

EWEN CHIA'S

INTERNET MILLIONAIRES

**“The Easiest Way To Make
A Million On The Internet!”**

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About Ewen Chia



Ewen Chia has been marketing online since 1997 and is considered one of the biggest internet marketing experts today.

His forte is in **helping ordinary people make real money online**, with his many simple proprietary step-by-step systems.

Ewen has taught thousands of students worldwide how to live the internet lifestyle; quit their jobs and achieve financial freedom through the internet.

If there is ONE person who can help you do the same - it's Ewen Chia.

As a world-renowned and highly-respected marketer, he is often called upon for his ingenious marketing advice, especially in the areas of affiliate marketing, list building, email marketing, product creation and online branding.

Ewen is widely known as “**The World's #1 Super Affiliate**” and his name is synonymous with the business model of affiliate marketing.

He is also the hidden 'secret weapon' of many marketers for his uncanny ability to trounce the competition and take on the coveted #1 reseller spot in almost every major marketing rollout!

To find out more, please visit his websites below:

<http://www.InternetWealth.com>

<http://www.EwenChia.com>

<http://www.SuperAffiliates.com>

<http://www.AutopilotProfits.com>

<http://www.WorkingFromHome.com>

<http://www.SecretAffiliateWeapon.com>

<http://www.MyFreeWebsiteBuilder.com>

<http://www.InternetMoneyMachine.com>

<http://www.MakeMoneyFromTheInternet.com>

<http://www.Featuring.com>

Complete Transcript Of “Million Dollar Coaching” Teleseminar:

Ewen: Hi, my name is Ewen and I like to welcome you to this coaching call. Today we have Doug and Nora or is it Laura? Sorry I got your name wrongly. Is this Nora or Laura?

Laura: Laura, with L

Ewen: Ok. Well, there's Doug on the line as well. Doug will you say hi to her.

Doug: Hi, I didn't get that either. Nora, Laura or Nora?

Laura: Laura

Doug: Laura! Hi, how are you doing?

Ewen: Yeah Laura, you are little soft over there so we have some problem hearing you. That's ok, as long as you can speak a little later or you can hear us that's perfectly fine. I like to welcome both of you to the call, there's suppose to be many more people but I guess they would rather listen to the recording or go out and watch a movie or something.
I don't know. Right.

Anyway, this call is again, is regarding how you can do a business on the internet using information. So this is regarding information marketing.

And this coaching call is structured such that if you have any question regarding anything related to internet marketing, you can ask me your questions and I'll try my best to help you and answer the question right on this call. And I think that a

good format to go to. And if have heard the previous coaching call, that you will know how the call is structured.

So ladies and gentlemen's... ooh ok you are pretty loud now, is this Laura?

Laura: Yes, I with my speakers

Ewen: Well now you are perfectly clear and I can hear you very well now. Just to have a little introduction. Well maybe Doug, would you tell us a little about yourself and about your internet business. Feel free to introduce yourself.

Doug: Well, at present I don't have any internet business. Actually, that's what this is all about. I only have to getting setup, choose into a correct market for myself and then getting pass the major barrier of information overload and clear it out and focusing.

Information marketing is an outstanding opportunity, I can see that. I can see that there are tons of very valid and great information out there and there are also tons of rehash junk that carries a price tag.

So, I'm thinking that the person who really zero in on the right market and go the extra effort to provide quality information and then there are other stuff whatever there are for recognition, credibility, branding and I think that the way to go.

My background is in health. I'm a chiropractor, naturopath and now I practice as a medicine man. But I'm also intrigued by these phenomena called Internet Marketing. And I have quite a few products for sale that I could sale related to Internet Marketing and a lot of them came from some guy name Ewen Chia.

Ewen: Well, Doug you've been my subscriber for a very long time. And you know, I'm really happy to have you. My take on this is sometimes it hurt to have

too much information, because then we become overloaded with information and we don't know where to start.

And while we have the desire, I think the key is to be able to piece the pieces of the puzzle together to a step-by-step method. That's the only way that you can get started easier, instead of having 100 ebook on your computer, and not knowing where to start.

I think a lot of people are facing this problem especially if you're just starting your Internet journey. Don't you agree?

Doug: I agree absolutely. A lot of your stuff I read but I didn't really read. There is something that I was going over and I couldn't remember where I put. I read that again just a few days ago. What I got there was I couldn't believe that I've read before. And it come to one simple tool, you got to focus.

Basic and you got to build on your business. And if somebody bang me on the head with it month ago, I'll be in a lot of different place.

Ewen: Well, it's not too late because the Internet is never too late for anyone. We just have to get out there and be ready and get started something. It doesn't matter if we start something small as long as we get started.

I think that's really the magic, because once you get started, and if you are able to drive yourself forward with that little action that you took, then you being able to get something off the ground.

Well, Doug thanks for your introduction. Laura, how about yourself?

Laura: I've been in internet marketing about a year and a half. I began with convocation. And it was a big suffering, a long journey. I read all kind of book, bought software. I bought everything it promises.

But my big problem is in marketing. I have several problems. I have some experience about cost vocation. Some of them are based people do. I've seen them a lot. Even I don't make many sales, very few. My big problem is marketing.

I subscribed to Traffic Swarm, top software, I buy leads, I bought many things but there's very poor.

That's why I'm trying to learn more everyday about social marketing, about you tube. But it's too much information for me, and I don't know how to start. That's what you say few seconds ago. It's very difficult.

Ewen: Exactly. Thank you. You know, again, it doesn't matter how much you know. It's how much you are able to put what you know into practice, systematically.

A lot of us are caught in that premise that we have to drive traffic for example, and get as many visitors to our website as possible. But as again Laura has said, it really not about that, it's really about the marketing. When we talk about marketing, it encompasses everything, not only traffic.

So for example, if your website is not good enough to attract buyer or to get people to take action, no matter how much traffic you drive to the website, it going to be in vain.

So, when it comes to marketing, I'm sure some of you may have heard of when we study marketing, we have taught of 5 Ps of Marketing. Which are, pardon me if I'm wrong, but it should be Product, People, Price, Place and Promotion. You guys have heard of that the 5 Ps of marketing?

Laura: No

Ewen: OK. Now you heard of it. This is what you learned in school, the 5 Ps of marketing, if you have taken marketing as a topic. But the thing that you do on the internet and how you make money on the internet can't be learned in school.

On the internet, I have my little version of the 5 Ps and I called this the 3Ps of making money online. And this is what makes money online. It encompasses marketing principle but it also provides a system, a step-by-step approach to doing things correctly.

This will also help for example dock yourself if you not able to able to pin point a correct market to go into. So, I'm going to go through with this 3 steps system. It's a very simple system and it called the 3 Ps of making money online.

And the first P that we have is problem, and that the first P and then we have Product and followed by People. So the 3 Ps of making money online are problem, product and people.

And when we look at these 3 Ps we have bring this 3 pieces together. For example step 1 is the problem; step 2 is the product, step 3 is the people. This is very much like information marketing on the internet because the internet is really about information. We call the internet the information highway. And this because people generally go online even today, the number one thing that people do is search for information.

You guys agree?

Laura, Doug: Absolutely!

Ewen: Yes, people go online to look for information. It could be anything, any information. And this is where we have to get started with a system, like the 3 Ps. Ok let's look at the first P, the problem.

The problem relates to you being able to identify a group of people and market and not only identify a market but being able to find out what the problem are in this market.

Now, on the internet there are thousands and thousands of different market. And there are going to be a market where you will have an interest in, a passion in. It is always better to go to a topic which you are passion about because it going to make your business a lot more feeling and enjoyable.

But, if you know how to start an internet business, you can start one in a topic which you know nothing about as well.

So let's go back.

The very first step that we need to take is to make sure that we pin point and select a right market for ourselves and the market should be able to make you money. We are talking about a money making market. This is different from just selecting a market.

An example, you know that markets that are related to hobbies or sport for instant are quite rabid market. Meaning the people in this market, they are willing to spend money to learn and improve and most of them because they are pursuing the hobby or interest will have the disposable income to spend with you. So, that is quite a good market because not only are there people who are interested and very interested but this people are willing to spend money with you.

Compared to a market, for example, like the job market. While this is a quite in demand market, it does not mean that necessarily the people in the job market have the disposable income to spend the money because they are either looking for a job or they are out of job, right. So, I hope Laura and Doug are able to follow so far what I'm trying to say. Is it OK?

Doug: Yes, what you are trying to say that try to sale an ebook how to build a shelf to the homeless people, right.

Ewen: Yes, that's right exactly. Well that a good example, homeless people, people who are in foreclosures for example. And I understand that foreclosure is a very big problem in the US especially. And also it's a very big market and there are many markets that are related to foreclosures.

While this is a huge market, people who are facing this problem are not going to spend money on you to buy an ebook or home study course. They can't. So, while it is a good market, we can't approach too much on information business. Because there are other services that are related to that market and that is more for services at helping people.

We have kind of get the correct market and the best indicator of getting the correct market is anything related to hobbies, interest, sports, lifestyle, self-improvement, beauty, health for example. All these topics are in fact related to issues that human faced. All of us have all this concerns. We are all concern about our health, our relationship, the way we look and how we can improve on certain things.

This is what I called universal people topic. It's a term that I coined for this is known as human marketing. When we market to human and people, we have to be able to know these traits of people, so that when we select a market that is alike and tight to one of this universal traits for example, a beauty market, we will be half way there, because there always going to have a ready market and customer as long as there are people around.

So finding a market that will always is in need. This is about finding a good market. And many times it is a lot better for us, there are many markets, but we do not have to find and do a business in 10 markets.

Always start with just 1 market. And when you get started, select 1 market. That's about focus. Or what I called the power of one. Focusing on 1 thing, we grow the business with that one market. After the business get off the ground and start making money then we look at other market, unless you are someone who can multi task a lot. But for most people including myself, it is a lot easier to focus on one thing at a time.

When we pick a market like this to get started in, treat this as your primary market and your primary business. And this market must be alike to a passion that you have as well. So if you are interested in certain things, like you already like dog training, you like dogs, go into a business that related to dogs. If you like golf, do something that is related to golf.

Every one of us, we have our own passion. So it is always better to do something that alike to our passion because only then will we be motivated to grow the business that we have.

Let me tell you that the internet business is rather a lonely business. Because we are always with our computer and it is hard. So at least if we do something that we like, we will be self driven, will be self motivated. And this is something that pretty important. I give you an example, for myself, my main market is the make money online market, the internet marketing market. It is because it just came naturally when I got started on the internet in 1997. I was concern about making money on the internet right from the beginning, I needed to make money. So naturally I was forced into the market of the make money online market and I had to find ways, and slowly I was, I love to make money and slowly I love to grow to like the internet business as well because that is the vehicle for making money. So it became a hobby. It started as a need and it became as a hobby. I was able to do very well in the market because I have that passion. I want to do something different then I don't think I will do as well. But because of what I've

done and what I've learned now I'm able to start a business in any market that I want because we always use the same principle and the same system.

And it applies to Laura and Doug as well. When you know how to do a business properly, then you know, it doesn't matter what market you do because we always trying to repeat the task. It's very repetitive and that is good because the internet business, you can duplicate that business in any market.

Ok any question so far?

Doug: No I got you on the problem. I understand that exactly.

Ewen: Ok let pretend that you have already got your market. There are many ways to find market on the internet. And some people try to make the process very complicated. And I don't think it's complicated because when it comes to human marketing the process is very straight forward.

Ok, so how can you find market on the internet if you do not already know your market? There are many websites out there that you are able to tap into and feed of the research that they have done. For example ebay, when you go into ebay, because ebay is a multi billion dollar company, they have already done a lot of research. When you go to ebay dot com, you go to see the categories from ebay. All of these are markets. You are going to be able also dig down into sub market and really find something that you like.

The thing to remember is when you find a market on ebay, you almost have a guaranteed market that will make money because the market that ebay have are making money already.

You guys got that?

That is because ebay have the bottom line to meet. They cannot afford to place markets which are not making money. So, when you get a market from ebay, you are going to be able to have a market that is already profitable. People are already transacting, buying things and there are like thousands of transactions in the market almost on the daily basis on the auctions that is going on. So there are already a pool of customers and ready pool of people all willing to spend money on market that is found on ebay. That is a good indicator for you.

Another example, you are able to go to a website like ezinearticles.com which I'm sure you have both heard about. There are probably the biggest article directories on the internet. Again you have to think logically because ezine articles or any article directories for that matter, these are websites that are built up by content that are provided by other people, writers or ghostwriter for that matter.

Again when you go to ezinearticles.com, there are many categories for you to choose. And these categories as long as there are articles there or there a lot of articles there, it means that there are ready readerships for these articles. In fact I think articles are great indicators of the nature of the market because articles are informative in nature and that what internet is all about, information. So, if there are many topics of articles written around a certain problem, a certain issue in the market, for example let's talk about dog training. For example articles regarding the kind of dog food to select or how to stop my dog from barking. When you find articles on this topic, you know that people want to read about them. People are concerned about these issues. And that is why people are writing about it. There are always an action and reaction.

People, writers are writing about this topic because there's a demand about this topic and people want to read about them. If not nobody will write about these topics.

Agreed?

Laura: Yes of course.

Ewen: Again, ezinearticles is a good research ground for you, to pin point not only a good market but to also find out what the problems are in this market. For example if you go into a category on ezinearticles maybe another category likes sports or golf. You see articles being written about “How can I improve my swing”, “How I can lower my scores”, “How do I select the correct golf equipment”.

This means that these are the problems in the market. And remember when I talk about a problem it means that if you are able... the formula is very straight forward, very simple. Find a market and know what their biggest problems are.

When you are able to solve people problem through information, you make a lot of money. That as simple as it can be put. When you able to solve people problems, you make money. And that is the foundation of every successful business on earth. Every business is there to solve some problems. We will always have problems no matter how happy we are. And these problems are related to different topics, different markets.

So the step is, first find a market, and then find out their biggest problems. I just have given you two examples and two websites of how you can do that. Obviously, there are many more ways to do it, many more websites.

You could also use keyword research tools. For example like wordtracker, freekeywords.wordtracker.com or you could use any of the hundred of keyword tools out there. But I think the keyword tool is meant to validate your research, not to be use as a way to select a market because when we use a keyword tool, very often it hard for us to decide what to put into the keyword tool in the beginning if we do not have any idea.

So, when we find a market for example, I'm going to stick with the golf market, to make thing simple. You can go to keyword research tool and type in golf and see the demand and look at the kind of keywords that are in golf. And this will also give you a measure of what people are looking for in the golf market. Get an idea first, and then use a keyword research tool. Not the other way around.

Of course you are able to use tool and place in qualifiers, for example, go into wordtracker and typing in the word problem into wordtracker or typing in the word "buy" and they will give you also a list of things that people are looking to buy or problems that people have or you can type in the word like learn, what do they want to learn. When you type into wordtracker, for example, I think the first result of using qualifiers learn in wordtracker is something like I want to learn how to fly or something. It's quite ridiculous but you get an idea. People want to learn to be superman!

This is why you need to take this from an integrated approach. It is not advisable to just depend on one source of information. It may not be accurate; no keyword tool is accurate, by the way. It is a lot easier if you just select a market first then you use the keyword tool to validate your research and see the demand in the market.

Doug: Excuse me; I just want to ask you a question. That's a great concept, I understand what you are saying about scouting your market and then refining your research, with the example that you have given. Is there any places in particular are best place to scout for problems within the internet marketing market.

Ewen: Definitely, haven't gone to that. If you have already got a market, then going to find the problems in this market. That's also very simple. One of the best places is to use forums. In most market especially the bigger market, there's always a forum in the market. Most of the time, it's going to have the authority forum in this market. So, this is a simple process of going to any search engine

like google and typing in your market for example golf forum. If you type in golf forum into google, you are going to get a huge list of forum that available in golf.

And sometimes, it is better for you when you type in the keyword into the google search bar, to put open and close quotation marks around the keywords. So that your search is very defined.

So, let say you type in something like golf forums into google, you are going to find a whole list of forum and the way to do this is just go and look into the top 3 or top 5 forums in this market. Not only it for make your search a lot easier just by looking at the first page, but it also means that this forums get the most traffic and have the largest members.

What we are doing is we are going directly into the market to find out what their problems are. Because when you go to a forum, and you look at what people are asking and the thing that they are posting, this are all the problems that they are facing.

And in the forum, you are able to see the kind, the number of searches, the number of replies, and the views of the topic. Let say if you go to the golf forums, and people are asking about which is the best brand of golf ball used, is it Callaway, and is it whatsoever. That's a huge post, people are commenting and you have like 5,000 views on the post. You know that this is something that people want to know about. Golfers have a problem with this because they want to get the best golf balls.

You got the market, you got the big problem in the market, and so what do you do? You come out with the information product to solve that problem. You could create a report that says Secrets to Selecting the Right Golf Balls for the Right Swing or something. I'm not sure.

But when you create a product around a problem, then your product will become a hot seller. That's the thing. Creating product is not a science, it's an art. And when we create product, it does not mean that, once you create a product or we have a product, is going to make money. No. That product in order to do well it has to solve problem. It has to provide a solution to people.

The example of going to forum is the simplest way to do it. That can be done in any market. Doug, that can be done to the internet marketing market as well. Obviously, you just go to Warrior Forum, that the crazy place to be. Go to Warrior Forum, and you can, when you go to forum, not only can you spy what people want to know. You can also start your own post; you can start a poll in the forum for example. And ask people what are your biggest problems? What you want to know about? It can be passive or active way.

And another way is to go to Yahoo Answers. Answers.yahoo.com. and Yahoo Answers is the world's largest database of a question and answer website. Beside Yahoo Answers, we have a lot more, like WikiHow.com, eHow.com; there are many of this resource sites available, but Yahoo Answers by far the largest. They literally get millions of people everyday on a daily basis. It's a huge database of information and research.

When you go to Yahoo Answers, all these are free websites, again there are going to be categories. And going to categories, you are able to see, for example clicking on golf, you are able to see the kind of questions that people are looking for answers. So that is as straight forward as it is. Going to Yahoo Answers and finding out what people want to know about. All these are problems that people have.

Obviously if you are in a market which you know something about, something that you are interested in, many of the times we know what the problem are in this market ourselves, because we are part of the market. If I'm a golfer, if I go to

the golf market naturally, then, I know what people want to know about because in general, those are the things that I want to know about.

This is why it is important to find a market you have an interest in. When you do that, many of the time you will become the market as well. You are your own customer. It's a lot easier for you to know what the market wants and what your customer wants because those are the same thing you want.

Got it so far?

Doug, Laura: Yes, very good.

Ewen: This is what I called a "Me Marketing". M.E. "Me Marketing" because it's about you. But when we are doing a business is not about us, is about the customer but as long as you are the customer, it is a lot easier. I've given you many tips to do this. It is a quite step by step. Finding a market, finding what the problems are. And then that is the first P. Problem.

And the second P is Product. How do you create a product or how do you come in to the market and solve people's problems.

You do that by a number of ways. Obviously, when we are talking about information marketing, we talk about how to create information based product to solve this problem. And because the internet is all about information, that is an evergreen method of making money. It will never die because people will always want information.

But the better approach to take is not to go into the market with a product that you create immediately. You are going to have difficulties when you do that. First, you may not be that experience in the market and you may not be that experience in marketing to make the product successful, even though it has hit all the right spots.

Secondly, a product, when you go to the market and create a product off hand, you may not necessary have the ready based of customer to market to. You guys got to know that the key to making money on the internet, and I'm talking about money that is consistent, dependable income, is always to build a list in the market. I'm sure you have heard it like hundred times.

Laura: All the time. We believe you.

Ewen: The reason why it is true and it's funny because sometimes we tend to look for ways to complicate ourselves because we cannot believe the answer is there. The truth is out there. But often time we don't believe it.

If I'm going to tell you right now that the secret of making money online is to build a list. "Hey Ewen, that's nothing new!" I know that's nothing new. But that's work; that is the truth. You will always have to have a database of customers or prospects in your business.

I'm not saying that, you know; that the only thing but that is a very important thing. You need to build a list in the market. As cliché as it sounds. That is what I want to tell you guys as well today. If you don't build a list in the market, there's no way you are going to make consistent and dependable income, because anything other than that going to be a non leverage approach.

I'm going to talk about this a little more.

Now that you understand that you have to build a list, then how are we going to approach information marketing as a new online business owner? I've said earlier that I don't think it is advisable to just create a product and throw into the market unless you are experienced.

And you can do that later when you enter a new market or you can do that in the same market. But when you are beginning; I think it is a lot easier if you build a list in the market. Meaning for example; let take the case study of the golf market. Now I have a market; Golf. Not only that I'm going to select golf as a market, but I'm going to specialize in submarket within golf.

That's the key to success, to specialize in something. And we specialize we are able to pin point and zero on a specific group of people and we can lower our competition too. This is what niche marketing is all about; specializing in a certain topic. We try becoming good in that area.

Our goal is to serve a group of people, a specialized group of people. This is due to the fact that not only it is less competitive, not only the people are more targeted, but it is also it will be much easier for us to manage, and it also because in this world we cannot make everyone happy. We just make certain group of people happy. We can really build a fortune in this market by specializing.

Allright, golf. I'm going to specialize in for example, in golf clubs. Not only golf clubs, maybe I'm going to specialize in used golf clubs. Immediately I have zoomed in on a targeted in certain group of people, people who are only interested in used golf clubs. I just managed to cut down my competition from maybe 50 million people in the golf market to just 500,000 people in the used golf market. Not only it is less competitive but it is also more targeted. So "used golf clubs".

I'm going to go into golf forums, Yahoo Answers and other websites to find out what are the problem are in this market. These are all example. I managed to pin point in this market. People, for example, they are afraid to get ripped off from buying used golf equipment. Just because, maybe there a lot of fake clubs or fake golf equipment, maybe somebody import them from China or something. Instead of a Titleist or Callaway, it is a fake version and it doesn't work. Maybe this is one of big problem in the used golf market. People are concern about being cheated.

So now that I know this problem, I'll be able to provide a solution. That has to do with being able to research and being able to create information that people can learn from us about in order to correct that problem. What I'm going to do, I'm not going to create around the problem yet. What I'm going to do upfront is to collect all these people who are having this problem into my database first. So that I'm able to build a relationship with them, so that I am able to have a list.

Once I have that, when I do launch a product in this market, I will be able to email back to this list of people that I already have and start making sale immediately. Obviously, while you are building a list, you can create your product as well.

I'm going to create a simple lead generation website. And this lead generation website are meant to build a list in the market. I'm going to take a few minutes to talk about a lead generation website.

Many times, most people may have the concept that you need to build a huge websites on the internet that is SEO friendly, comes with 50 pages, and it have a lot of nice graphic to it, video etc in order to make a money. No, I don't think so.

I think the simpler we keep it, the easier it is for us to get result. This is because it is also easier for your prospect and your customer. Imagine, if you have a huge website maybe what they called made for adsense kind of website, content website. We have a huge article website that has 1,000 pages in it and we have links to everywhere and people are presented with so much information.

Imagine we have that website A, mega website A as compared to our little website B that is just a very simple 1 page website, when people visited the website they are presented with just one thing. They are given just one choice and you ask them maybe "Do you want to know about how you can avoid getting cheated from buying used golf equipment? If you are interested to know the solution, fill in the

details below and I will give you the information.” So that a simple one page website with a clean looking nice headline and an opt-in form. Which one do you think people will take more action on?

Doug: With one page!

Ewen: Yes the one page because you kept it simple for people. You given them exactly what to do and that again a concept of human marketing because we got to remember that as human, all of us, we hate to make decisions, we hate to have a lot of thinking to do. That is the human trait.

We hate to think. And when you allow people to think and to make their own decision and they are given so many decisions to make, most of the time they do not do anything. They will just leave your website. You supposed to give them, this is what this about, and this is what you have to do. One thing only. People will do it because you told them what to do and is kept easy for them.

So, website B which is the one page website that is the lead generation website and I again told you before that the secret to making big money on the internet or make money for that matter is to build a list. And lead generation website is meant for you to build a list. You build a list in that market.

As compared to big, mega website, the truth is you don't make money with a content website. Even if you could get into the number one place on google, you don't make money with that website. A content website is not meant to make money. It meant for giving people free information, it meant to build branding, it meant to be authoritative, provide content to people. Content website doesn't make money unless you are talking about the few dollars that you make from google adsense for example, for the banner link that you have.

That is kind of like loose approach. You cannot depend on content website to quit your job. Unless you are a huge authoritative portal in your market, like you own

wikipedia or something, that's a bit different. Then you have a huge business going.

But for the ordinary people like us, who work from home, we want to leverage our effort and really get the most bang for our buck. So to speak.

We need to zoom in and do things exactly precise, do things that going to get the most result for ourselves. And that is done for us, the home based business, by creating small one page website that able to build us the most important effort in our internet business and that is building a list.

And that will be my approach. I'm going to create a one page of website and then go there into the market and present and target this group of people and collect as many of this people as possible into my database. And when you collect people into your database, they will be come your subscribers.

And this people, you are going to build a relationship with them. Because not only it is important to build a list, it is also important to have relationship with the list so that they respond to you.

The secret is not only in the list but the secret is in what you do with the list. How you are going to make that money with the list. And one of the best ways to do that is first being able to communicate and get them to be responsive to you. That's by building a relationship. How do you build a relationship with your list for the ordinary home business?

You do that simply by being yourself. Imagine, if you write to your subscribers and you present yourself in a very casual manner, you just like their friend, and you have your name and maybe your photo on your website, then that's going to do a lot of you to build a relationship with people, because the people that you market to on the internet are people who are just like us. We come back from a hard day work and the last person that you want to hear from is our boss.

If you write the email like very corporate and formal sounding, if you are going to sign off like “This Ewen Chia CEO of bla bla bla and this is the award that I’ve won”. People don’t care. And you are going to put them off. You are going to sound like a boss to them.

As opposed to coming across very casually, like you know writing to them very simple email like “Hey, how are you today? I hope your day is going well. Just want to share this information with you”. Use simple English, write short simple email and sign off with for example just your first name.

That going to do a lot more to build a relationship with people because they are going to know on a personal level, they are going to treat you like a friend, as opposed to you coming off like a big corporate company.

That’s the approach that we take as a home based business owner. Unless you are running a big multinational website or company on the internet for example you are Yahoo, that going to be a bit different because it going to be different approach to take.

So far any question?

Doug: You told it very well, I got that.

Ewen : Ok that’s good and that the way that we are going to do it. We are going to create a simple lead generation, one page website. That’s the most effective for making money and start making a list for that market. And we do so; we want to make money in the process as well. It’s about being able to make money for every subscriber that you get. We do that either through affiliate product or we can do that by using maybe some Resale Rights product that we have or some Private Rights materials that we have. So we finally being able to make use of all the thing that we have.

So we can present to them, maybe a special report for sale, a one time offer or even later part in the emails maybe after they subscribe we send them an email and the next email that they are going to get maybe 2 weeks later, by that time 2 weeks later or a week later they should know who you are.

And you come to them. Hey I got a special report that I just acquired the rights to and this is a great report and it will tell you about solving this problem. So this is something special for you and you can download it for a discount for 5 dollars or something. Start small first.

You will be surprise because if you have build the list and you have build a relationship with them the way I described, people will respond and people actually buy and this is where you start getting sales.

A little effort and it become more and more, especially if you have that report for sale in the autoresponder in the follow up sequence. No matter who joined your list they going to get this email. This is one way to automate your sales. Just put a follow up email maybe one week or two week later in your follow up sequence so that any new subscribers that join your list they are going to get that email from you no matter when they join.

And that email will sell the report that you have and you are going to be able to make sale on autopilot because that email always going out; the marketing is automated. That is one example making use of any of the resale rights or PLR product that you have and actually making that for sale for your subscribers.

Another way is just use other people's product. And I'm talking about affiliate marketing. All of us know what affiliate marketing is. It's a very popular concept on the internet. So just go out there and join some affiliate program. There are all free to join. You can go to Commission Junction, ClickBank or you just go to google and type in golf clubs affiliate program.

And you are going to find more than enough for you to select from. So go and join affiliate programs and you can recommend a solution affiliate program to people. And you make a commission. That even easier than selling a report. You just sell other people product.

With affiliate marketing, that a huge study by itself. One way to make money with affiliate marketing is not only to sell people things but also you can give people things and make money. In general it is called a CPA program; cost per action program or you can call it a pay-per-lead program.

For instance for my case study, I'm going to google or I go into an affiliate network like Commission Junction or ShareASale.com. I'm going to find some pay per lead programs in the golf market. So I'm going to join a pay per lead program. Maybe this program is where I can offer my subscribers or my visitor a free golf analysis calculator or something. They can actually download it for free by filling a form and I'll be able to get paid by providing a lead to the merchant.

This is why it called Pay-Per-Lead. So, I'm going to find a pay per lead program and the way the Pay-Per-Lead Program works is often time the merchant will provide you with either a form, a survey or a free sample of a product or something that's free that you can give to people. Once they fill in a form to claim it, you get paid per lead. That the lead generation business. This is why it is important for us to know how to generate leads as well.

In this case study, I'm going to give every subscriber who opts-in, who fills up the form to get more information, I'm going to give them a free golf analysis calculator. And this is a bonus for joining my list, obviously are known to them I'm going to get paid as well.

So you guys follow?

Doug, Laura : Ok

Ewen : So not only you are getting subscriber and a lead, but you are also going to make money from that lead. Because once they fill up the form, you are going to get paid per lead by the merchant. When it comes to pay per lead programs the commissions can be anything from 50 pence to a few hundred dollars per lead that you send them depending on the market and the nature of the program. For example, the insurance market, the forex market, the trading, financial market, in the beauty market, pay-per-lead commissions that can go up as high as 50 dollars to 200 hundred dollars per lead.

So this is very lucrative. So, if all you do on a daily basis is just to generate leads for the merchant, you are going to be rich. If you are able to do that well, you be able to make a lot of pay-per lead commission on a daily basis. And if you use the approach that I tell you for example to tell the prospect that you are going to get a free gift just for signing up for my list, it become a gift to them, a bonus, but you are going to make money from that bonus as well.

It can be replicated in any topic, in any market as long as you have a market, you have the problem and you have an affiliate program in that market that you can use. So that the example a form of affiliate product, the pay per lead program. Other than the pay-per-lead programs, there are many different affiliate program that you can join as well. For example, you can join magazine subscription programs. And that is cool as well because you are able to give people for example; a free trial for one month supply of golf digests. And you give them one month for free and when they subscribe later, you get the commissions. This is another example of pay-per-lead kind of program.

You kind find an affiliate program that related to physical product as well and that is mostly in Commission Junction and affiliate network like ShareASale.com and you have many of that. These are affiliate networks you have Commission

Junction.com and in fact there are many of these affiliate networks on the internet.

I'm just giving you an example and the affiliate network will allow you to promote physical products. For instance; I could promote merchant that sell golf balls or golf clubs physically and I can become an affiliate of that. So this is targeted to my market.

I could promote digital product from clickbank for example that the simplest approach. You can just go to google and find a good one and use just one affiliate program where to recommend to people, to your subscribers when they join your list. This is known as something like a front end. Again it is a lot easier to sell one affiliate program as compared to selling five different affiliate programs at one time.

Got it?

Laura : Ha ah

Ewen: So what happens now? If you follow this step-by-step method, you should have a lead generation website on the internet that targeted to your market and you should have an affiliate product that you can profit from. This happen simultaneously. As soon as you set it up, every new subscriber that joins your lists will also allow you to make money from affiliate commissions and you are going to get new subscriber.

So, this is what you are going to do. You want to do a list in that market and communicate with that list provide content. So first, those people who joining your list are looking for information. So what you could do to build that relationship is also to not only to give them a good recommendation of an affiliate program but also to find information that you can give them for free as well. For

example, by writing an article for them, publishing other people article for them to read or for example going to Youtube and getting a funny video.

And this is exactly what I did just yesterday, I have a golf list, I went to Youtube and I type in “Funny Golf Video”, and there were so many videos on golf, so I took one of the video, I copied the link from YouTube and I emailed my golf subscribers, I say “Hey, this is a funny video about golf that you need to watch”, and I give them the YouTube link so I provide content for them through videos but I didn’t create anything. And they get entertain as well. They watch the video and they laugh. So, this is something that is very simple to do.

There’s funny golf video and I tell them in the email, “Ok. These are mistakes that you’ll make in your golf game if you do not do the correct things. So make sure that you follow the correct procedures”. This kind of like building it up the mind frame that they need to get the correct information to play golf well. I’m going to do some couple of thing with the video.

But again, it’s about, what I’m doing is that I’m going to YouTube to grab a video from there, and give it to them to watch and this builds up the relationship with people because you are not selling them anything, you are giving them information, you are giving them entertainment.

So this is simple thing that you can do, finding articles, finding them videos, or giving them a little gift as well. When you give them a gift; again, it could be a pay-per-lead program which they do not know that you are making money from. You can make money by providing content and building relationship as well. All this can be automated by the autoresponder sequence that you have, so that you don’t have to be a slave to the business, just set it up and you can walk away and the autoresponder will do the marketing for you.

You build the relationship and maybe you will want to have at least about a month worth of emails going out to them. When I talk about a month worth

emails I don't mean having 30 emails. You can't send email to people every day. Spread it, maybe you could have for example an email every week, that's 4 emails only. Or you could have 5 emails, 6 emails; you got to spread your message. You don't email people everyday. That's too much.

So, you have that and that automated. And you can basically add in another 4 emails for month 2 and another 4 emails for month 3. So, the more email you add in to you autoresponder, the longer your marketing will be automated. So, if you are able to sit down and set up email that goes out for 3 months, this mean that every new subscriber who join your list are going to get an email from you for the next 3 months and you can take a holiday for the next 3 months. That's about automating the marketing. That's done through using autoresponder.

What will you do in the process? We do not want to take a vacation for 3 months and forget about the business. What we are going to do is to work on creating our product in the process.

So, now that we are building a list of subscribers, we want to try to create a product that solves the main problems that this subscribers will have. So, apart from, you have already selected a good market and you know their problems beforehand, so, you know what product to create but you can also do is to survey them. Let them tell you what they want.

You could use the free survey service like SurveyMonkey.com or go to google and type in "free surveys" and you get a whole list of resources that you can use to provide free surveys to people and to capture the result. Let say we are using SurveyMonkey; and we can create a simple poll or simple survey and ask your subscribers "What is the biggest problem that you have regarding this or what you want to see or what you would like to solve?"

And when people taking the survey, you will be able to get again, a good idea of exactly what kind of product to create. This mean, you asking the market what

they want to buy and they tell you what they want to buy. You create the solution that they will buy. So, when you take this approach, it means that even before you create the product, you would be successful because you giving the market what they want.

If you don't want to create your product yet, you can take that data, and select an affiliate program that meet the criteria as well. If your subscribers tell you "Hey I really want to know how to clean my golf clubs properly". I can either create something or I can go and find an affiliate program maybe from seen on TV network. "Best Golf Cleaning Club Solution". And I just am going to recommend it to them because they want it.

This is 2 kind of approach that you can take. But we will always want to try to create our own products eventually because that is something that we have full control. That is our own product. So we create the product that is based on what the market want.

How do you create your own product? If you guys have gone through the information that you have, you will know there are many different way to create a product. In fact you have more information that you can use.

Just pick one method to create a product. Pick the simplest method. You can create a product by interviews, interviewing an expert in a marketplace or interviewing someone who is an expert in offline world. For example I can go to my golf coach and ask him for an interview. And just use my computer and record the interview and turn it into an audio product. That is someone who is real in real offline world. Or we could go to google and search the top 20 websites related to our market and try to contact the owner of their websites and request to do an interview with them. And when we do this we are able to create product on demand because this is the easiest way of creating product.

So the interview could either be an email interview, a written interview, or it could be an audio interview using skype or you could use a teleseminar service like this. While I'm talking here, you guys have to also realize that I can create a product out of this coaching, because this is a teleseminar that is being recorded. So, I have a product already for the past one and a half hours I have been talking. A good product!

That's how you can create product. Using interviews or if you know something about a topic, you could record yourself with tape recorder and you know, turn that into recording and get it transcribe.

Apart from interviews, other way that you can create product the simpler way, this is even simpler than using an interview, just to get some private label materials and buy from the shelves. Get private label rights. The most desire approach is to get private label rights that come with the websites, the sales letter, and the complete solutions. There are many of these on the internet.

You will have more choices that you can select. You can buy private label rights anywhere. Just buy something that related to what your market wants. And that private label rights, when you buy it, it could cost you maybe 50 dollars but that 50 dollars can translate into an income for you months and months later continuously. Because remember, you are going to sell it in autoresponder as well.

You can consider investing in building your business getting your private label rights or just join a private label rights membership or you know there are actually many free private label rights around as well. Just go and search for it using google. That's a lot but by far that the fastest and easiest way to create a product from scratch.

Or you could have something ghostwritten. You can go to all the ghost writing websites like elance.com, rentaghostwriter.com, but I'm going to give you the

secret link, a secret resource which I found to be the best source for any ghost writing product the best in the market that you can find. This source is none other than the Warrior Forum.

WarriorForum.com and you can go there. It is the biggest internet marketing forum. And you can go there and what you want to do when you get there, there's a way to approach the Warrior Forum. The Warrior Forum is made up of internet marketers. People who are in the internet business and when I say that, I do not mean people who do internet marketing markets.

Meaning members in the Warrior Forum, and we have more than 50,000 of them, members in Warrior Forum comes from all sort of Internet business. They could be running a dog business, they could be running a technical business, they could be running a pay-per-click business, it doesn't matter but you get a network of people who are internet marketers in all sort of market that you could tap on.

You could either approach a Warrior member and strike up a joint venture or maybe you can interview them. You can find ghostwriters in the Warrior Forum and you can find many people with different skills in the forum. You could contact them and maybe get them to help you with something or hire them to do something for you. That's a lot easier than going to elance.com.

This is the method that I use for many years. I find people that I can work with in the Warrior Forums because these people knows exactly what I'm talking about and they are internet marketers as well. That's the thing. More or less trust the people in a Warrior Forum because they come from a forum in my market. This is a lot safer than going to like elance.com and get a programmer from Croatia or something when you don't know at all.

Well, I still have to be careful; I'm not saying that there won't be people there who out to scam you, there always going to be people like that. But at least we are going to safer source in the beginning. That is one way using Warrior Forum to

find people who you can work with. Another way is to go to Warrior Special Offer section. This is a gold mine.

When you go to Warrior Forum you be able to click on Warrior Special Offer, the WSOs as they called it. This Warrior Special Offers is very active and what happen is fellow Warriors will make special offers to other Warriors. And these offers are often, they have to be exclusive to the Warrior Forum, meaning you can't buy them in public. You could find all sort of special offers. You could find private label materials; you could buy private label articles, you could get people to create graphics for you; an ecover, you could buy off entire businesses, you could buy a lot of things. Many ghost writers are offers their services in the Warrior Special Offer. You could get an ebook ghost written for you for a huge discount because this is exclusive to the Warrior Forum.

I've actually used the Warrior Forum many times for this purpose. Buying products, getting private label rights which I can use in my niche marketing, and basically identifying ghostwriters and getting them to work with me on the long term basis.

So, do you understand what I'm saying?

Laura : You are very good

Doug : This is a very valuable resources.

Laura : Excellent!

Ewen : Very valuable. This is a gold mine and while this is not a secret goldmine, the way that you use it are like I've told you too can be a bit different. Let say you see a Warrior Special Offers for 50 ghostwritten articles for maybe 50 dollars or special discount, not only can you buy that service right of the bed, but you what you want to do is to create a relationship with the ghostwriter in the Warrior

Forum, if you find that their work is quality, it's good. What you are going to do is to build your own virtual team of people.

You are going to tell the ghostwriter that you found that "Can we do a special deal where you help me to create an eBook every month or you help me to write 10 articles every month on a monthly basis. We can do this every month or for the next 3 projects". You are going to get good deal and not only will get a good deal, not only you will get good ghostwriters but you are able to build a relationship with that person. So, that anytime, next time you need some ghost materials, you know who to go to. You build your own virtual team of people. This could be ghost writers; this could be website designers, this could be graphic designers, these are people that you have worked with before and you able to get them to work on your project together the next time you launch a new product because you have build a relationship with this people.

So, never go for a one off approach. Even if you buy something from the Warrior Special Offers, go and try to build the relationship with the seller even if you don't need their services in the future, it's still always good to make friends. And in a business it is all about networking and about building relationship. It always good to make friends and it's going to be fun as well.

So always have that concept of building relationship with people no matter who they are. We don't do that from a manipulative approach. We don't build a relation with people because we think that we can make use of them in the future to do something for us. But do so from a very sincere approach. Say like, " Hey, we are fellow internet marketer, I just want to keep in contact with each other and make friends." If you are sincere, people will be sincere with you but you are going to be able to build your network and you will be able to know more people in the internet marketing world.

So that's how you can create your own product. You don't have to use 10 different ways to create product. Just find one way, focus! Find one way and stick with it

and do it. If you like interviews approach, do the interview! If you like just use private label materials or you like to use a resale rights, just do it! If you like to get something ghost written for you, go for that approach!

While there are many ways to create your own product, go for one that you can focus on and easiest for you and get that product out! That is the most important thing. The end result is you want to have your own product. The process is not the end result, what you want is the actual product. This is a mean to an end. Don't make it complicating. Just go for one method and get that product out.

Once you have that product ready, that's going to be a product that you can use forever. You can make money now for a long period of time. You can launch your product to your subscribers which you have been building while you creating your product. So you can launch it to them, and send a broadcast email to them "Hey, this is my new product that you told me to create! As a special launch offer because you are my subscribers, you are going to get 10 dollars off for the next 3 days only" for example. And you will find many people buying the product.

Not only that, that product can be place it on the autoresponder message so every new subscriber get exposed to that product and make sales of that product on top of your affiliate program as well.

If you want to take it one step further, what you can do is to start an affiliate program. This is very powerful. You start an affiliate program with the product that you have created, for example simply by using clickbank or you can use paydotcom. For every subscriber that buys your product you could tell them "Hey do you want to make extra money, you can recommend your friends to buy the product. You can make 20 dollars from there" for example.

This is very powerful because what you are doing is not only are you selling the product to your subscriber, but you turning them into your affiliates. For every

new subscriber, for every new customer, you have an evangelist, you have an affiliate who will go out there and promote your product to other people.

So, a number of things accomplish here. First, you are building a list of people. Secondly, you are making money from affiliate programs. Thirdly, you are building relationship with your list. Fourthly, if you have your own product, you are going to make money from your own product. And number five, you'll be able to get other people to become your affiliate as well. Turn your subscriber into your own affiliates. You are going to have people who will send traffic to you, even though you are not sending traffics because your affiliates will be the one who sending traffic for you.

And this very straight forward and simple model can be taken and build up into a million dollar business. I've done it myself. You start small but as you grow, for example when you start building your list, the first month you may get 50 people, its ok. Second month you may start to get 100 people. But slowly the business will grow.

Also when your subscribers' base grows you will make more sales and you will also build up bigger affiliate force for yourself. Imagine if one day and that one day could take just a few months depending on how fast you are and if you follow the advice that I have given you, one day you could have 5,000 affiliates out there selling your product for you everyday. And when that happens, you can take a holiday and you still be making money because other people are sending you traffics.

So now, instead of you being an affiliate for other merchant product you have your own affiliate program and other people are the one who sending you traffics. But, we start small and can build this up, the principle are the same. The model stays the same. We can add in more things but the basic foundation of the model stay the same because this is what marketing is all about.

Once you have that opt-in lead generation website set up, the very first thing that we started with, the way to grow that business is to simply send more traffic to that opt-in web page and to tweak the web page so that it can convert better. That's all you do after you set up that webpage and apart from creating your own product, what you want to do is to send as much traffic to it as possible.

And we are talking about promoting and advertising your business on the internet. The more traffic you send to it, the more subscribers that you are going to get, and the more money you are going to make. That's as simple as it is.

That's what you should do everyday. Spend few hours a week, after you set up the website just to promote that website. You could do various methods of promotions; you could automate that promotion by using pay-per-click program like Adwords, MSN Adcenter, so many different kind of pay-per-click search engine. You could automate the traffic by having a daily budget of let say 5 dollars or 10 dollar for example. And you will get traffic to your webpage everyday.

You could do the many different traffic generation methods like article marketing; you could do forum posting by going into forums or you can even go to Yahoo Answers and answer people's questions, you could do social marketing, or you could do youtube marketing. There's so many different ways of doing this.

In fact just look at the videos that there are in the member's area. Those will teach you how to get traffic. And any other materials that you have, you could do Joint Ventures, there's so many ways of getting traffic. Again with traffic, while there are hundreds of ways to getting traffic, focus. The secret again is to focus.

Select just a few traffic methods. Even one, that you are comfortable with and become good at it. Master that traffic method. So that you can use just one or two method to get traffic. You don't have to bother about the rest. This one or two method will get you the bulk of your traffic.

While maybe 10% of your traffic can be from experimental traffic. For example, the latest web 2.0 traffic method. You could try that. That will get you little traffic. But the bulk of your traffic would be from that one or two core method that you use. That could be pay-per-click, that could be article marketing, that could be banner advertising. It depends on yourself whatever you are comfortable with. So watch the videos that you have and you could very easily get traffic.

Traffic is not an art it's a science. Do this and you will get traffic. You do have to be a bit creative sometimes, but most of the time the basic traffic method still works. When it comes to traffic it's either paid or free traffic. That's just about it. If you use a joint venture or an affiliate program where other people send you traffic, and then this is what I called stolen traffic, you are stealing other people traffic and it's great.

So watch the member's area and watch the videos to the end and you will get a lot of tutorials, materials, and information on how you can drive traffic. Again, try to focus and do it one step at a time.

Ok guys.

Laura : Yes

Doug : I got you. You make it sound so easy just focus, get started so simple and persist.

Ewen : The truth is it is that easy. You just have to do it.

Doug : I just wonder only human who just have to complicate things.

Ewen : Yes that's right. What I have just described in this entire coaching call is a very powerful and it is a proven formula, proven system for building up big internet business even from home.

And you know, while it sound so simple and straight forward, like I said people tend to complicate things but it is really that straight forward. Just stick to the basic and do it step-by-step and build up the business from the ground up but you got to start doing something. You got to stick to it but focus on what I have told you to do and you will get a good result.

Don't try to complicate yourself. Try to go for different opportunities and maybe tomorrow you will see the latest adsense website generator that came out and say "Hey, I think this will give me easy money, so I'm going to do adsense business now". That is the wrong approach because you don't want to jump from one thing to another. Just stick to what you have and build it up and that is the way to go.

Doug : That make perfect sense to me.

Ewen : Ok good. I'm going to call it a day and I hope you guys found that this coaching teleseminar useful.