elephants are still small, they get tied up with a very heavy rope. All day long the young elephants try their best to free themselves, but they can't. No matter how hard they try they are simply not strong enough. Eventually the elephants give up and the fight is over.

From this moment on they now strongly believe that there is no chance to free themselves from the rope. They accept that it is impossible to break free from the rope. With this imprinted belief in place, their handlers are now able to tie them with extremely small ropes.

Even as adults weighing over 8,000 pounds, they never attempt to break free because they firmly believe they have no chance. The elephants' limits are not real, but exist only in their mind.

Just like the elephants we are also programmed with built-in boundaries. They are also not real but exist only in our minds. With these imprinted belief systems, we are unable to reach our goals, fulfill our true dreams and desires, and live our lives to the fullest.

You will simply settle for the level of success you feel you deserve and are capable of achieving. That is why many people get to a certain point, and then cannot progress any further. Their minds, through their inner beliefs, simply won't let them progress any more. They cannot think any bigger, and so end up treading water.

If you can fully master the art of believing in your ability, and believing you deserve success, your work will improve accordingly. You will begin to think BIG and feel you deserve big success. No longer will you opt out thinking "I can never do this". You will go for it knowing and believing you will eventually succeed, even if you have some short-term failures on the way. You will merely look at these as mere blips and opportunities to learn and grow.

I HIGHLY recommend that you read the works of Napoleon Hill. If you are not yet familiar with him, then I will tell you a little about him. Napoleon Hill was an absolute pioneer of mind set and how it helps you become successful and rich.

His most influential book, '[Think And Grow Rich](#)' was published in 1937 after spending an incredible 25 years interviewing and observing over 500 very successful people. These people included legends such as Thomas Edison, Henry Ford, and Alexander Bell.

'Think And Grow Rich' contains 13 principles that you can use to help you in all aspects of personal



achievement. A while back I wrote an article about napoleon Hill and also included a video. You can view the article at the following link...

[ARTICLE ON NAPOLEON HILL](#)

## **Building Self-Discipline**

Self-discipline is the ability to get yourself to take action regardless of your emotional state. In order to be successful in business, you must have self-discipline in bucket loads.

Most of us have gone through our lives being told what to do. We are told to go to school, and told what to do when we are there. When we are older we go to work and are told what to do there, when to take breaks, and when to work, and even how to work. Most of us are simply not used to working on our own steam.

However in order to be successful in business, it is absolutely essential to be able to work without being told to do so. You must become your own boss and tell yourself to work, and what to do. It is very easy to procrastinate and spend hours checking your emails, checking your Clickbank earnings, going to a news website, YouTube, etc. It's best sometimes just to remind yourself that you are your own boss, which is far better than it being someone else.

At the start of every day you should set yourself a realistic list of tasks that you tick off once each one is completed. That way you can remain focused, and don't spend your time dawdling. If you spend a little time playing on the internet, you may have to work a little longer to make up for it in order to complete your tasks. You will probably find that you won't get as distracted if you know that you have to work on into the evening to catch up. Don't be too hard on yourself though, you have probably chosen to work for yourself to avoid being slave driven!

Luckily self-discipline can be developed over time. Self-discipline is like a muscle. The more you train it, the stronger it becomes. The less you train it, the weaker it becomes.

Just as everyone has different muscular strength, we all possess different levels of self-discipline. Everyone has some. If you can hold your breath a few seconds, you have some self-discipline. But not everyone has developed their discipline to the same degree.

Just as it takes muscle to build muscle, it takes self-discipline to build self-discipline.

The way to build self-discipline has its similarities to using progressive weight training to build muscle. This means lifting weights that are close to your limit. When you weight train, you lift weights that are within your ability to lift. You push your muscles until they fail, and then you rest.

Similarly, the basic method to build self-discipline is to tackle challenges that you can successfully accomplish but which are near your limit. This doesn't mean trying something and failing at it every day, nor does it mean staying within your comfort zone. You will gain no strength trying to lift a weight that you cannot budge, nor will you gain strength lifting weights that are too light for you. You must start with challenges that are within your current ability to lift but which are near your limit.

Progressive training means that once you succeed, you increase the challenge. If you keep working out with the same weights, you won't get any stronger. Similarly, if you fail to challenge yourself in life, you won't gain any more self-discipline.

Just as most people have very weak muscles compared to how strong they could become with training, most people are very weak in their level of self-discipline.

It's a mistake to try to push yourself too hard when trying to build self-discipline. If you try to transform your entire life overnight by setting dozens of new goals for yourself and expecting yourself to follow through consistently starting the very next day, you're almost certain to fail. This is like a person going to the gym for the first time ever and packing 300 pounds on the bench press. You will

only look silly.

If you can only lift 10 lbs, you can only lift 10 lbs. There's no shame in starting where you are.

If you are very undisciplined right now, you can still use what little discipline you have to build more. The more disciplined you become, the easier life gets. Challenges that were once impossible for you will eventually seem like child's play. As you get stronger, the same weights will seem lighter and lighter.

Don't compare yourself to other people. It won't help. You'll only find what you expect to find. If you think you're weak, everyone else will seem stronger. If you think you're strong, everyone else will seem weaker. There's no point in doing this. Simply look at where you are now, and aim to get better as you go forward.

Suppose you want to develop the ability to do 8 solid hours of work each day, since you know it will make a real difference to your business. I was listening to an audio program this morning that quoted a study saying the average office worker spends 37% of their time in idle socialising, not to mention other vices that chew up more than 50% of work time with unproductive non-work. So there's plenty of room for improvement.

Perhaps you try to work a solid 8 hour day without succumbing to distractions, and you can only do it once. The next day you fail utterly. That's OK. You did one rep of 8 hours. Two is too much for you. So cut back a bit. What duration would allow you to successfully do 5 reps (i.e. a whole week)? Could you work with concentration for one hour a day, five days in a row? If you can't do that, cut back to 30 minutes or whatever you can do. If you succeed (or if you feel that would be too easy), then increase the challenge.

Once you've mastered a week at one level, take it up a notch the next week. And continue with this progressive training until you've reached your goal.

By raising the bar just a little each week, you stay within your capabilities and grow stronger over time. But when doing weight training, the actual work you do doesn't mean anything. There's no intrinsic benefit in lifting a weight up and down, the benefit comes from the muscle growth. However, when building self-discipline, you also get the benefit of the work you've done along the way, so that's even better. It's great when your training produces something of value AND makes you stronger.

# Materials

## Gastric Band Hypnotherapy Review

*(Here is a genuine review of Gastric Band Hypnotherapy that you can use for your site or newsletter. Prospective buyers respond much more readily to reviews than they do a banner of link at the side of a site. If you have the trust of your visitors then this can seriously drive sales. With this review you can also add an affiliate link to HypnoBusters, and you will also be credited with any sales you generate there. I would recommend doing so, as many of our affiliates have reported making some substantial extra sales. HypnoBusters affiliate programme is run by [E-Junkie](#), so you will need to register there for a free account.)*

I recently tried out a relatively new weight loss product called 'Gastric band Hypnotherapy' (AFFILIATE LINK HERE). It is basically where a hypnotherapist uses hypnosis to convince your subconscious mind that you have actually received gastric band surgery. The theory is that once your mind believes this, you will feel fuller much sooner than before, causing you to eat less and lose weight.

After seeing all the noise across the web about this innovative weight loss technique, I decided to put it to the test. Is all the hype really worth it, or is it yet another weight loss scam?

I bought the Gastric Band Hypnotherapy pack from one of the most reputable hypnotherapy providers on the internet. The company was HypnoBusters (ADD HYPNOBUSTERS AFFILIATE LINK), which is operated by the popular UK hypnotherapist Jon Rhodes. Once I paid, I was almost immediately emailed download links to get the sessions. The 5 sessions were downloaded with no problems. I was also pleasantly surprised to receive 2 bonus hypnotherapy sessions, 'Sensible Eating Hypnosis', and 'Exercise Motivation Hypnosis'.

1 of the 5 sessions was a reversal of the whole procedure, should I ever wish to use it, so really it is a 4 session therapy. I was to listen to each of the 4 sessions 24 hours apart, and was advised to only eat a liquid diet for 3 days whilst doing this. I have to admit that this was difficult for the first day, but it was surprisingly easy once I got used to it for the remaining 2 days. I could eat soups, yoghurts, and smoothies, so it wasn't all that bad.

Listening to the sessions was a pleasantly relaxing experience. Jon has a very soothing voice, and the sessions had a nice calming musical backdrop. I was kind of thinking that I would be listening to some stern hypnotist who would try and control my mind, but nothing could be further from the truth. I didn't feel like I was under anyone's control. I felt more like I was listening to a meditation session. Just nice and relaxed.

Once I had finished the sessions I somehow felt different. I could not really put my finger on it, but it was strange. Something had clicked. At first I almost didn't notice it, but I really wasn't as bothered about eating as I usually am. Instead of trying hard not to eat too soon after my last meal, I now have to remind myself to eat. Also for the first time I can remember, I usually don't finish everything on my plate. I am no longer bothered about wasting food. I just eat what I want, and leave the rest.

With this new attitude towards food, I have been losing weight, and pretty quickly. I have been losing a steady 2 pounds per week for the last 5 weeks. That's a total loss of 10 pounds so far, which is pretty amazing as I haven't been this weight in years. I still have a little bit to go, but with my new attitude to

eating, I'm very confident I can make it.

I HIGHLY recommend this product and think you should give it a go. They have a 60 day money back guarantee if you are not completely satisfied, so you have nothing to lose.

For more information check out this link (INSERT AFFILIATE LINK)

## Gastric Band Hypnotherapy Review 2

*(Feel free to edit this review to fit with your own writing style. With this review you can also add an affiliate link to HypnoBusters, and you will also be credited with any sales you generate there. I would recommend doing so, as many of our affiliates have reported making substantial extra sales. HypnoBusters affiliate programme is run by [E-Junkie](#), so you will need to register for a free account there.)*

I would like to tell you about a great new hypnotherapy weight loss product called 'Gastric Band Hypnotherapy' (INSERT GBH AFFILIATE LINK). Basically this product uses the power of suggestion to convince your mind that you have received gastric band surgery. Once the suggestions are installed into your subconscious mind, you will feel full much sooner than before, and will have less desire to eat. This can help people shift significant amounts of weight in a relatively short period of time.

This 5 part audio pack also comes with 2 bonus sessions, 'Sensible Eating', and 'Exercise Motivation', which both currently retail at \$9,95 each on the HypnoBusters website (ADD HYPNOBUSTERS AFFILIATE LINK), after being reduced from \$14.95.

Gastric band Hypnotherapy was created by popular UK clinical hypnotherapist Jon Rhodes, who studied hypnotherapy with some of the UK's top hypnotherapy instructors at the London College Of Clinical Hypnotherapy. Doing a quick check on Google shows that Jon has a high internet presence, and a great reputation and standing in the hypnosis community. You can find him on various social network sites such as Twitter and Facebook, and he has contributed articles to many other websites and blogs across the world wide web.

So if you want to reduce your food cravings and lose weight, then I HIGHLY recommend Gastric Band Hypnotherapy. It is from a very reputable source, and offers a reassuring 60 day money back guarantee. For more information on hypnotherapy in general and how this product works, please click on the following link – GASTRIC BAND HYPNOTHERAPY (INSERT GBH AFFILIATE LINK)

## Videos

We have created a large number of videos that you can use to help you promote Gastric Band Hypnotherapy and HypnoBusters. They are all available on YouTube, and so can easily be embedded onto your site or blog. You can even add them to your Facebook account.

Videos are great for helping promote a product, as many people can't be bothered to read a lot of text whilst on the internet. Attention spans seem to be getting shorter by the day, and video is getting more and more popular. Here are the links to 2 promotional videos for gastric band hypnotherapy...

<http://www.youtube.com/watch?v=PFmpVABe6i4>

[http://www.youtube.com/watch?v=7X\\_Uocw-4Yw](http://www.youtube.com/watch?v=7X_Uocw-4Yw)

There are also some video testimonials that you can use at the following links...

[http://www.youtube.com/watch?v=aw\\_1wB3nqB8](http://www.youtube.com/watch?v=aw_1wB3nqB8)

[http://www.youtube.com/watch?v=weN0DHxVISY&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=weN0DHxVISY&feature=channel_video_title)

Here is a video that contains frequently asked questions on hypnotherapy...

<http://www.youtube.com/watch?v=g7hdJTaxOZc>

We also have a whole collection of videos that you might wish to use to promote Gastric Band Hypnotherapy, or HypnoBusters. Giving a free video to your visitors can greatly help their confidence in the products and you, and thus increase the likelihood that they will buy from your recommendations. The videos can be found at the following 2 channels...

<http://www.youtube.com/user/JonRhodesUK>

<http://www.youtube.com/user/JakeORhodes>

Keep checking these 2 channels every now and then, as we will continue to add videos on a regular basis.

If you have a blog for example, you can every now and then post one of our videos, with your affiliate link below it, with something like 'Click on the following link for more **HIGHLY** recommended hypnotherapy sessions'.



## BMI Calculator For Your Site

This is the JavaScript code for a simple BMI (body mass index) calculator. To use this code, simply replace the z's in the hoplink at the end with your Clickbank nickname, and paste onto your site or blog. If you want to be REALLY good, you can offer this JavaScript code to your visitors, forum friends etc. to put on their sites and blogs, with your affiliate link still in tact. Your affiliate link could then be all over the internet, potentially making you a fortune – Remember, think BIG!

```
<SCRIPT LANGUAGE="JavaScript">
<!--
function calcBMI(form, feet, inches, pounds) {

if(feet=="") { alert("Please enter height in feet"); return false; }
if(inches=="") { alert("Please enter in inches"); return false; }
if(pounds=="") { alert("Please enter your weight"); return false; }

TotalInches = eval(feet*12) + eval(inches)
Meters      = TotalInches/39.36
Kilos       = pounds/2.205
Square      = Meters * Meters
form.calcval.value = (Math.round(Kilos/Square))
}
// -->
</SCRIPT>
```

```
<font face=arial size=2>
```

```
<H3>Calculate Your Body Mass Index (BMI)</H3>
```

BMI calculates body fat according to the relationship between height and weight.

```
<FORM NAME="bmi">
Enter your height in feet:
<INPUT TYPE="TEXT" NAME="feet" SIZE=5>
and inches:
<INPUT TYPE="TEXT" NAME="inches" SIZE=5><BR><BR>
Enter your weight in pounds:
<INPUT TYPE="TEXT" NAME="pounds" SIZE=5><BR><BR>
<BR>
<INPUT TYPE="BUTTON" name="calc" value="Calculate BMI"
onClick="calcBMI(this.form,this.form.feet.value,this.form.inches.value,this.form.pounds.value)">
```

<BR><BR>

<b>Your result: <INPUT TYPE="TEXT" name="calcval" size=10></b>

</FORM>

<P>

BMI below 19 = Underweight<BR>

BMI between 19 and 25 = Healthy Range<BR>

BMI between 25 and 29 = Overweight <BR>

BMI over 30 = Obese

<P><strong><font size="4">Need to lose weight fast? I HIGHLY recommend <a href="http://zzzzz.gabagy.hop.clickbank.net ">Gastric Band Hypnotherapy</a></font></strong><P>

## Sales Letter

(I recommend you use this email for your lists. This email has literally produced the biggest flood of sales of any email newsletter I've ever sent to my list. You could also use this as an article to publish on your site or blog)

Subject Line: Why being overweight is more dangerous than you think

Below is an article contributed by Jon Rhodes, the founder of GastricBandHypnotherapy.net (INSERT AFFILIATE LINK). I thought this was an important topic to share with you because the reality is that most people don't appreciate how dangerous their excess body fat is to their health.

### **The Hidden Dangers of Excess Weight - It's More Than Just Vanity!**

By Jon Rhodes, certified Clinical Hypnotherapist

Did you know that because of all the great perks of modern life, the vast majority of people carry excess body fat. Most people that their excess weight does not look good, covers up their abs from being visible, and makes them self conscious about showing their body.

However what most people don't think about is that excess body fat is not only ugly, but is also a dangerous risk to your health. Scientific research has many times clearly demonstrated that excessive fat is detrimental to many aspects of your health.

There are two types of fat you can have in your abdominal area. The first type that covers up your abs from being visible is called subcutaneous fat that lies directly beneath the skin and on top of the abdominal muscles.

The second type of fat that you have in your abdominal area is called visceral fat. This type of fat lies deeper in the abdomen beneath your muscle and surrounds your organs. Visceral fat plays a big role in giving certain men that "beer belly" appearance where their abdomen protrudes excessively but at the same time, also feels sort of hard if you push on it.

Both subcutaneous fat and visceral fat in the abdominal area are serious health risk factors, but science has shown that having excessive visceral fat is even more dangerous than subcutaneous fat. Both of them greatly increase the risk your risk of developing diabetes, heart disease, high blood pressure, stroke, sleep apnea, various forms of cancer, and other degenerative diseases.

Part of the reason that visceral fat is particularly dangerous is that it releases more inflammatory molecules into your body on a consistent basis.

If you care about the quality of your life and your loved ones, reducing your abdominal fat should be one of your top priorities in life. Also once you have got rid of all of that excessive ugly abdominal fat, your stomach will begin to flatten out. If you lose enough stomach fat, you will be able to visibly see that very attractive six pack that most people want.

So what gets rid of extra body fat? Is there a real solution beyond all of the gimmicks and hype that you see in ads and on commercials for 'miracle' fat loss products?

The first thing you must understand is that there is no quick fix solution. There are no magic pills or supplements that will help you lose your body fat quicker. None of the gimmicky ab work out devices

will help either. All trainers know that you can't spot reduce your stomach fat. This means that exercising your stomach muscles by sit ups or by using these contraptions will not burn fat in just this area or spot. It will burn fat from your general store of body fat, just the same as if you were training your leg muscles. Also if you increase the muscle in your ab area, the ab muscles get bigger just like any other muscle on your body does. This can actually cause your stomach to look bigger, as bigger ab muscles can push the subcutaneous fat out even more.

The human body is incredibly efficient. For instance you must run about a mile to burn off the calories in 1 piece of bread, 2 miles for a pint of beer, 3 miles for a danish pastry, and a whopping 5 miles for a 100g piece of chocolate.

Now don't get me wrong, I am all for exercising and keeping fit. I go to the gym 4 times per week. However my goals when I go to the gym are to keep fit. Sure I will burn some calories, but not really that many. In order to lose weight you must consume less calories, as simple as that. Don't confuse losing weight with keeping fit. They are not the same thing. If your goal is to simply lose weight, then you must consume less calories.

One of the best ways to help you eat less is by using Gastric Band Hypnotherapy (INSERT AFFILIATE LINK). This works by using the power of hypnosis to convince your subconscious mind that you have actually undergone gastric band surgery. This causes the subconscious mind, the part that is responsible for your urges to eat, to feel full much sooner than normal. This results in you eating less, and consequently losing weight.

Hypnotherapy is not the mystical mumbo jumbo that the media sometimes portrays it as being. It is actually a very safe yet effective tool that helps you change habits quickly and efficiently. A hypnotherapist will help guide you into a hypnotic trance. This does not mean you lose any control. It is actually very similar to meditation, or zoning out to a good book or movie.

Once in a trance your subconscious mind can be more easily communicated with. It can be convinced to make changes to your automatic habits and urges. This can include almost anything, such as quitting smoking, eating less, phobias, and even nail biting.

I have helped thousands of patients lose weight with Gastric Band Hypnotherapy at my private practice. I have seen the results and know that Gastric Band Hypnotherapy works. As I can't get round to meeting all the demand personally, I have finally created a Gastric Band Hypnotherapy audio pack that can be used in the comfort of your own home. Simply download the sessions and sit back and enjoy the relaxing experience of hypnotherapy. This pack is also available at a fraction of the cost of my 'live' sessions (about 1/10<sup>th</sup> of the price).

I want to help you succeed in finally getting rid of that extra abdominal fat that is not only ugly, but also dangerous to your health.

Don't waste any more time allowing that nasty abdominal fat to kill your confidence as well as contribute to your risks of major illnesses.

Get the solution to rid yourself of this problem for life at...

<http://www.GastricBandHypnotherapy.net> (insert your affiliate link)

I wish you health and happiness.

Jon Rhodes

## Forum Signatures

These are some suggestions of what to add to your forum signatures. Remember to check with the particular forum as to whether they allow forum links in the signature. If they don't then you may wish to put a link to a web site or blog instead. These could also be used on classified sites, such as [Craigs List](#).

LOSE UP TO 20 LBS IN 30 DAYS!  
Safe, proven method  
(ADD YOUR AFFILIATE LINK)

NEW WAY TO LOSE WEIGHT FAST  
New unconventional method.  
(ADD YOUR AFFILIATE LINK)

UNCONVENTIONAL WEIGHT LOSS METHOD  
New and effective weight loss method.

POWERFUL NEW MIND METHOD FOR WEIGHT LOSS  
Use your mind to lose weight with this VERY effective programme.

FIND OUT HOW TO LOSE WEIGHT WITH HYPNOSIS  
Thousands of satisfied slimmers.

SLIM BODY IN RECORD TIME  
Safe, proven method  
(ADD YOUR AFFILIATE LINK)

LOSE WEIGHT FAST  
Immediate results!  
(ADD YOUR AFFILIATE LINK)