

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.



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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 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.
.....

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!

PART ONE

My Story—and Yours

CHAPTER 1

The Journey Begins



I was born on June 25, 1973, in Singapore into a middle-class family of four. My parents worked very hard to provide the best for our family, but their own union was a troubled one. Sadly they were unable to reconcile their differences and had decided to separate by the time I was in elementary school.

It was then that I decided to get my first job, and I started working part-time after school. This helped instill in me a strong work ethic and taught me the value of money early on. Even though I was a bit of a workaholic—and still am—I realized that I needed something more. I wanted to be able to enjoy my work and be wealthy from it at the same time.

When the time came to enroll in college, I chose to attend the Singapore Institute of Management, where I earned a BS in management, with honors.

I figured I'd work my way up the chain at some big company and that even if I didn't get rich right away, I'd still make a good, middle-class income for my family. Little did I know where life was about to take me ...

RAGS BEFORE RICHES

Flashback to 1997: I was fresh out of college and had just taken on a sales and marketing job at Sony Music Entertainment (Singapore). I was at the job for about a year before moving on to MobileOne, which is one of the top telecommunications service providers in Singapore. I'd recently married during this period as well and was very happy to be supporting



.....
I figured I'd work my way up the chain at some big company and that even if I didn't get rich right away, I'd still make a good, middle-class income for my family. Little did I know where life was about to take me ...
.....

my new family. I also found myself spending a lot more time on my hobbies. I am an avid guitar player and love to write songs. So I started thinking about marketing some of my compositions.

The Internet was really starting to take off in 1997, and it seemed logical to me that I could reach a wide audience with my music by putting it online. In other words, I was interested in Internet marketing but wasn't actually thinking about starting an online business at all. It wasn't until I began visiting different Web sites in an effort to learn how to market my songs that I came across some information about potential money-making opportunities.

"Could this be my chance to get rich?" I wondered. Well I don't do anything halfway, so I dived right in. From 1997 to 2002 I spent all of my time after work trying to learn how to make money on the Internet. This

meant getting up at 7:00 AM to go to my full-time job, then locking myself away from 11:00 PM to 3:00 AM while I did everything I could to get a business going.

Unfortunately my first few years in business online did not result in the rags-to-riches miracle I'd dreamed of so vividly. Not by any stretch of the imagination. The fact is that I had no idea where to start, nor what kind of business I wanted to run.

For five straight years, I juggled long days and sleepless nights and barely had any time to spend with my family. The first few “business ventures” I got involved in scammed me out of several thousand dollars. Still, I refused to give up and continued pouring more and more money into different ideas. I bought all of the how-to e-books and courses, hoping someone would finally reveal the secret to making money online.



.....
*“Could this be
my chance to get rich?”
I wondered. Well I don’t
do anything halfway, so I
dived right in.*

.....

Do you want to guess just how much money I blew? Make sure you're sitting down for this ... I spent close to US\$50,000 trying to unearth the key to that door I was banging my head against in a desperate effort to gain financial freedom ... and I charged most of that \$50,000 to credit cards. My wife was *not* happy with me, to say the least. All of those credit-card bills were rapidly gaining interest, and we were impossibly behind on payments. The situation was truly grim beyond words.

My self-confidence was fading rapidly, and I was desperate to prove to everyone—but especially to myself—that this “Internet thing” wasn't just a dream. I spent many nights alone, often in tears and feeling shut out by everyone around me. I asked myself over and over, “Why? Why can't I make this work? What am I missing?”

THE POWER OF FOCUS

It is often in our darkest moments, though, that we finally see clearly ...

My turning point came one night in 2002. I was up burning the midnight oil again and asking myself how I could get out of the mess I'd created. A part of me was ready to throw in the towel, but I'm simply too stubborn to give up—even in the face of what looked like total disaster. I had to admit that not all of that \$50,000, five-year-long “education” was totally worthless. In fact I'd gained many valuable skills and learned almost



.....
*Then it finally
hit me: “I'm not missing
anything!”*
.....

everything there was to know about the main models of Internet business.

I knew, for instance, that I needed to target a viable market. I knew I needed to deliver solutions to that market. I understood that

I needed to drive market traffic to my offer and that I had to have a lead-capture and follow-up system in place.

Then it finally hit me: “I'm not missing anything!” In a flash, I realized that I knew what I was *supposed* to be doing, but I just wasn't *doing* it. Instead of putting in the hard work of applying my knowledge, I was still buying into all the hype about overnight riches. A part of me still wanted to believe that all I had to do was put up a Web site, push a few buttons, then wait for the customers to come flooding in by some invisible, magnetic force. Now the truth is that it *can* be this easy when you already have a successful business. Once you've put in the hard work up-front to build an existing customer base, you've got it made. But you have to treat your business as a real business first.

This was my problem. I'd been playing at my business like a hobby. I'd failed to implement the most fundamental concepts of Internet marketing—like

having a target market, a clear strategy, and, most importantly, following a proven system. It wasn't the system that was failing me; it was *my* failure to follow through.

What I lacked was focus. I realized that all I'd ever needed to do to succeed was focus and commit to taking action on what I'd already learned. The thousands of dollars worth of material I'd read over the years had revealed all of the proven business models. I just needed to choose one and stick to it. Armed with this insight, I renewed my commitment to succeed. I decided then and there that failure was not an option.

I settled on affiliate marketing as the business model to focus on and started applying myself with concentrated energy and dedication. It wasn't long before the tide began turning in my favor. I made my first online sale. Believe me, your first sale will give you the greatest feeling in the world once it comes, especially if it has been years in the making! Well, then I made another sale, and another. It was a slow trickle at first, but I finally had my proof. No one could doubt my ability to make sales online anymore—not even me.



.....
I decided then and there that failure was not an option.

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MY SUCCESS STORY—AND YOURS

After that moment of truth in 2002, I became unstoppable. By focusing and applying a proven system, my income continued to soar. Just how far have I come since the days of debt?

First, I've been the top-earning affiliate in almost every Internet affiliate program I've promoted. I've created dozens of my own information products too and have seen them sell like crazy. I currently own and run over ten active money-making Web sites, including the following:



You can also check out these:

- <http://www.MyFreeWebsiteBuilder.com>
- <http://www.AutopilotProfits.com>
- <http://www.SuperAffiliates.com>
- <http://www.WorkingFromHome.com>

Each of these Web sites continues to pull in profits for me on autopilot,



.....
I'll let you in on a secret: not a single one of these sites, on its own, could ever generate the income I have right now. It is the cumulative income generated by of all of these sites over time that creates a five- to six-figure monthly income.

.....

to the tune of about five figures per month. None of this happened overnight, either. Each of these sites represents a point in my learning curve, and each is the result of taking an idea and seeing it through to completion. Some of these sites sell individual products, and some of them are membership sites that generate recurring income. I'll let you in on a secret: not a

single one of these sites, on its own, could ever generate the income I have right now. It is the cumulative income generated by of all of these sites over time that creates a five- to six-figure monthly income.

Now let's look at some of my other credentials. I've become an in-demand speaker on the Internet-marketing seminar circuits, and I regularly travel around the world giving presentations to newbies and experienced insiders alike.



*At the World Internet Marketing Summit held in Singapore in 2006,
I netted five-figure online sales ÷live!÷ in just three days.*

I was also presented with the first-ever World Internet Challenge trophy at the 2006 World Internet Marketing Summit held in Singapore, where I set up a business without preparation and from scratch in front of a live audience of a thousand individuals ... and proceeded to generate five-figure sales from it in just seventy-two hours!



Subsequently I was invited to be the only local featured speaker at the World Internet Mega Summit held in Singapore in May 2007. This was the world's biggest Internet business event, attended by over 3,500 participants.

10 CHAPTER ONE *The Journey Begins*

Here I was given a standing ovation and voted best speaker by the audience!

It's not all business success, either. I am driving—yes—the luxury car.



Me and my BMW 523i

I know I look like a typical Internet marketer showing off here! I was very happy on the day I purchased that BMW, though, because it symbolized the results of years of hard work and struggle. I wanted something to remind me just how far I've come, and I am reminded of my journey to success each time I get behind the wheel.

Another benefit of success is that my wife and I are able to travel almost anywhere in the world. We finally had the chance to visit Universal Studios in Hollywood last year when I went to California for a marketing seminar. And whenever we need to get away from our everyday routine in Singapore, we can vacation somewhere with a different climate and culture.



With my wife, Irene, on the ski slopes of Lucerne in Switzerland in June, 2005.

Most importantly, though, my family has *security*, and my wife and I have more time to spend at home with our kids.



Celebrating my birthday with Irene and our sons, Clayden and Coen, in June 2007.

We've achieved wealth beyond our wildest dreams, and we owe it all to the Internet business.

The crazy thing is I've managed to achieve all of this while marketing to predominantly English-speaking consumers, and English is not even my first language. I've shown you just a fraction of what I've been involved in—we haven't even addressed how I achieved my first million-dollar product launch yet. We'll get to that soon. What I want you to absorb right now is that these same results are possible *for you*.

Maybe a car or luxury holidays are not the status symbols you would choose, but I'm sure there's something you've always wanted. A new house? A fancy, flat-screen television? A jacuzzi? Or perhaps



.....
*We've achieved
wealth beyond our wildest
dreams, and we owe it all
to the Internet business.*



12 CHAPTER ONE *The Journey Begins*



.....
Maybe a car or luxury holidays are not the status symbols you would choose, but I'm sure there's something you've always wanted.

.....

something less tangible, like a better education for the kids? Time to pursue a sporting or artistic dream? A comfortable early-retirement plan? You could have any of these things in due time when you focus on building a solid business. The unfolding of my story in the next chapter

could well be yours in the making too.



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