Ewen Chia
#1 International Bestselling Author

INTERNET BASED BUSINESS

"Secrets To A Profitable Internet Business!"

www.InternetBasedBusiness.com

About Ewen Chia

Striving to earn extra income, Ewen started learning the internet business in 1997. **For 5 full years, he worked on his internet business part-time, every single day from 11pm - 3am <u>while</u> still holding a full-time day job.**

He was extremely motivated to build a better life for his family and to clear credit card debts. After years of perseverance, learning and very little sleep, he started to make real money online and it hasn't stopped since.

From his experience as a self-taught internet entrepreneur, Ewen decided to teach other people and companies how to use the internet to create wealth.

He has created proven materials, both online and offline, to teach Internet entrepreneurship around the world in order to help people.

Ewen is so passionate about teaching the internet business because it can truly help you live a better life and achieve your dreams. Anyone who is willing to learn, put in effort and take positive action can change their life with the internet!

"The World's #1 Super Affiliate"

Since starting as an early Internet business pioneer in 1997, Ewen has truly come a long way...

Today Ewen is one of the world's most famous and respected internet marketing "gurus".

He is often called upon for his ingenious nicheing advice, especially in the areas of business integration, profit leverage, product creation and online branding.

He is also referred to as the *"World's #1 Super Affiliate"* and his name is synonymous with Affiliate Marketing, although that is <u>not</u> all he does.

Widely acknowledged as the "secret weapon" of many internet marketers, Ewen has the uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every marketing rollout.

Ewen can guide and teach you how to become wealthy with the internet - if you want to. For example, a new internet business he set up generated *US$100,000.00+ in less than 30 days*.

Fact is, many people following his teachings have been able to quit their day jobs and make their own income online!

#1 International Best-Selling Author, Trainer & Speaker

Besides running his many internet businesses, Ewen is also a highly sought after international speaker.

He has toured the world sharing his Internet business knowledge and helping thousands of people achieve financial freedom along the way. He has spoken in events together with people like Robert Kiyosaki (Rich

Dad, Poor Dad) and Anthony Robbins.

In November 2006 (Singapore), Ewen received the *first ever* World Internet Summit "World Internet Challenge" award for starting a new Internet business and generating **US$80,000.00 in 3 days** from that very business - right in front of an amazed audience of 1,000+ participants!

Best Speaker: World Internet Summit 2007 (Australia)

In March 2007 (Australia), Ewen was unanimously voted the Best Speaker out of 10 other international speakers by the audience at World Internet Summit for his breakthrough presentation and sincerity in helping people become successful with their own Internet business.

Best Speaker: World Internet Mega Summit (Singapore)

Speaking in front of *almost 4,000* people, Ewen won praises for his teachings, motivational speech and convincing demonstration that completely captured the audience...

So much so that he received a standing ovation and best speaker award!

"How I Made My First Million On The Internet and How You Can Too!"

Ewen launched his print book, *"How I Made My First Million On The Internet and How You Can Too"* in February 2009.

Within **3 hours** of launch, the book made internet marketing history by hitting the **#1 BESTSELLER LISTS** on both Amazon and Barnes & Nobles at the same time!

To find out more about Ewen Chia, please visit www.InternetWealth.com

Table of Contents

Introduction

There has never been a time in the history of the world when it has been easier to start your own business. That's a bold claim, but it's absolutely true.

The reason is the Internet. It can make starting a business quick, simple and cheap. Here's why:

- **Your start-up costs are laughably low compared to an offline business – most times, it's based on using free resources**

- **Your overhead can be ridiculously low**

- **Your profit margins can be astronomical – up to 100%!**

- **Your business operation headaches can be almost non-existent compared to running an offline business**

Notice the words "can be". Internet business is business, and all businesses have costs and headaches. Those are unavoidable.

But if you do things right — which means focusing on the right things and taking the right steps — **you can start and run your own Internet business from your house, and literally be up and running within 24 hours.**

I realize that sounds absurd. It sounds too good to be true. It might even sound illegal, or shady in some way. Let me assure you, it's none of the bad things you might be imagining…

In this ebook, I'll reveal secrets to making an Internet business a reality for you.

You do not have to be a technical genius, or a business wizard, or even super smart. It boils down to knowing a few key things that make all the difference.

I've taught thousands how to do this, and the success stories that have poured in over the years tell me that my methods not only work for me, but they also work for anyone who's willing to try them and stick with it.

It takes some persistence, like anything worth doing, but the reward is <u>huge</u>.

To Your Success,

Ewen Chia

What I Mean By "Secrets"

Before I get too far into this, I want to address something that didn't used to need any comment at all. It does these days, because there are plenty of people out there looking to steal your money and give you essentially nothing in return.

The issue is this—*are there really any "secrets" left?*

In a sense, no. When I teach my students in courses and seminars, I share some personal strategies and discoveries, and some of those are exclusive, so I guess you can call those secrets.

But when you get right down to it, the core points of Internet business are the same as they've always been. And the same principles applied even before Internet business came along. I've never claimed different, and I won't start here.

So when you hear "secrets" from me, stop worrying that I'm trying to trick you into thinking something basic is something never revealed before.

The reason I use the word "secrets" is because what I'm going to reveal to you here are things most people simply don't know, or that they ignore.

Either way, not knowing or not paying attention to these things cripples their chances to succeed. Look, anything you don't know is a "secret" for you at the moment. It's mysterious. It might as well be magic.

Once you know it, though, it's not a secret anymore.

Nothing that I'm going to tell you in this ebook is like a cure for cancer, or finding life on another planet. There's nothing "new" here in a general sense, and I won't claim there is.

But if you you've had some Internet business experience and you've been frustrated and quit, most of what you read here will indeed by new or secret in the sense that you haven't known it before, at least not well enough to succeed with it.

And if you have zero experience with Internet business, pretty much everything you learn is new!

The good news is that you're going to learn these core "secrets" right up front...so you can skip the frustration most people have to deal with.

Okay, on to business…

<u>Secret 1</u>: Pick A Proven Business Model

A business model is really a fancy way of saying how you'll make money. You might hear people talk about a revenue model, or a profit model—it's all the same thing, when you boil it down.

I'd love to tell you that there is only one model that works, but that's not true.

There are lots of models that can work. Everything from selling physical products that you have to inventory and ship, to selling downloadable digital products that get delivered automatically.

I've seen people succeed with just about every business model you can imagine, and some you can't. There's opportunity everywhere, if you'll just open your eyes to it.

But having a hundred business models doesn't help you.

If I had to pick a single thing that is most responsible for killing people's online dreams, having too many options is it.

Think about it. When you have a hundred different options, or even a smaller number like 10, it's hard to make a choice, isn't it? Sure, you can eliminate a few options right off the bat, but you're still left with lots of choices. And especially at the beginning of the process, lots of choices can end up freezing you like a deer in the headlights.

That's why in my products and seminars I recommend that you pick a single, proven business model and run with it.

That model is affiliate marketing.

If the term is brand new to you, it's not complicated:

Affiliate marketing is promoting somebody else's product in exchange for a cut of the profits when that product creator sells a unit to somebody you referred to him.

Your cut of the profits for each referred sale is called your *commission*.

All you have to do to be an affiliate marketer is find products that have affiliate programs, meaning they're willing to give you a cut of the profits for each referred sale. You sign up for the program (most of which are one hundred percent free) and you start promoting the product.

Yes, it's that simple. You can probably already see some tremendous advantages to this business model:

- **It's quick.** It's an exaggeration to say you can set yourself up as an affiliate within seconds, but it really can take very little time. For example, a site called ClickBank.com hosts products for lots of different product creators in lots of different niche markets. You can be an affiliate for any of those products for free. All you have to do is create a ClickBank nickname and start promoting. The entire setup process takes about five minutes, even if you take your time!

- **It's cheap to get started.** I recommend that you have your own website, but as I'll talk about in a minute, your start-up costs are extremely low here.

- **It's as close to painless to get started as possible.** No business is completely without initial effort and even some headaches. But starting out as an affiliate marketer is vastly easier than creating your own products.

- **It's easy to succeed with.** I'm not saying you'll be a millionaire overnight, but I am saying the odds of doing very well, even in your very first year (or month), are stacked significantly in your favor.

Now, is affiliate marketing the only path to success? I already said it's not, but remember, most people are looking for one path that has a high probability of succeeding. I think affiliate marketing is that path.

It's been very good for me personally, but that doesn't necessarily mean it'll be good for you. Based on what I've seen with my students over the years, though, I can say with confidence that it's an excellent initial strategy.

Over time, your business can grow. It probably should grow. But affiliate marketing is a part of every single successful online business I know of, including mine.

You have to start somewhere, and I think affiliate marketing is the smartest starting point. But how you start is every bit as important as where you start, so let's talk about that next.

My brand new **STEP-BY-STEP "24-Hour Internet Business" System** tells you all about affiliate marketing and how to get started the right way.

It reveals my personal strategies for how to start fast and smart, and **grow your business to shocking levels of profitability VERY soon.**

Click Here To Secure Yours Now Before It's Gone!

Secret 2: Keep Your Start-Up Costs Low

I told you that the single biggest dream killer I've seen is being dazed by too many options.

That's true, but there's a second road block that I've seen destroy quite a few dreams through the years.

This other road block is spending too much money at the outset.

The problem I've seen usually goes something like this…

- Somebody wants to escape a job he hates, or maybe just make some extra money.

- He sees the Internet as a great option, and the sales material for various products and courses he reads online sure makes it sound like he can be rich beyond his wildest dreams by next week.

- So he spends hundreds, thousands or even tens of thousands on products and courses and seminars…only to find out after 1-3 years that he's spent a ton of money with nothing to show for it.

- By then he's probably deep in debt, frustrated by the entire experience, and he's convinced the entire idea of Internet business is a scam designed to steal his money.

There are variations in that story, but those high points are usually there.

It's sad, because lots of people who go through that pain could be successful if they just knew what steps to take.

My own story is a great example. I was that guy who spent tens of thousands of dollars (up to six figures, actually) and was buried in debt and frustration. Once I figured out what to do, though, things took off.

The same can happen for anyone, but it's much easier if you do two things differently:

1. **Learn from somebody who actually knows what he's doing.** You can indeed figure things out for yourself, as I did, but learning from an expert usually hurts a lot less!

2. **Don't spend a lot of money initially.** Remember, one of the advantages of starting an online business is supposed to be low start-up costs. If you're spending $50,000 to $100,000 to start your business, that's not "low" in my mind.

On that second point, it's smart to keep your initial costs as low as you possibly can, but don't get me wrong—you're going to have to spend some money.

As an affiliate marketer, you'll have to spend far less than most people do (especially the folks who create their own physical or digital products), but you'll still need to spend money on things like:

- Website hosting

- An autoresponder service

- Maybe some graphics for your site, or even copywriting

And there are more.

But you can be smart about this...

You do NOT have to spend a ton of money on those things. In fact, my experience helping students has shown me that you can get started with a couple hundred bucks, and spend only $25 or so every month to have a fully functioning business.

If you focus on using free or cheap tools to run your business, and you focus on free methods of getting website traffic (supplementing with paid ones eventually, once the cash starts rolling in), you can make an absolute killing on a shoestring budget.

In other words, there's no reason you have to spend even $1,000 to get started, even for your educational materials. In fact, I strongly recommend spending less. It's just smart.

There's nothing necessarily wrong with spending more money, but most people, frankly, don't have it to spend when they're just getting started.

Even if they somehow scrape it together, spending all the money ends up frustrating them more than helping them.

My **[STEP-BY-STEP "24-Hour Internet Business" System](#)** walks through what you need, and shows you how to **keep your costs amazingly low**.

I'll reveal how financing your business "on a shoestring" doesn't mean you have to cut corners and shoot yourself in the foot.

[Click Here To Secure Yours Now Before It's Gone!](#)

Secret 3: Build A REAL Business

Most people who try to start an Internet business are looking to get rich quick. I suppose I could sugar coat that, but I won't. That's what most people want.

It's also rare for somebody to get rich quickly. I'd say it's just about as likely as winning a big lottery jackpot, but most people go into Internet business with a lottery mindset.

That means most people end up frustrated and—because they ignore Secret 2—broke.

The smarter way to go about it is to think of your Internet business as a real business.

Imagine starting a bricks and mortar store, like a shoe store, or a fast food restaurant. You'd have to:

- Buy a building, or at least rent space in one

- Buy inventory for the products you want to sell

- Buy equipment to support your business (cash registers, etc.)

- Pay monthly fees to keep the lights and the climate control system on

When you add it all up, we're talking about at least tens of thousands of dollars, if not six or seven figures.

That's a daunting reality, which is why most people never start physical businesses—the financial risk is too high.

Now, I already told you that an Internet business avoids a lot of that cost. You can spend a few hundred bucks and start a fantastic business very quickly.

Knowing that, it's not hard to imagine the thought process for most people who start an Internet business.

It goes something like this:

"I'll get something going online in my spare time. Maybe I'll buy this course and these tools. It's a risk, and I'll have to put it all on credit cards, but the income potential is HUGE! I'll probably make $10,000 my first month and be set from then on."

I'm not saying you can't start an Internet business in your spare time. I'm also not saying you can't make good income from your Internet business quite soon (you really can). But I am saying that the thought process I just described is nuts.

You need to adopt a different way of thinking, like this:

Think about your Internet business like you would think about an offline business…but be happy the start-up costs are lower.

You need to build a real business, not a pipe dream rainbow that you expect to get a big cash windfall from. Lots of people do that, and then they realize that their "business" made money once and never will again.

If you had LOTS of money and effort on the line, you'd be careful in the decisions you made, and you'd take the process seriously, not treat it as a hobby.

That's how you have to think when you're starting your affiliate marketing business.

You have to set yourself up as a real business, which means:

- **You should be and act professional from the outset.** Don't just try to build a big mailing list and then pump every affiliate product that comes along, for example.

- **You should automate everything you can.** You can't automate everything, but automating nothing limits your income over time.

In a nutshell, most people who start Internet businesses don't really start businesses at all.

They start dreams that vanish like fog when the sun comes out. If you go at this seriously, you'll have a much better chance of succeeding…

My **[STEP-BY-STEP "24-Hour Internet Business" System](#)** tells you how to be a pro at this.

I simplify everything so you can be confident about the steps you're taking, and so that **you can set up a professional looking business from the very start…**

[Click Here To Secure Yours Now Before It's Gone!](#)

Secret 4: Build Multiple Income Streams

You've probably heard the phrase "putting all of your eggs in one basket." That's not a good idea when a fox comes along—he'll eat all your eggs!

But most people do exactly that when they try to start an Internet business. They make the mistake in two ways:

- They don't build multiple income streams into the first Internet business they create, and

- They don't build more than one business

Now, to be clear, I should define what I mean by "business."

If you own five different stores of a restaurant franchise, you still have one business. It's just multiple outlets for the same business. But with Internet business, it literally pays to think about things differently. Here's how to do it…

> **Think of each website you build to promote a given product as a separate business.**

You might have a single legal business entity that you use to manage all of your websites, but think of each site as a separate business—because it's a separate income stream.

So, for example, if you promote a weight loss product, set up a site for it and make it a business.

You might have several other supporting sites (like a blog, etc.) for that business, but you'll have one core site where you promote the product.

Thinking about things this way provides you some safety as you're building your business.

Let's say you pour lots of time and effort into promoting a single product. That's definitely where you'll start, after all (I recommend focusing on ONE product to start and building a profitable business around it before you add another one).

But here's where people make a big mistake! They don't create any other businesses. They just focus on that first one.

You can make some serious cash that way, but you're also putting all of your eggs in that one basket.

It's a reality of Internet business that some things sell great for a while, and then they go out of favor. They're not necessarily fads, meaning they're hot and then they vanish, but they just don't sell as well as they used to.

When that happens, people whose entire income depends on that business can see their income drop to zero almost literally overnight.

I don't know about you, but that sounds crazy to me.

It's much smarter to have several businesses that make you good profits. If one gets a little soft, or even goes away entirely, you'll still have income from the others. But I actually recommend a two-fold strategy that works extremely well:

- **Build multiple streams of income into EACH business you create.** You do this by building in multiple ways to profit from each product you promote. That might mean adding additional promotions for other products into a free ebook you offer when you promote the first product, etc.

- **Build multiple businesses.** This protects you if one goes bad.

If you'll follow that simple approach, you'll sleep better at night.

Like I said, everybody has to start with one business, and I definitely recommend building that to a profitable place before you start your second one. But don't get stuck in the rut of having only one. That's too risky.

My **STEP-BY-STEP "24-Hour Internet Business" System** shows you exactly how to implement this strategy.

I'll tell you how to build multiple promotions into your affiliate marketing, and **I'll show you how to "rinse and repeat" your business creating so you can construct your own online empire**.

Click Here To Secure Yours Now Before It's Gone!

Wrapping Up

Now you know why I get so excited about Internet business, and why it's been the basis of my wealth.

I've been around for over a decade now, so I've seen Internet fads come and go. Some are (or were) great ways to make money, and some flamed out too fast to be profitable.

But one thing is for certain—the Internet as a business tool is NOT a fad. It's a serious platform for starting your own business, even if you have zero business experience and almost no start-up capital.

To be honest, I truly believe anyone can succeed online. The secrets I've revealed in this ebook will get you most of the way there, but in the end, success starts inside you. Here's how I see it going:

- If you're willing to learn how to succeed online

- And you're willing to stick with it when it gets frustration (and that's simply part of the process, no matter "easy" something is)

- And you have the right instructions to follow
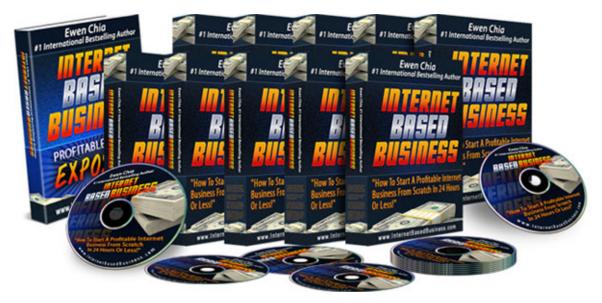
You WILL succeed.

That might sound like a simple formula, but it's the path I've seen every success story take.

The willingness to learn has to come from inside you, as does the persistence you'll need. But the right instructions have to come from outside.

The secrets I've shared with you in this ebook give you the right foundation to build on…but if you really want to hit the ground running, cut your learning curve to the bone and climb the success ladder fast, I have a recommendation for you on the next page.

Introducing the…

"24-HOUR INTERNET BUSINESS!"

This **complete STEP-BY-STEP system** can make all the difference to your Internet success. That's no exaggeration.

After years of seeing people struggle—and helping them succeed—I've come up with a simple, fast, highly profitable plan for **starting an Internet business from scratch <u>within 24 hours or less</u>**.

<mark>I've broken it down into **15 simple steps** that literally anyone can follow.</mark>

First, I'll introduce the business model I recommend, affiliate marketing…and I'll even tell you the number one key to affiliate success, which is what has put me where I am today (this is so powerful that it can take you from being a nobody to being a powerhouse marketer in your market within 12 months).

Then I'll walk you through everything you need to do to set up your business.

Each video is professionally done, easy to watch and easy to implement.

I've broken the process down into bite-sized chunks you can use immediately, including specific advice about *how to build your own huge email list.*

As you know from reading this ebook, if you have the drive to succeed, all you're missing is the right instruction. **This complete system gives it to you - and can help you achieve real cash FAST…**

Click Here To Start Your Internet Business Now!