

HOW I MADE  
*My First*  
MILLION   
*on the* INTERNET

and how you can too!

*The complete insider's guide  
to making millions  
with your internet business*

EWEN CHIA



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# HOW I MADE *My First* MILLION *on the* INTERNET and how you can too!

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# DEDICATION

**THIS BOOK IS DEDICATED TO** all of you who aspire to achieve a better and more fulfilling life by starting your own Internet business. It's especially for my subscribers, affiliates, joint venture partners, and friends on the Internet—without them this book would not be possible.

# ABOUT THE AUTHOR



*EwenChia*

**A GRADUATE OF THE** Singapore Institute of Management, Ewen Chia holds a BS in management, with honors. His first full-time job was in sales and marketing, and he struggled to make ends meet just like any other working person. In 1997, he started learning and experimenting with an Internet business. For five full years, motivated by the desire to build a better future for his family and to clear mounting credit-card debt, Ewen worked tirelessly on his business from 11:00 PM to 3:00 AM every single day, while holding a full-time day job. Years of painstaking effort and sleep deprivation finally paid off when an online fortune began to roll in in 2002.

Drawing on his expertise as an Internet entrepreneur, Ewen set up Autopilot Internet Income in 2007. By providing proven training and advice on Internet marketing, Autopilot Internet Income aims to promote

## viii ABOUT THE AUTHOR

Internet entrepreneurship worldwide, encouraging the use of the Internet medium to generate extra income and profits.

Today a world-famous and highly respected marketer, Ewen is often consulted for his ingenious marketing advice, especially in the areas of affiliate marketing, affiliate management, list building, e-mail marketing, product creation, and online branding. He is also widely known as the World #1 Super Affiliate; his name is synonymous with affiliate marketing. Ewen is considered the secret weapon of many Internet marketers for his uncanny ability to trounce the competition and bag the coveted number-one reseller spot in almost every major marketing rollout!

An award-winning international speaker, Ewen has toured the world sharing his Internet business knowledge and experience. He has worked extensively with Success Resources, the World Internet Summit, and many other organizations.

Ewen truly believes that anyone who's willing to put in the effort will be able to achieve complete financial freedom using the Internet. The success stories and testimonials of his many students speak for themselves. Many have been able to quit their day jobs, live the Internet lifestyle, and achieve real financial freedom, thanks to his proven techniques and money-making secrets! You can find out more about Ewen and his life-changing solutions by visiting the following Web sites:

<http://www.EwenChia.com>

<http://www.eEntrepreneur.com>

<http://www.Featuring.com>

<http://www.WorkingFromHome.com>

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# INTRODUCTION

LET ME BEGIN BY EXTENDING my sincerest gratitude to you for choosing to invest in *How I Made My First Million on the Internet ... And How You Can Too!* In so doing, you have shown good faith in my ability to help you build a successful and highly profitable online business.

You've also demonstrated a commitment to yourself. I take this commitment, and your trust, very seriously. It is my intention that this book will deliver on everything promised, and more. In fact, I believe that the information in this book will provide you with the clearest, most comprehensive blueprint on Internet marketing and business available.



.....  
*I believe that the information in this book will provide you with the clearest, most comprehensive blueprint on Internet marketing and business available.*

## **HOW TO USE THIS BOOK**

.....

As you read and absorb the contents of part one, understand that this information represents far more than one man's success story. It contains

your future success story as well. My biography is there to show just how average a guy I really am, but it's not the focus of this material. You'll learn



.....  
*If I can achieve  
success, you can too.*



about my ups and downs on the road to success, and—all right—I'll even brag a little bit. However, I don't want you to think for a second that the business principles discussed

in this book only worked *for me*. These are core principles and systems that work for everyone. My story is there only to highlight this fact: if I can achieve success, you can too.

What follows in part two is a step-by-step Million-Dollar Blueprint for unlocking the wealth of profitable opportunities awaiting you on the Internet. Whether you are starting a new business from scratch without any experience or you're looking to boost your profits, this book takes you through the basics of setting up and running a profitable Internet business.

## WHAT IS AN INTERNET BUSINESS?



.....  
*The few differ-  
ences that exist between  
offline and online market-  
ing come down to speed,  
cost, and ease of execution.  
Internet marketing is  
typically easier, quicker,  
and more cost-effective  
for the average person.*



Essentially, an Internet business is any business that offers products or services on the Internet. Potential customers visit your Web site and purchase your products online rather than by visiting a physical location. The Internet is also a marketing medium. Almost all the universal business and marketing principles that apply offline are applicable online. The few differences that exist between offline and online marketing come down to

speed, cost, and ease of execution. Internet marketing is typically easier, quicker, and more cost-effective for the average person.

You also need to know that the Internet is an information highway, and this is one of the main reasons people go online. They want to find information that solves their problems, educates them, or affects them personally. An information-based business is like any other business, except the product focus is primarily on intangible goods such as e-books, software, membership or service-based sites, etc. In other words, we'll focus more on the marketing of digital as opposed to physical goods. What matters, though, is not so much the product you're selling as the medium you're selling it in—the Internet. Whether you want to sell e-books or tennis shoes is nearly irrelevant in the long run. The important thing to understand is that Internet-based marketing is driven by information. Fundamental marketing principles apply, but they are executed in a slightly different fashion. We'll talk more about the information aspect in subsequent chapters.



**POINTS TO REMEMBER # 1**

**INTERNET MARKETING IS TYPICALLY EASIER, QUICKER, AND MORE COST-EFFECTIVE FOR THE AVERAGE PERSON THAN OFFLINE MARKETING.**



*The important thing to understand is that Internet-based marketing is driven by information.*



**THE MERCHANT AND THE AFFILIATE**

There are more than a few different models for Internet business. However, there are only two core models in the transaction of online business itself:

- 1) Direct proprietor, also known as the merchant or product owner

- 2) Third-party proprietor, otherwise known as an affiliate marketer

So, in other words, if you are selling your own product and handling all of the payment processing, customer service, delivery, etc., then you are the merchant. If you are selling someone else’s product via referral—meaning you refer customers to the merchant’s sales page but play no role in the completion of payment or product delivery—then you are the affiliate. The reason I point out the differences between these two models is to show you that there is more than one way of making sales (and earning income) online. You do not need to have your own products in order to go into



.....  
*There is more than one way of making sales (and earning income) online.*  
 .....

business online. However, you’ll ultimately want to build your business based around both models, as this is where your income can truly soar. The principles you’ll learn in this book apply to both models.

**WHAT THIS BOOK WILL TEACH YOU**

Every successful entrepreneur has at least some business training. This training may come from past jobs, educational courses, mentors, or simply from jumping in head-first and learning along the way—but there is always a time when training comes into play. Whether you are starting your first business or already have some experience under your belt, *How I Made My First Million on the Internet ... And How You Can Too!* will train you in exactly how to research, create, and profit from an Internet-based business from an information-marketing perspective. Here’s an overview of some of the things you will learn:



- **MARKET RESEARCH**

What are people looking for online? What do they want to buy?

- **MARKET SELECTION**

Which market will be easy to break into? Which market holds the most promise in terms of profit potential?

- **PRODUCT SELECTION**

Which products can I deliver as solutions to meet market needs and demand?

- **OFFER TARGETING**

How do I position my offer correctly within the market?

- **TRAFFIC**

How do I get my offer in front of the market?

- **LEAD GENERATION AND FOLLOW UP**

How do I capture prospects (potential customers) from my market onto an e-mail list? How do I present my offer to them once I have their attention?

- **BACKEND**

How do I create a “backend” system of additional offers that will boost my income and assist in the long-term profits and growth of my business?

- **AUTOMATION**

How do I place the majority of my business on autopilot so that it runs and makes money for me without too much additional work?

- **DUPLICATION**

How do I start a second or even third business so I can multiply my total income?

Each of the above represents core issues faced by every business—offline or online—but my Million-Dollar Blueprint shows you how to tackle these issues as an Internet business owner.

## **WHAT THIS BOOK WILL NOT TEACH YOU**

There are pieces of this system that may require you to gain additional skills. While I can give you the basics, I cannot give you in-depth training on the following:

- How to create a fancy Web site
- How to write the best sales copy in the universe
- How to master the pay-per-click advertising engines
- How to solve technical problems with your Web host, autoresponder, etc.

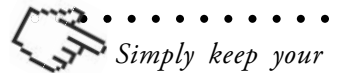
I would love to be able to go into all of this information here. The problem is that each of these subjects could take up an entire book on its own. At the back of this book you will find a handy glossary of key terms—everything you need to grasp the key marketing concepts, understand the Internet tools, and implement the blueprint to success. You'll also find bonus chapters on blogging and writing effective copy. If you find that you're still at a disadvantage somewhere along the way, then make a commitment to getting the additional training that you need. For example, if you are not computer literate, then you'll want to take some classes and get up to speed. There's no way around this. You can't run an Internet business successfully if you're afraid of your own computer.

If you need help with copywriting, Web design, or setting up paid advertising accounts, then you'll want to get extra training in these areas too. There is a wealth of free information online concerning all of these subjects, as well as top-notch, dedicated training products you can invest in. I'll point you to the best of the best I've found in the resources section at the end of this book.

With the preliminaries covered, I'll bet you're raring to go. So am I, but first let me emphasize the single most important thing you'll need before beginning your journey to success ...

## THE WINNING MINDSET

If you've been a student of mine for any length of time, you know that I talk a lot about mindset. Having the right mindset when you go into business is crucial. It is likely *the* factor that will make or break your success. So, what's the right mindset? Simply keep your attention on the image of success, never allowing the thought of failure to enter your mind. Now know this: if you will *truly* commit to learning the blueprint I provide you in this book, you *will* succeed in due time.



*Simply keep your attention on the image of success, never allowing the thought of failure to enter your mind.*



Just like any other business, an Internet business will demand your time and financial investment in order to thrive. Maybe once you've made your first million, you can sleep in late and spend the day working in your pajamas—but right now you need to start getting up, getting dressed, and getting busy. Approach your business with the mindset of a professional. You've already taken the very first step by getting this blueprint in your hands. Make a commitment to yourself right now to

studying this material, and then putting it into practice in the real world without hesitation. You are already halfway there, and I'm ready to guide you the rest of the way. Let's get started!



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**12 PM EST**

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