



JUMPSTART GUIDE TO ONBOARD A PRODUCT

This guide outlines the basic elements you will need for a successful product submission. If you do a bit of work ahead of time and are prepared with all that is detailed in this guide, the submission process will be easier and faster.

To sell your products through ClickBank, you must have your own website with a unique registered domain name. ClickBank does not support websites hosted on free sites. Additionally, ClickBank does not offer website-building services or domain registration.

However, ClickBank does endorse the services of our various partners.

[CLICK HERE to check out what third party companies we support that can help you get started.](#)

Within your website, you must create two distinct web pages to sell your product. One is called a “Pitch Page,” and the other is called a “Thank You Page.”

TABLE OF CONTENTS

- 02** Pitch Page Requirements
- 04** Shipping & Return Information for Physical Products
- 05** Additional Shipping Information Required Within Account
- 08** Thank You Page Requirements
- 10** Affiliate Marketplace
- 11** Affiliate Tools Page
- 12** Compliance Guidelines
- 16** Customer Service & Master Accounts

PITCH PAGE REQUIREMENTS

Pitch Pages (also known as landing pages) are pages that feature your products and offer potential customers a chance to purchase items via a payment link. Affiliates will direct potential customers to these pages through unique referral links (also known as HopLinks) in their promotional material.

There are requirements that your Pitch Page must adhere to in order to be in compliance with the FTC, the FDA and ClickBank policy. Approval of your product is more likely and will be more expedient if you refer to our [Promotional Guidelines](#) when creating your Pitch Page.

For a faster product approval, be certain that your Pitch Page includes these things:

✓ Detailed Description of the Product

ClickBank Sellers are required to provide a detailed description of their product. The Pitch Page will provide potential customers with information about your product.

✓ Video Script

ClickBank may request that you provide a script for any promotional videos for your product. Be prepared to submit this script, as a Word document, for review.

✓ Payment Link

Your ClickBank payment link allows customers to purchase your product via the ClickBank order form. You will need to manually create the payment link that will send customers to the order form.

Payment link format: <https://SELLER NICKNAME.pay.clickbank.net/?cbitems=PRODUCT ITEM #>

Please visit our [ClickBank Tools](#) page for help [creating payment links](#).

✓ Payment Information

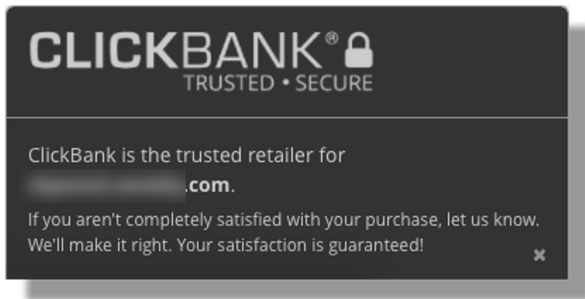
The product price needs to be clearly and conspicuously displayed on the Pitch Page.

Standard Products (one-time purchase). The price of the product must be obviously displayed near the first Order button presented on the Pitch Page.

Recurring Products. If you are selling recurring billing products, you must clearly and conspicuously state the initial purchase price, the rebill price, and all details of the rebill schedule, including the number of times a customer will be billed and how frequently they will be billed. This information needs to be clearly displayed in close proximity to each order button.

✓ ClickBank Trust Badge

The [ClickBank Trust Badge](#) (CBTB) is a header that features the ClickBank brand. The CBTB must be displayed on all pages that contain a ClickBank payment link that leads to a ClickBank order form.



✓ Refund Policy

State your [refund period](#) and requirements clearly in all pitch materials.

✓ ClickBank Disclaimer

Please ensure that this disclaimer is displayed on your Pitch Page footer:

ClickBank is the retailer of products on this site. CLICKBANK® is a registered trademark of Click Sales Inc., a Delaware corporation located at 1444 S. Entertainment Ave., Suite 410, Boise, ID 83709, USA and used by permission. ClickBank's role as retailer does not constitute an endorsement, approval or review of these products or any claim, statement or opinion used in promotion of these products.

✓ Contact Information

You are not permitted to display your contact information on the Pitch Page unless it is located in the footer of the page and includes the following text:

For Product Support, please contact the seller [HERE].

For Order Support, please contact ClickBank [HERE](#)*

*The hyperlink to contact ClickBank support should direct customers to: www.clickbank.com.

In order to be fully compliant, the seller's and ClickBank's information must be displayed in equal prominence.

SHIPPING & RETURN INFORMATION FOR PHYSICAL PRODUCTS

ClickBank requires all sellers who offer physical products to display shipping and return policies, including a return address, on their Pitch Page and Thank You Page. (This information may also reside on an alternative page via footer links, but it must be displayed on the Pitch Page and Thank You Page.)

If you have not sent a shipping notification post-sale, our refund process presumes you have not yet shipped the product. [CLICK HERE](#) for more information and instructions about sending shipping notifications.

If you do not send shipping notifications, refund requests initiated by you and those initiated by ClickBank customer support are processed in the same way as [refund requests](#) for digital products.

Tracking information entered on the customer's order should show the package in transit, or the purchase may be refunded after a grace period of 10 days from the purchase date.

ADDITIONAL SHIPPING INFORMATION REQUIRED WITHIN ACCOUNT

✓ Shipping Profile

Allows you to specify where you are willing to ship product and designate how much you charge for shipping to various shipping regions. (Depending on the size and weight of your different product purchases, i.e., sale of 1 bottle or bundles of bottles, you may wish to have different shipping profiles for different products so you can vary your shipping charges.)

Vendor Settings tab > **My Products** > **Shipping Profile** button in the **ADD NEW** section.

The screenshot shows the 'Profile Editor' window with the following details:

- Profile Name:** * Clickbank Test
- Commission:** Pay commission on shipping price.
- Shipping:** Apply flat rate shipping per product.
- Currency:** * USD - US Dollar (Must match the currency of your product.)
- Region(s):**
 - Region: * #United States | Shipping Price: * 0.00 | REMOVE ADD
 - Region: * #Mexico | Shipping Price: * 0.00 | REMOVE
 - Region: * #Canada | Shipping Price: * 0.00 | REMOVE
 - Region: * #Southern Europe | Shipping Price: * 0.00 | REMOVE

Delivery Method and Speed. This will appear when you add a product to your account.

Shipping carrier and speed of delivery (i.e., Standard Ground, 2-Day Air, etc.)

The screenshot shows the 'Delivery' configuration form with the following details:

- Shipping Profile:** Clickbank Test | USD (with an 'Add New' button and a help icon).
- Delivery Method:** DHL (with a note: 'Enter your preferred shipping carrier (i.e. USPS, FedEx, UPS)').
- Delivery Speed:** 5-7 business days (with a note: 'Enter your preferred speed for delivery (i.e. Standard Ground, Two-Day Air, etc)').

✓ Unexpected Shipping Delay

If expected shipping times are delayed post sale, you must honor any refund requests from customers. As the seller, you must also:

- Email customers to proactively communicate shipping delays and the new expected ship date.
- Update your Pitch Page with the expected shipping time frame for new orders.
- Notify our Customer Service team of any shipping delays by submitting a request [HERE](#). Be sure to enter “Shipping Delays” in the **Subject** field and also select it in the **Type of Question** drop-down menu. Add all pertinent information to the **Detailed Summary of Request box**.

✓ Return Address and Instructions

Before you begin selling, ensure you have provided ClickBank with a return address and any special instructions related to the return of an unwanted purchase.

Vendor Settings tab > **My Site**

Customer Support Information -
» Edit

Vendor Brand: ClickBank Test

Customer Service Email: support@clickbank.com

Customer Service Phone: 800-390-6035

Customer Service Website: <https://www.clickbank.com/support/>

Physical Return Instructions: Fill out any relevant return information customer's would need in order to send back the product.

This information is also displayed to the customer via [ClickBank Order Support](#).

Seller Information

ClickBank Test

Email: support@clickbank.com

Phone: 800-390-6035

View Seller's Homepage

Visit Seller's Support Page

If you would like to add more information about your physical product return process or other special instructions please submit a request [HERE](#). Be sure to enter “Special Instructions” in the **Subject** field and also select it in the **Type of Question** drop-down menu. Add all pertinent information to the **Detailed Summary of Request box**.

[CLICK HERE](#) For more information about physical product requirements.

✔ Tracking Information

You are also required to provide customers with a tracking number within 24 hours of shipment.

[CLICK HERE](#) for more information and instructions about sending shipping notifications.

Reporting tab > Shipping

SHIPPING REPORT:

Filtering Options:

Receipt: Ship Status: Start Date: End Date:

One item found.

Order Date	Receipt	Account	Name	Item	Quantity	Order Details	Address	Status	Shipping Info
2021-03-19	4NCSALR2	iheartbsu7	Clickbank Test	14	1	Front End Offer	TEST ORDER DO NOT SHIP BOISE ID 83709 US	Test Transaction	Generate Ship Info

Order Number 4NCSALR2

Item Number: 14 * Required

Ship Date: * select

Carrier: *

Tracking Number:

Shipped To:

Comments:

This information is also displayed to the customer via [ClickBank Order Support](#).

Shipping Details

Shipping Status	Carrier	Shipped Date	Tracking Number
Shipped	DHL	2021-03-19	testtracking

THANK YOU PAGE REQUIREMENTS

In addition to the Pitch Page, you must also create a Thank You page for your product. The Thank You page is the page a customer will be directed to after they purchase your product and the payment has been processed.

If you have a digital product that is a single file, you can opt to have ClickBank host your digital product in lieu of creating a Thank You Page URL. (ClickBank hosts only one product per seller. And if your product includes more than one file, you must deliver it through your Thank You page.)

See the [Digital Product Upload](#) article for more information about this option.

The [Creating Your First Product](#) page is a good resource for more details about what elements should be included on the Thank You page, but here are some of the basic requirements:

✓ ClickBank Statement

A reminder to the customer that his or her credit card or bank statement will show a charge by ClickBank, rather than a reference to your specific product. This reminder should be prominent, as customers sometimes request refunds because they forget that ClickBank is handling the purchase. Please add the following statement:

“Your credit card statement will show a charge from CLKBANK*.”

✓ ClickBank Trust Badge

The [CBTB](#) is also required on the Thank You Page. This promotes a secure experience for the customer, regardless of the path that led them to your Pitch Page.

✓ Product Access

Please present clear and efficient instructions on how to download or access the product or provide information on how and when the product will be delivered to them.

The Thank You Page for physical products must provide information to let the customer know when they can expect their purchase to ship and to be delivered.

✔ File Format of the Product (Digital)

If you are selling a digital product that requires the customer to use a specific software application or operating system to access your product, you are required to specify the file format of your product as well as the software or operating system that is required to use it (e.g., Microsoft Word, Adobe Acrobat, etc).

✔ Contact Information

Customers must be able to reach you if they have a question about your product or need technical assistance after the purchase. Please include an email address, a link to your email address, a Contact Us link, or a link to a customer support ticket system on your Thank You Page.

✔ ClickBank Disclaimer

Please ensure that this disclaimer is displayed on your Thank You Page footer:

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AFFILIATE MARKETPLACE

If you want to attract affiliates to promote your product, it's important that you add a listing to the ClickBank Affiliate Marketplace. When affiliates are looking for products to promote, they often check the Marketplace first. It's up to you, the seller, to create a compelling description for your Marketplace listing to spark the interest of potential affiliates.

To create a Marketplace listing: **Vendor Settings** tab > **My Site**

Marketplace Information - » Edit

Marketplace Category: Health & Fitness » General

Marketplace Listing:

Marketplace Title: Product Title

Offer Information: Detailed Description To Attract Affiliates.

Commission: 25.0%

Affiliate Tools URL: <http://www.exampleURL.com/affiliates>

Affiliate Support Email Address: examplemail@clickbank.com

Default HopLink Target URL:

HopLink Target URL: <http://www.productURL.com>

Mobile HopLink Target URL:

Additional Hoplink Target URLs:

The HopLink Target URL listed above is the primary landing page of your Marketplace Listing and the page that affiliate HopLinks will direct to unless otherwise specified. To allow affiliates to create a HopLink to an alternative landing page, you will need to add an Additional HopLink Target URL.

[CLICK HERE](#) to learn more about creating your Marketplace listing.

AFFILIATE TOOLS PAGE

Sellers are strongly encouraged to create an Affiliate Tools webpage to provide potential affiliates with all the "tools" that will make promoting your product a breeze. You will want to add your Affiliate Tools page URL to your Marketplace listing.

Creating an Affiliate Tools page is similar to creating a Pitch Page for a product; however, the audience will be potential affiliates. [CLICK HERE](#) to see a sample affiliate tools page.

Some things that affiliates will find helpful on a tools page:

- [Contact Information](#)
- [Commission Types You Offer](#)
- [Visual Materials](#)
- [Email Swipes](#)
- [Text Ads](#)
- [Marketing Videos](#)
- [Keywords](#)
- [FAQ](#)
- [Niche-Specific Tips](#)
- [Article Examples](#)
- [Testimonials](#)
- [Earnings Disclaimer](#)

COMPLIANCE GUIDELINES

When creating your sales copy, here are some things to keep in mind to help ensure that your claims and your content are compliant with federal regulations and that the review process goes as smoothly and efficiently as possible. (The information in this section is intended to provide an overview and is not presented as a complete and comprehensive list.)

✓ Health & Fitness Guidelines

- [Per FTC Guidelines](#), ClickBank has capped reasonable weight loss claims to a maximum of 3 lbs. lost per week.
- Any “before” and “after” pictures displayed on Pitch Pages need to depict an actual consumer experience that can be substantiated in the event of a regulatory agency audit.
- [Per the FTC](#), ClickBank requires that sellers use testimonials that reflect typical consumer results. If consumers cannot generally expect to get those results, the Pitch Page should state how much weight consumers could expect to lose under similar circumstances.
- [Per the FTC](#), sellers may not claim that their product causes permanent weight loss or will allow consumers to achieve results without dieting or exercise. Salesmanship is encouraged, but be careful not to over-embellish. It’s generally unreasonable to assume that someone can lose a substantial amount of weight with little to no exercise and can permanently keep it off.

✓ Internet Marketing / E-Biz Guidelines

- Sellers may not claim that the customer will, can, or imagine making a specific amount of or range of income by simply following a few techniques outlined in the product. It is more reasonable to assume that with attention, effort, and spare time, the average person, with little or no internet marketing experience, can achieve a supplemental income.
- ClickBank requires that pitches make reasonable attempts to reflect the actual or typical effort required to achieve typical results. Salesmanship is encouraged, but be careful not to over-embellish. It’s generally unreasonable to assume that someone with little or no experience in Internet marketing can achieve a 6-figure income with an hour or less of effort per day.
- If sellers display images of ClickBank account sales snapshots, we will ask that you verify the account or accounts from which the images were generated.
- Sellers may not make claims that a customer will make a specific amount of money within a specific time frame.

✓ Supplements / Consumables Guidelines

- All pages with bundle pricing should prominently state the total purchase price vs. stating only the price per bottle.
- Dietary supplements may not claim to diagnose, treat, cure or prevent a disease or symptoms of a disease.
- All claims made regarding a dietary supplement must start from a point of health and support a structure or function of the body.
- When identifying claims, advertisers should not focus just on individual phrases or statements but, rather, should consider the marketing as a whole, assessing the “net impression” conveyed by all elements of the story, including the text, product name, and depictions.
- Under FTC law, an advertiser is equally responsible for the accuracy of claims suggested or implied by the marketing.
- [FDA and FTC regulations](#) require that all product claims are accurate and can be substantiated.

Here are some examples of claims you should avoid and claims that regulatory agencies view as acceptable.

Acceptable	Avoid
Maintains	Treats
Supports / Assists	Cures
Promotes	Prevents
Supplementation regime for	Therapeutic
Supplements the Diet	Medicinal / Treatment
Formulated to promote / maintain health and well-being	Pain
Supports a healthy response to stress	Stress Disorders
Supports coping with occasional blues associated with everyday life	Anxiety / Depression
Promotes calmness and relaxation	PTSD / Stress
Supports a positive, healthy mood / improves mood	Bipolar / Depression
Helps with muscle pain due to exercise	Anti-inflammatory / Inflammation
Supports a healthy inflammatory response following exercise	Anti-inflammatory / Inflammation
Supports healthy joint mobility	Arthritis / Joint Pain

Supports the body's natural sleep cycle	Solves sleep problems
Supports quality / optimal sleep	Alternative to sleeping pills / Medication
For occasional sleeplessness	Insomnia
Helps with weight management or exercise	Lose weight without dieting
Supports a healthy lifestyle	Lose more than 3 pounds per week
	Helps with / Relieves chronic conditions
	Alternative to conventional medicine

✓ Cosmetics

Defined by the FDA as articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance.

- Cosmetics may not be ingested.
- Cosmetic claims may apply to the look, feel, appearance, and surface only.
- If a product is marketed with claims for purposes such as treating or preventing disease or affecting the structure or function of the body—including the skin—it's viewed as a drug by regulatory agencies, and it must meet the requirements for a drug, even if it affects the appearance of the skin.
- FDA and FTC rules require that all product claims are accurate and can be substantiated.

Here are some examples of cosmetic claims you should avoid and claims that regulatory agencies view as acceptable:

Acceptable	Avoid
Keeps your skin looking healthy	Pain / Pain Relief
Hydrating	Anti-Inflammatory
Moisturizing	Relieves Inflammation
Reduces or minimizes the appearance of wrinkles	Anti-Aging
Helps to minimize the appearance of wrinkles	Heals Skin
Hides skin imperfections	Repairs skin or skin damage
Helps to improve the appearance of age spots	Removes or Eliminate Wrinkles

Helps hide sun damage	Prevents Wrinkles
Revitalizes / Replenishes skin or hair	Eliminates Skin Imperfections
Smooths and softens skin	Eliminates age spots or skin discoloration
Nourishes skin or hair	Helps correct the effects of sun damage on skin
Improves appearance of skin texture and elasticity	Increases Skin Elasticity
Supports / provides a more youthful appearance	Prevents Aging
	Stimulates Collagen Production
	Treats or Cures
	Alternative to any form of cosmetic surgery

You now have all the information you need to help make the product approval process easier, which should help you start selling faster! **Good luck with your new product!**

CUSTOMER SERVICE & MASTER ACCOUNTS

Once you're selling, you will want to provide the your customers with the best service possible. Watch this [helpful video](#) for a review of Customer Service (our role and yours), an introduction to your ClickBank Master Account, how to manage your tickets, and more.