

South East Asia

Rising Internet Marketers



Secret Interviews with Asians who have made money online....

And how YOU can learn from them

1st Edition

March 2006

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Foreword

By Joseph Then

Dear Valued Reader,

Hi and thank you for investing in this book. What is staring at you right now is a series of exclusive interviews with some of South East Asia's finest marketers.

Here's a quick introduction about me before we get into the juicy point of this powerful material: my name is Joseph Then from sunny-side Singapore and I have been marketing on the Internet for the last 5 years.

I work as a party entertainer and developed my business on the Internet. I still enjoy doing them, but I cannot say the same back in the Year 2000 when I quit my daytime job.

Telling you that my first year of Internet Marketing was hell is probably an understatement – the loss of “today's money,” fear of failing and not being able to pay my bills on time were real.

I made a grand total of ZERO income in my first year from Internet Marketing – what an achievement. I didn't count on sapping out my credit card. In almost every night that year, I looked at my wife and my 6-month old son, and I wondered if I was right to quit my job to be self-employed, especially since my savings were depleted and I had yet to make any solid income online.

I will never forget those miserable days, and the nights were worse. ☹

Yet, I didn't give up. In my second year, I achieved my first success when I purchased a Web site on eBay.com with my last USD\$2,000.00, which I had accumulated by luck (beg, borrow or steal, you name it!). That Web site brought me a steady income of USD\$1,000.00 to USD\$2,000.00 every month.

Finally, I was making money online! Then, the rest was history.

I continued to venture into various online businesses. Yes, I lost some money to unworkable businesses, earned a little from some, but the few hits on the bull's eye brought back profits that made up more than the amount of money I lost in other investments.

Today, I have several profit-pulling Web sites that are making me money and even my wife has joined in to work with me – minus the skepticism she had 5 years ago. ☺

Just last November, I had the chance to meet Edmund Loh in person at the Tampines MRT station. He's Malaysian but since he was staying only in Johor Bahru (which is 20

minutes from my place), we didn't pass up the chance to meet in person. It is not everyday that I meet Internet Marketers.

Edmund has proven to be a great Internet Marketing partner in success, before and after the meeting. We struck some joint ventures as well as helped each other out building our online businesses.

While working on my online businesses, I have also come to learn that several other Asians share the same desire to make a living online. I know what it's like to live for a long period of time without money and the risks are there, whether we like to regard it or not.

With that in mind, I thought, "Since there are definitely other Internet Marketers in South East Asia who are making money (quietly), and even more who want to learn from them, why don't we bridge the gap by gathering a group of 'hidden' South East Asian marketers in one ultimate compilation of success interviews?" I conveyed my genuine desire to help these beginning South East Asian marketers to Edmund.

We quickly agreed and got to work on it almost immediately. Together, we successfully gathered a number of Internet Marketers and this eBook is the result: a series of success interviews, up close and personal, with some of Asia's finest!

You will come to learn that each interviewee's experience is diverse in one way or another, but everyone has definitely come to an agreement: Internet Marketing didn't start out on a smooth journey for every individual on this planet.

It won't come easy, but with this eBook, it is our sincere wish that you can gain quick insight into what it's like to start an Internet business and what horrible mistakes you can avoid (and perhaps save tens of thousands of dollars).

You will also discover that in spite of the currencies in most South East Asian countries are smaller than that of the US Dollar, one shouldn't flinch over online expenses but rather the rewards it can bring.

And last but not least, this eBook will never be complete without each South East Asian Marketer revealing their unique methods of making money online. You get to pick, choose and mix who you want to model after!

So, take a cup of coffee, read this eBook, learn from our mistakes and model our success. I'm sure that you will see success much sooner than expected!

Thank you, enjoy this ebook!

P.S. If you are an Internet Marketer living in South East Asia and would like to be included in our interview, please contact me at info@nkthen.com so that I can include you in my mailing list for version 2.

Joseph Then



My name is Joseph Then, and I have been an Internet Marketer since 2000. I have a background in IT, which means that I have an in-depth knowledge of Internet project development.

Currently, I'm a party entertainer on weekends and a full-time Internet Marketer on weekdays.

Here are some of my Web sites that you may be interested in:

<http://www.EasyNicheProduct.com>

<http://www.EasyeCoverDesign.com>

<http://www.EasyResellRights.com>

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

I chanced upon some money-making Web sites one day and I thought it was pretty interesting. "Hey, it seems easy to make money online" and so I went to Internet Marketing.

I must say that the road to making money isn't easy and the term "It's easy to make money online" is pure bu** sh**. In my first year, I have committed myself to learning various aspects of Internet Marketing, buying courses upon courses on Internet Marketing. It took me almost 1 year before I started to see my first dollar. I averaged \$40-\$50 per month from Internet, which is not a lot.

Slowly, I made fewer mistakes and last year, I launched my "Easy" series. I started with [Easy Niche Product](http://www.EasyNicheProduct.com), a Web site that provides 3 niche Web sites for my members.

Next, I learned a couple of ecover design skills and after quite a few projects, I started [Easy eCover Design](http://www.EasyeCoverDesign.com), focusing on providing value-for-money ecover design.

Just recently, I started [Easy Resell Rights](http://www.EasyResellRights.com), providing over 10 NEW resell rights items for my members at very nominal fees.

This year, I also ventured in making money from Adsense and I average \$20 per day from this.

What are the various Web sites that are making you money?

[Easy Niche Product](#) makes me good money, average of \$1500+ per month. I have another niche Web site (cannot be revealed) which provides me with another \$1500+ per month.

Adsense brings me \$600+ per month.

How did you get started with EasyNicheProduct.com?

One day I asked myself, "What if I can provide people with new business Web sites where they can make money online, build a virtual estate empire with the easiest possible way?" Thus, [Easy Niche Product](#) evolved in 2005 from this idea.

[Easy Niche Product](#) is my launchpad for other "Easy" series which are due to launch in 2006.

How do you promote your Web site?

I focus on 2 areas:

1) Affiliates – I pay 50% commission for my affiliates in [Easy Niche Product](#). It is important that you give **MORE commissions** so that you can attract more and better affiliates. You can submit your affiliate program to the following affiliate directory:
<http://www.affiliateguide.com>
<http://www.affiliateshowcase.com>
<http://www.affiliate-announce.com>

Now here's a GREAT TIP...

Head off to Elance, post a project hiring someone who will scour the Internet for power affiliates and invite them to promote your product. You can get some real BIG TIME affiliates who will promote your product.

Take note that you should pay only when they find you an affiliate. The rate should be about \$10 for each affiliate found.

2) Article submission – I have 2-3 ghostwriters who will write for me 10-20 original articles every month. I used them to submission to various articles directories via Article Marketer. I gain a lot of backlinks from articles, and of course traffic and sales. ☺

Try not to use Private Label Rights (PLR) articles in submitting to articles directories. *Don't trust/rely too much on article rewriter software that claims to produce unique articles from PLR.*

It will make more sense, and save you much more money in future if you just write original articles.

Any tips for newbies in Internet Marketing?

I would say...

1) DON'T GIVE UP!

The toughest time is always the first year. This is where you will learn and make mistakes.

Next, it seems to me that most newbies in Internet Marketing tend to be distracted in various business. They are involved in online MLM, run a Web site business, sell in auctions, etc. and promote all of them.

Unless you are an established marketer, it's a waste of your time and resources to run so many of them. Focus on one business first, establish your business before moving on to the next one.

I also have some easy ways for you to start business. Sign up at <http://www.EasyResellRights.com> to get some FREE products!

2) Give before you receive

I have one guiding principle: Give before you receive. Offer more than what you promise. Give to your customers what they want and more.

In the long run, you will make it back. Trust me on this. John Reese always says, "Sacrifice early profits, you will earn it back"

3) Test!

Do not believe in everything that people says in the sales letter. Not even this ebook. ☺

The reason is simple: The secrets to their Internet success are UNIQUE to each marketer. What works for them may not work for you. You need to test their technique to see if it works.

If it works, great. Carry on earning more money.

If it doesn't, forget it. Move on to the next technique. You will find one that works.

What is the biggest mistake (or some of the mistakes) you have learned in the past few years as an Internet Marketer?

Just like any of the newbies in Internet Marketing, I made a big mistake: I did not focus on my business online.

As at June 2005, I was involved in eBay auctions, sign ups business, traffic exchanges, safelists, health products Web sites, etc. While I do make some money, the efforts do not justify the money earned.

Thus, I learned that I should focus to just 2-3 core business. Establish them FIRST before branching out to other businesses. So in September 2005, I started [Easy Niche Product](#), focusing on promoting just this Web site. After it has started to make some money, I ventured out to Adsense.

Now that my Adsense has a blueprint to make money, I have started on [eCover designs](#) and provide [ebooks for nominal fees](#).

In short, FOCUS on your current project FIRST, then you establish the Web site and make money before moving on to the next project.

What are your plans in future?

I have a number of plans in mind for the year 2006. I will have a new eCover design Web site called [Easy eCover Design](#) and I also setup a new Web site giving away free products.

[Easy Resell Rights](#) is another new Web site that I have set up. I provide over 10 e-products with MASTER RESELL RIGHTS every month as long as you are a member. This is a great because you get to sell MORE!

Edmund Loh



Like several other individuals, Edmund Loh didn't come from a wealthy background either. Edmund's serious quest for a better financial life started the moment he left high school.

His first and last full time job was at a chemical manufacturing company, where he first worked as a store boy, earning RM8.00 (USD2.16) per hour.

Edmund saved a portion of his income and started an Internet Business as a reseller. Obviously, it was a bumpy journey that everyone has to go through, himself included, but he persisted long enough for the business to bear its fruits, which you will discover more in detail within the pages of this exclusive interview.

You can check his Web site at:

<http://www.ebizmodelsyoucancopy.com/resellrights>

<http://www.PrivateLabelRightsGold.com>

<http://ebizmodelsyoucancopy.blogspot.com>

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

It was almost a year later after I got a job with the company that a friend of mine told me, "Hey Edmund, I heard you can make money from the Internet." I didn't give it much thought back then, as the only impression I had about the Internet were scams and spams that fill your inbox faster than you can eat your burgers.

But I was glad I resigned that conclusion because as fate would have it, I came to learn about Internet Marketing through a book on the subject in a bookstore – out of sheer curiosity.

The attractive factor was that it was written from an account of a local marketer, making it sound even more possible. I flipped through the pages and learned it didn't take the local marketer more than USD100.00 (RM370.00) to run his Internet Business monthly.

I was fascinated with the possibilities the Internet could offer and followed up with the subject of Internet Marketing and entrepreneurship by attending a couple of seminars on the topics.

As soon as I purchased my domain name, web hosting and other essentials to kick start my Internet Business as a reseller – I quit my job and started my resell rights business – the Hell's Way! *That turns out to be the worst decision in my life.*

As you would have probably hazarded a correct guess, I made a very huge mistake on my first day of Internet Marketing – not taking care of today's money before tomorrow's money.

And the result: 2 months of no income. Savings went dry. I was unable to continue my college studies. Bills piled up and so did the rent. My relatives are good people, but not rich people, so they couldn't help out where money is concerned. My mother was still unemployed.

This trying time would be a lie if I didn't mention to you how cynical my family members and relatives were about Internet Marketing. But I was more interested in bailing out of this horrendous situation than to prove them wrong. And I would admit, I did cause my own mess – I shouldn't have left the job so soon until I started to see solid income rolling into my Internet Business.

In the third month, the first sale was made. I went "YEAH!" as it was sign of victory. And another sale came in, and then another. It wasn't much, but business income was trickling in like tap water. But I was already doing things right and that I just had to multiply the effort and effectiveness several times.

After my first wired income, I hurried to pay off some of my bills and debts. It was a couple of months later that everything was finally cleared off the desk – the sight of those red bills was so sickening I celebrated by burning them outside the garden!

With the bills up to date, my family members and relatives were no longer skeptical about the possibility of making money online. I finally developed a real business with real customers. My mother need not worry about going back to employment and could consider herself retired. My sister need not have to worry about continuing her studies at college. The Internet Business has been thriving ever since.

What are the various Web sites that are making you money?

Currently, ebizmodelsyoucancopy.com and PrivateLabelRightsGold.com makes me the most money.

How do you promote your Web site?

I cannot discuss all the possible marketing techniques as it will probably consume quite a lot of space within this compiled eBook.

However, the good news is that I have already covered the subject on profiting from Resell Rights products in detail in another manual, and you can get it [here](#) for **FREE**, if you are interested in profiting from Resell Rights. You will also receive an unannounced bonus report and discover how you can get started on your own Resell Rights business in the next 3 days.

Having said that, I will discuss something very mandatory for your Internet Marketing success, regardless of what niche market you cater to.

It's your mailing list

“The Money Is In the List”

I admit that this quote is overused in Internet Marketing and so stale that it turns some people off. But then, **it's too important to get turned off** because if you frequent Joint Venture forums and networks, you will come to learn that product owners are in need of mailing list owners more than the other way round.

And where eZine advertising is concerned, product owners will have to depend on mailing list owners to reach their prospects more effectively and quickly.

This is why I have said, **“Your mailing list is your most important asset”**.

If you own a solid mailing list, you don't necessarily have to own your product because you can bet you will be receiving Joint Venture proposals from product owners who are looking for means to reach out to their prospects through your mailing list.

This is very true, because believe it or not, I don't create products as often as I send out my eZine issues. I can skip the product development altogether simply by acquiring Resell Rights products or pick and choose my Joint Venture partners who have already created the product.

Alternatively, you can sell advertising space within your eZine issues as well. And profiting from your mailing list works with almost **dead certainty** in any hungry market.

The Profit Possibilities

A jokes site publishes a regular electronic newsletter and makes an annual six figure income simply by **selling advertising space**.

Powerful Internet Marketing newsletter publishers can profit as much as 4 to even 6 figure incomes for **sending every endorsement letter for products they sell**.

Below is a simple, “almost dead certain for profits” **4-step system** to creating and building your own mailing list, as soon as you decide the theme of your publishing eZine (a.k.a. online newsletter)!

Note: I find this method works in almost every profitable niche imaginable, whether I have applied it on my own or as used by other Internet Entrepreneurs. These steps are explained at their simplest, and shouldn't require much writing on your part (which is good news to you if you dislike writing).

Recommended Resource

If you want to get all the essentials—such as unlimited web hosting, domain name, auto responder, upload file manager, and much more—I strongly recommend [this solution](#) for you – as you can get all of what you need at a very affordable monthly fee.

Step 1: Create an 8-Page Report

Write a short report related to the theme of your eZine to give away to your visitors in exchange for their names and email addresses.

It need not be long – only 8 pages at bare minimum will do. You will want to give it away for free for 2 very good reasons:

- You want to offer something valuable in exchange for your visitors to subscribe to your mailing list, and
- You want to prove your worth before your visitor can trust you to purchase anything from/through you.

If you are blessed with writing skills then 8 pages of content is not a problem. But if you hate writing, you can compile a collection of reprint articles on the topic from article directories such as <http://ezinearticles.com/> and <http://www.articlecity.com/>.

You can find articles on your topic where you can republish for free, as long as you include the author's bylines at the bottom of their articles.

Through this method, you play your role as a compiler. It makes sense anyway. Your visitor is on the lookout for free information on the topic and you've shortcut your visitor's search by having it all packed in one short report, saving him or her time and effort. And since you pick and choose quality articles to make it into the compilation of the report, your visitor can trust your judgment where in regard to quality recommendations. ☺

Myth: Won't republishing free articles written by other people damage my reputation or diminish my status?

Truth: No, that isn't the case. One such example manual, [The Almost Complete Collection of Internet Marketing Wisdom](#), is a compilation of several Internet Marketers' articles. I have collected and compiled the articles into one book yet it did not diminish my

status. In fact, it made a good impression that not only did I carefully pick and choose the articles for my reader's digest, I have saved them time and effort by pooling all the free resources into one book.

Once you are done with the report, get a cover for it. While I do create my own graphic designs, I don't really specialize in offering this service. But if you would need to engage a graphic designer, I strongly recommend [Siah](#) for the task.

Step 2: Create 4 eZine Issues to be Published on Autopilot

These issues are to be stored into your auto responder and sent out to your subscribers automatically at the following recommended intervals:

Issue #1	–	Immediately
Issue #2	–	3 or 7 days later
Issue #3	–	3 or 7 days later
Issue #4	–	3 or 7 days later

The first issue confirms your subscriber's subscription to your mailing list (or after a double opt-in). Issues 1 through 4 will dispense quality information regarding your eZine's topic.

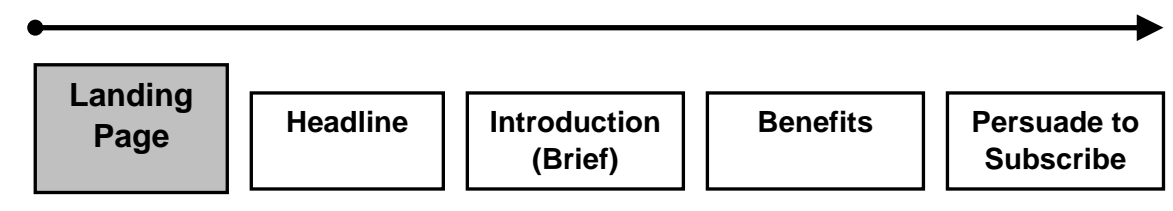
It's only 4 issues so give it your best. Again, if you hate writing, you may consider hiring a ghostwriter to write your articles at say, \$5.00 per article. That would be \$20.00 altogether, which is rather affordable.

Once done, load them into your auto responder – these issues will be sent out to your subscribers on autopilot, each time they subscribe to your eZine!

Step 3: Create your Subscriber Landing Page

A landing page (or known as “name squeeze page” or “lead capture page”) is a simple one-page which its only purpose is to collect subscriber leads. And you're going to go about doing this by offering your free report (from Step 1) in exchange for your subscriber's name and email address.

This will involve some copywriting skills, but here's a rough guideline on how you can write out your own landing page.



Headline

The headline simply summarizes your offer (i.e. your report). You will want to imply some benefits such as:

+faster, +quick, +easy, +save, +make, +solve

Introduction

Make a brief introduction about yourself and your business. Qualify your prospects and later move into your offer (i.e. your report) together with its benefits.

Benefits

List it all out in bullet points.

Persuade to Subscribe

At the end of your one page letter (your landing page), gently remind your visitor that he or she will be subscribed to your eZine/ mailing list in exchange for the free report. Also, remind him or her that you will not rent/sell his or her details and that he or she can unsubscribe at anytime.

A landing page doesn't have to be long. But if you would like to get an idea of what a landing page that converts well is like, you are welcome to [check out this example](#). ☺ (By the way, please don't copy it literally!)

This method can be duplicated in any profitable niche imaginable, so that's something to consider!

Step 4: Drive Targeted Traffic into Your Landing Page!

Steps 1 through 3 only need to be done once. So now you need to build your mailing list!

While there are several ways to build your mailing list, you can build it rather effectively by relying on a few key methods, especially if you are on a shoestring budget like I once was.

Freebie Method #1: Write Articles!

Leverage your marketing methods by submitting your articles to high traffic article directories. In your signature file, include your brief business details and a link to your landing page. Since eZine publishers actively pick up fresh articles to reprint, your article will gain exposure at no expense on your part. You can then start grabbing subscribers through your article resource box!

Free Method #2: Ad Swap Magic!

This is where you use subscribers to play subscribers. Once you have at least 500 to 800 subscribers, you can get ready to do ad swaps with other eZine publishers who own a similar mailing list size.

Generally, you trade advertisements with other eZine publishers. You broadcast the eZine publisher's advertisement to your mailing list while the eZine publisher endorses your ad to his list. Your advertisement's goal should be to get as many subscribers possible from the other eZine publisher's mailing list to sign up for yours.

The result: **you grow your mailing list for FREE!**

You only have to do this with one eZine publisher at least once, because his subscribers who are also your subscribers can now be followed up within the boundaries of your mailing list.

Perform ad swaps with as many eZine publishers as possible and soon, you will have a huge mailing list of your own – built free.

And when you finally have the money to afford, you can go for eZine advertising – using the same goals as your ad swap. ☺ And build your list faster!

I hope this helps! ☺

Any tips for newbies in Internet Marketing?

I would like to share a few more quick start tips with you:

1. **“Great people talk about ideas, big people talk about things, small people talk about other people.”**

My high school principal once quoted this to the students. It was said only once, but I remember it to this day.

Once, a country man and marketer asked me about the latest buzz in the Internet Marketing arena to which I replied, “I don't know. I didn't follow it.” And he continued, “Do you know who is Guru XYZ?” Again, I said, “I don't know.” “Oh gosh,” he replied. “How can you not know? He's so famous!”

I probably have sounded rather ignorant in the above conversation, but it boils down to this: **don't spend too much time minding other people's business.**

While I have top Internet Entrepreneurs I look up to all the time, I do well to draw a line between respecting them and watching them by the sidelines.

This is also perhaps how this famous quote came about: *Some people make things happen. Some people watch it happen. Others ask, “What happened?”*

2. Asians, USD is rewarding!

If you are living in countries like Malaysia, one intimidating thought is that the US currency is bigger than that of your local currency. And what follows are excuses such as “I cannot afford it – it’s very expensive in US Dollars in my country.”

If you think that way, I strongly urge you see how much Internet Marketing can make for you rather than how much it can cost you. For me, the excitement of earning US Dollars in Malaysia beats my fear of spending in US Dollars.

3. Last but not least, take action!

Sometimes, you need to screw “research” when you are at the boundaries of what you know. Not that I am neglecting the importance of research altogether, but doing something beats doing nothing at all when you already don’t know what to do.

Sure enough, you will be making some mistakes, even financially. But take it from anyone who has made several breakthroughs in personal development: **the biggest mistake is not even making a mistake.**

What is the biggest mistake (*or some of the mistakes*) you have learned in the past few years as an Internet Marketer?

Don’t quit your day job yet! Make sure that you have enough income from the Internet before you decide to quit.

What are your plans in future?

At this time of writing, bigger plans are in place. Also, I am about to put my personal boundaries to the test again by converting PrivateLabelRightsGold.com into a full-fledged membership site to serve more people.

It may succeed... or it may fail. But one thing is for sure – **I cannot be staying in the comfort zone for too long**, and I advise you the same regardless of your current circumstances.

Joe Tiew



Joe Tiew is the owner of few niche & software Web sites. Since 1999, he has created some best selling software offline & setup his first Web site - www.QOBC.com. He did not become seriously involved in Internet marketing until 2004/05.

Before becoming involved in Internet marketing, he worked in IT industry for almost 10 years, starting as an IT Store manager for 7 years and an IT trainer for more than 2 years.

In 2005, Joe Tiew has created his first “Internet marketing” product, **Megapreneur Millions** www.MegapreneurMillion.com together with Ewen Chia & Jo Han Mok. Joe Tiew believes that “The Little Guy CAN succeed” and even if we are from a small Asian country – Singapore & Malaysia—we can do it, so for sure everyone can do it

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

I love the Internet and marketing. I jumped into Internet marketing because my work as an IT store manager and IT trainer required me to collect information from the Internet, and at the same time promote my company via forums & online advertisements.

Since 1998/99, I have joined many “easy & lazy” quick rich scheme programs (auto-surf & randomizer). Yes, they’ve made me money, but the income does not last long. Later, I joined many affiliate programs like Clickbank, Amazon & SFI (until now).

At the end of 1999, I decided to create a Web site to promote some of my offline business products – especially software. The reason is very simple: because I am lazy, I want everything to be automated, and that’s why I choose to sell software over other IT products. Then, from time to time, I create more Web sites to promote more & more products.

Today, I am proud to own a few Web sites (especially Adsense) that send me money while I am sleeping.

What are the various Web sites that are making you money?

I am making money mainly from Adsense and the software Web site. Both Adsense and the software Web site (such as www.CNNSoftware.com) contribute more than 70-80% of my current online income.

How do you promote your Web site?

When talking about advertising, I'd like to strongly recommend ezines. Why? Here are the reasons:

1. You'll brand your web site, business and yourself by submitting articles to e-zines. You could include your name, business name, your credentials, web site address and e-mail address in your resource box.
2. You will become known as an expert on the topics you write about. This will give you and your business extra credibility, which will help you to compete against your competition.
3. Your article might also be placed on the publisher's home page. If they publish each issue on the home page this will give you some extra exposure.
4. You might get extra exposure if the e-zine publisher archives its e-zine on their site. People might want to read the back issues before they make the decision to subscribe.
5. You will get free advertising. This will allow you to spend your profits on other forms of advertising. You could buy advertisements in other e-zines that don't publish your articles.

Here are some sources of ezine advertising:

- a. <http://www.qobc.com/recommend/2buck.html>
- b. <http://www.qobc.com/recommend/ezine.html>

Besides ezines, the most important advertisement method is to promote to your own opt-in list. They are people that trust you and are ready to listen to your recommendations.

For more ideas and budget promotion, you may download & read my "Promotion On Budget" ebook here :

<http://www.joetiew.com/special/promotiononabudget/promotiononbudget.exe>

(You have special resell rights from me & keep 100% of profits).

Any tips for newbies in Internet Marketing?

Here the list of tips. I've received them from my mentor and now hope you will benefit from it:

- a. Model other successful businesses or people. I'm not saying outright copy them, but practice some of the same habits that have made them succeed.
- b. Train yourself to be polite to all your customers, even if they're shouting. Solve their problem quickly and it may even turn into a sale.

c. Give your visitors a good impression when they first visit your Web site. Don't make the first thing they see at the top of your home page a banner ad.

d. More tips about how to start a home business, download & read my "Home Business Startup Guide" here: <http://www.joetiew.com/special/homebusiness/>

e. OK, about web design, download my "Newbies Web Design Tips" here :
<http://www.joetiew.com/special/newbieswebdesign/>

What is the biggest mistake (*or some of the mistakes*) you have learned in the past few years as an Internet Marketer?

- a. Don't buy/invest anything unless you are going to seriously spend time on it. In the past, I have spent more than 70% of my online earnings buying anything I think will help to boost my sale, but I did not really spend time on it.
- b. Work smart, NOT work hard. Focus more time on marketing. Don't spend too much time on technical or graphics jobs, let technical/ graphics experts do it for you, so you have enough time to skyrocket your sales. Quoted from a top Internet marketer (one of my mentor as well): "I tried handling all my tech support myself. Wow, this one sure bogged me down this year. Dealing with tech support for simple issues was one of the reasons I couldn't get some of my products launched this year. Don't make this mistake. If you're spending 2 hours per day or more on email, you need to consider outsourcing. Make sure you stay tuned, because I have a premium newsletter coming out on this very subject."

What are your plans in future?

I hope I can work with more Internet marketers to help us all make more money in the coming year. Even if you have good products, without strong recommendations by other Internet marketers, your product may not sell well.

No matter if you are newbies or experienced Internet marketers, I'd love to hear your feedback. Write to me at joe@joetiew.com. If I like your feedback, you will receive an exclusive gift worth \$97 from me.

Dechen Lau



Dechen Lau is the CEO of Power Success Marketing, a business involved in organizing seminars and trainings. He is currently an Internet **Certified E-Commerce Consultant**™ providing training and consultancy skills across a wide variety of business sectors in today's ever changing marketplace. He has helped many clients in the areas of e-commerce solutions. A much sought after consultant and qualified facilitator within the AT Group and Power Success Marketing.

You can visit his Web sites at:

<http://www.powersuccessmarketing.com>

<http://www.weddingtipsplanner.com>

<http://www.vipmembershiponline.com>

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

I started Internet Marketing way back in 2001. During that time I was looking for ways to make extra income. I was impressed by the millionaires created out of thin air with the dot com boom and I started to look for ways to make money from the Internet. I bought marketing e-books and joined membership sites that focused on "how to market on the on Internet". This cost me countless hours of learning and lots of investment in education.

I started with affiliate programs and it took me 22 months to figure out how to make money from the Internet. It took me a long time to learn. Finally, in 2003, I made some good income from a few affiliate programs and decided to start coaching (<http://www.powersuccessmarketing.com>). In 2005, I found a niche market and started <http://www.weddingtipsplanner.com>, an advertising business offline with online marketing.

Currently I am running seminars for Internet Marketing and wedding tips for couples that are planning to get married.

What are the various Web sites that are making you money?

Web sites are becoming a necessity for weddings for many reasons. Including important information eliminates questions that accompanied weddings in the pre-Internet era. Through my past experience of wedding and happy occasions, I decided to venture into an online wedding business as a one-stop resource center for couples planning to get married in my country. My Web site <http://www.weddingtipsplanner.com> has been

generating a very good income with my online and offline marketing. At the same time, I also market the e-book as an affiliate program and run advertising with activities through online and offline.

My other Web site that is currently marketed online and generates passive income is the membership Web site <http://www.vipmembershiponline.com>. VIP Membership Online offers Ultimate Traffic Tools Submission to generate unlimited targeted traffic to any Web site with a simple submission form. It also comes with monthly bonus e-Books and software that one can not only market, but will save money and has complete resell rights. There's no inventory to carry, no printing or shipping costs, and customers can download their products instantly without lifting a finger.

How did you get started with WeddingTipsPlanner.com?

It sparked from my experience during my wedding days, as I tried to figure out where I could find the best information to plan for my wedding. I was running from shops to exhibitions looking for answers. As a result, I spent many months gathering all the information for my wedding. It was tough since everyone was trying to sell you their package, claiming they were the best.

This has prompted me to set up this wedding Web site to reach everyone out there getting married as a one-stop center to gain information and resources about weddings.

It is very powerful marketing when you promote it offline and advertise it online. First, the personal contact and building relationships are so important in this business. Online advertising is the tool that can help anyone leverage their business. Most companies would like to have some experts or consultants running their online business by getting all the exposure from the search engines and increase their Web site ranking at the same time.

I find the online wedding advertising niche is important to give every couple that is getting married a "one-stop wedding information resource" in my country.

How do you promote your Web site?

One of the techniques I use is selling advertising space. It generates leads through activities like wedding contests. Some other techniques that I have been using include:

- 1) Google Adwords, which are very targeted and receive a good response
- 2) Giving out a free wedding tips e-book as a form of viral marketing
- 3) A newsletter filled with valuable content, which produced very good results
- 4) Getting joint venture partners to do advertising online, which has been very effective

The response for the offline business has been very profitable with my online advertising techniques. Most companies I approach have a very high response rate of doing joint ventures with me running online advertising. This has helped me gain more exposure. On the other hand, the online resources have also helped a lot of couples who are getting

married, and in return, have generated a lot of business for my advertisers. I think this is a win-win situation.

Here are some other tips that I use to promote my Web site:

1. Boost the search engine ranking and daily visitor count by posting keyword rich articles and content on the Web site
2. Generate double or even triple the number of newsletter subscribers currently, simply by offering content in the form of "special reports" or manuals as bonuses for subscribing to my publication. People love freebies, so I give them what they want and watch as the results increase!
3. Use an autoresponder service to automate the delivery of your training course (such as a 5 part training course delivered over a 5 day period). You can get a very good autoresponder and reasonable price with <http://dechenlau.emailaces.com>
4. One of the most important keys to a successful online business is not JUST having a list of mailing list or newsletter subscribers... It's about building a trusting relationship with your subscribers (ie, "cultivating" your list).
5. Another excellent way to generate no cost traffic is by submitting ready-made articles to "content hungry" Web sites and newsletter publishers with your "resource box" attached. A resource box is nothing more than a little 3-6 line "bio" about you and/or your web-site - including a link to your site (or even instructions on how to subscribe to your newsletter).

Any tips for newbies in Internet Marketing?

One of the marketing tips that I find very important to success in Internet marketing is to always look for what other people want and deliver it to them. You need to do a lot of research and surveys on the products or information people are looking for. Before starting a business on the Internet, look for niche products and conduct a survey about what actually people want to buy.

Know your audience. While marketing your Web site or Web page, you should consider your audience. Who are they? What do they expect from the Web site? Are you offering that? Will visitors to your Web site find what they are looking for?

Another important tip that has been mentioned by all the Internet gurus: the money is in the list. Once you have found the niche products that you want to market, next is building the list. It is a key tip for one to be successful in Internet marketing.

Participate in forums. Consider message boards as a form of marketing for your Web site. Many Web sites offer message board areas to their members. If the members are people

you believe will be interested in your Web site, see if there is a place to advertise your site. As a newbie, look for information that a community can provide. Go to some forums and ask questions that someone might have an answer that you are looking for. One of the forums that I recommended is <http://im4newbies.com/forum>

What is the biggest mistake (*or some of the mistakes*) you have learned in the past few years as an Internet Marketer?

Over the years, I have learned the hard way trying to figure out how to make money from the Internet. I have spent countless hours doing the opposite of marketing. When I started in Internet marketing, bulk mail seemed very impressive and I thought I could reach millions in seconds with a click of a button. Guess what: it is like shooting bullets without a target, spamming everywhere without results. 95% of the new marketers are still trying to do this. This has taken me a few years to realize the wrong way of doing marketing. My advice is to avoid all the costly mistakes I have made over the years. A good start is to look for a Internet Marketing mentor and have a good system to start with.

What are your plans in future?

Creating success for all of my businesses is my future plan. I am also looking at creating more business opportunities for others to succeed.

Ernest Tan



Ernest Tan, aka "The Lazy Pig," is the owner/creator of www.TheLazyPig.com and www.InternetMarketerSchool.com. He has been into Internet Marketing for almost two years now, with no signs of stopping. He developed a completely revolutionary method of earning massive AdSense and Marketing income instantly without the use of Search Engine traffic.

He has written in ebook format at TheLazyPig.com. Definitely hopes to similarly do so with InternetMarketerSchool.com.

You can visit his Web sites at:

<http://www.TheLazyPig.com>

<http://www.InternetMarketingSchool.com>

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

It started with me working very long shift hours at a government IT company. I was briefly browsing through eBay for interesting things to purchase. This was when I found ads that were selling "established Web sites" that were making thousands per month. These Web sites required almost zero work after being setup. This greatly intrigued me. The next few days, I surfed through forums, guides, ebooks, and trainings for more information. Eventually, I was convinced enough to go ahead and create a number of Web sites.

What are the various Web sites that are making you money?

I have quite a number of niche Web sites running, but I guess my major site currently would be www.TheLazyPig.com. I'm making a stable AdSense income from my niche Web sites and sales from my ebook on www.TheLazyPig.com. My next Web site will be www.InternetMarketerSchool.com, which will consist of numerous extensive training courses for new and experienced marketers.

How did you get started with TheLazyPig.com?

After my success creating Adsense niche Web sites without the need of Search Engine traffic, I planned to sell my methods in an ebook format.

How do you promote your Web site?

I promoted my Web site mainly through the Warrior Forum Special Offer area http://www.warriorforum.com/forum/forum.asp?FORUM_ID=15, and at <http://www.clickbanksuccessforum.com/forum/>. Most of my affiliates are from Clickbank's Marketplace.

Any tips for newbies in Internet Marketing?

Don't spend too much money on courses/materials/get rich schemes. Majority of this information can be found free.

Don't quit your job until you have at least a year of savings.

Enforce what you plan to do. Don't slow down or delay things.

If you are stuck, get help! Get someone to join you as a joint venture if needed.

What is the biggest mistake (*or some of the mistakes*) you have learnt in the past few years as an Internet Marketer?

My biggest mistake was delaying things. If I were to make my moves a few months earlier, I would've made a lot more money.

What are your plans in future?

www.InternetMarketerSchool.com will be my next big project. It will concentrate on teaching Internet Marketers the basics of all the different types of Internet Marketing ventures available on the Internet today.

Keith Choy

Keith Choy runs a portal Web site at <http://www.WealthMountains.com> . This site reveals tips and recommendations for gaining multiple streams of income through Infopreneur, the Internet and the stock market.

Keith has also recently published eBooks aiding his members in these three areas. To get the latest news and special deals, sign up for Keith's WealthMountains Newsletter at <http://www.WealthMountains.com/news.htm>

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

I'm an ordinary married guy working full-time as Service Delivery Manager in an IT company. My day job has seen me managing mega projects at both local and overseas offices. Prior to my retirement from the sport scene around 5 years ago, I was also an active martial artist participating in national and international competitions. As you can imagine, this created a very busy schedule.

By chance, I read Robert Allen's "Multiple Streams of Income" that got me thinking about having my own multiple money streams. I thought about it, read more and learned more BUT I didn't take any action. I just kept reading. Something was holding me back. This was the fear of uncertainty.

2 events happened later that changed this. First, I had one nasty car accident in Shanghai that completely changed my priorities in life. Second, I attended Tony Robbin's "Unleashed Power Within" life-changing workshop. After walking on fire, I knew it was time to take up the challenge.

With Internet Marketing and stock trading, I've found the PERFECT outlets to unleash my dreams of success. It was the best medium that allowed me to work part-time while retaining my day job (I have a family to support too). The start-up capital was also manageable (i.e. very small). In fact, I started out investing zero dollars in my Internet business and could still achieve some success.

After I started my climb on the Wealth Mountains, I never looked back. I have been earning from my part-time money streams since then. Now that I can reflect on the past, I could have started much earlier and not worry about FEAR.

YOU SHOULD TOO!

Start now! Take action. In Tony Robbin's words, **"Take MASSIVE action!"**

You can cut your learning curve by taking up relevant home study courses or modeling after those who have successfully walked the same path.

To aid you in modeling after those who have succeeded, my friend Joseph Then started this "South East Asia's Raising Marketers" eBook. I am glad to be part of it.

After reading this, remember ... TAKE ACTION!

What are the various Web sites that are making you money?

In the next few paragraphs below, I will give you a blueprint for my Internet business rollout. I hope by sharing here, you can plan the strategy for your own Internet business success.

In my climb on the Internet Wealth Mountains, I started with Affiliate Marketing. If you are a newbie and intend to sell your product long-term, this is a good starting point as you get to hone your selling skills while promoting other people's quality products. Your risk would be greatly reduced while you learned about the market. After I gained initial success, I started a Portal Web site at <http://www.WealthMountains.com>. At this site, I provided recommendations and tips to fellow Wealth Mountain climbers. To keep my members updated on the latest tips and exclusive special deals, I had my own eZine, which you can opt-in from my WealthMountains.com site.

At my next stage, I moved into creating and reselling digital products. My first product was an eBook which taught aspiring journalists and freelance writers on how to be a successful writer that newspapers and magazines editor would love. My first product was called "[How To Write Special Feature Articles](#)," which I updated from Public Domain material. Through this product, I learned about copywriting (another essential skill as an Internet Marketer). You can see my current copy (which I am still updating regularly as I learn more) at <http://Write-Feature-Articles.WealthMountains.com>

At my third stage, I built a series of sites to earn from pay-per-click passive income. This includes income from Google Adsense and Chitika EMiniMalls. This required another set of skills (i.e. finding hot niches and great keyword list). I experimented with various tools and started to see success coming in. Along the way, I had my fair share of failures as well. It is important to learn from the failures and improve as you go on. Never hold back because of fear of failure.

How do you promote your Web site?

I have tried several techniques to promote all my Web sites. The following are the top 3 techniques to generate targeted traffic to my Web sites.

Technique 1: Find JV partners with good list

If you have just started and you do not have a big list, you could leverage a responsive list from partners. Search for joint venture (JV) partners in your marketing niche. Offer them something irresistible in return for the partnership. For example, you could offer them an exclusive commission scheme for each unit of your product sold to his list. Do set the responsibilities/agreement clear upfront.

To find your JV partner, one free way is to go to Google and do a search for the keywords of your product. For example if you are selling secrets to planting rare roses, you could search for “rose gardening” or “flower gardening” sites. Go through those at the top of the list and identify those sites that had their own opt-in list (or eZine). As those sites are in the top spot in the search engine for your keywords, you would expect them to have a fairly targeted list. Remember: the main objective is that you are finding a way to reach a huge targeted list. Hence, such JV partners are an integral component to your success.

To begin, sign up to their opt-in list first. Try them out before you bring up your offer to do a joint venture with them. Do not be disappointed if you are turned down. Keep trying. Rejection is part of the game. To ensure your success, highlight to your potential JV partners on what’s in it for them for promoting to their list. That is the main key to getting them interested!

After you are accepted in the joint venture, make sure it happens! Many times deals are not followed through and you would have wasted all your effort. TRACK all your results. You can tweak something (like headlines) and increase your profit by 20%, 30% and even 100%.

Technique 2: Pay-per-click advertisement

Sign up with a pay-per-click service such as the following:

- Google Adwords (<http://www.Google.com/adwords>)
- Yahoo Search Marketing (<http://searchmarketing.yahoo.com/index.php>)

Pay-per-click advertising providers allow you to create your own ads, choose keywords to help match your ads to your audience and pay only when someone clicks on them. This is a direct marketer’s dream come through in the online world for testing your ads and generating targeted leads to your Web site.

Typically, you can:

- Reach people looking for your product or service
- Fully control your ad budget
- Easily create and edit your ads
- See your ads on provider system within minutes of creating them
- Have 24/7 access to detailed performance reports that help you track the effectiveness of your ad campaigns.

To really profit from the above, make sure you have the following:

- Identify the list of targeted keywords or phrases for your ads. This is critical or else you will be spending too much on your ads. There are tools that can help you. One of these is SEOSurf. Try to search for it.
- Track your marketing campaigns daily. Kill off those campaigns that are not performing immediately before you throw more money down the drain. Tracking is a necessity.
- Establish your ad budget upfront. Once it is reached, either drop the ad or change the copy on your Web site/ads.

Technique 3: Writing articles and submitting them to article directory

In this technique, you write one 500 to 700 word long article that is related to your Web site. Do not sell your product in the article. If you make it sound like an ad, most article directory owners will reject it. Instead, offer good content and information. Remember: this is what most article directory owners are looking for.

At the end of each article, you can add a Resource Box. A Resource Box is a short description of yourself or your Web site and the product/services that you offer.

By using these techniques, not only will you be seen as an expert in this area but your Web site will get exposure on other Web sites (who syndicated the articles from the main article directory). I have used this technique to promote my Web sites and the number of links back had increased greatly (thereby bringing other traffic in).

The list of article directories that you can submit your articles are:

- [ArticleCity](#)
- [Ezine Articles](#)
- [WealthMountains Articles](#)
- [Goarticles](#)
- [iSnare](#)
- [Articles Factory](#)

If you need to find them, just go to any of the search engines and type “article directory”.

Do note that the above top 3 techniques needs time to execute and plan. Do not skip the planning part. It is critical to your success.

Any tips for newbies in Internet Marketing?

For newbies in Internet Marketing, remember the main objective of your Web site is revenue generation. Don't lose sight of that! Many a times, I see newbies with killer ideas that don't propose as they were too hung up trying to make their Web site beautiful/flashy. Don't. I repeat: don't fall into this trap. The most effective sales letter that I read online only had 1 graphic on their sale page. Remember that selling is your main objective. I will be covering this in my new eBook called “How to Write Your Killer Sales Letter.”

The following highlights the main key areas that a newbie needs to work on. This is not comprehensive but it does give an idea of what's needed. You also need not implement all of them if they are not relevant for your needs:

1. Learn by being affiliates to others products
2. Have your own Ezine
3. Build your list
4. Write articles
5. Create your own products
6. Gather testimonials

7. Automate the business including promotion
8. Get affiliates for your products
9. Up-sell products
10. Cross-sell relevant products
11. Backend-sell other products
12. Form good long-term JV partnerships
13. Invest in good software (don't save penny and loose the dollars)
14. Invest in good materials on Internet marketing
15. Be persistent and have fun

What is the biggest mistake (or some of the mistakes) you have learnt in the past few years as an Internet Marketer?

I made a few mistakes and I'm sure anyone would have. The main point is that we need to learn from them. Hence, I thought it would be good for me to share what I learned from my top two mistakes:

Lesson 1: Always have an opt-in option on your site

When I started, I did not have an opt-in option on my Web sites to capture email details of my visitors. This was a big mistake! From proven marketing studies, you would need at least 5 contacts with your visitors before you can make a sale. The odd of making a sale on first visit is small.

Offer either a free report or an eCourse on your Web site in return for capturing your visitor's email details. Your sales revenue will increase if you follow-up effectively with your leads. If you need a compilation of ready-made follow-up ecourses that you can use on your Web site, check out my resources at

<http://www.wealthmountains.com/product/ecourses>

Lesson 2: Always keep records of your opt-in list

Always practice double opt-in to capture your leads online. This will provide you with evidence that your visitors indeed do agree to receive emails from you.

In an incident on the same day, two members in AOL decided to unsubscribe from my list. However, for convenience sake, they decided to click on the SPAM button instead of clicking the unsubscribe link at the end of my email. Through conversations, I found that I was not the only victim. Several other Internet Marketers also fell into the same fate with their own AOL members.

This affected my mailing to some of my members as my domain was blacklisted. It was fortunate that I had kept records (e.g. his subscription IP and date) and was able to prove that my emails were not SPAM. Within 1 day, my ban to those affected members was lifted. A good and supportive hosting provider was critical in handling this sort of complaint.

If you are looking for a good hosting provider who is Internet Marketer friendly, I recommend [Host4Profit](http://www.wealthmountains.com/go/host4profit.htm) at <http://www.wealthmountains.com/go/host4profit.htm>.

What are your plans in future?

As Zig Ziglar once said wisely, “You can have everything in life you want if you will just help enough other people get what they want.” It is with this in mind that I plan to roll out the following:

- a. Information Millionaire Home Study Course
A comprehensive 16-CD home study course for Information Marketing entrepreneur. Learn how to plan your product launch, how to market it, how to find your price point and much more. We also included presentations from 5 renowned successful millionaires who will share with you their marketing secrets. One of them is my mentor from the Enlightened Millionaire Matrix group, Mr Robert Allen.
- b. How To Write Your Killer Sales Letter
Learn how to craft your own killer sales letter for your product. This is a to-the-point eBook. It will also contain useful resources that you can use immediately for success.
- c. Army of Affiliates
Learn how to profit online through partnerships with other success marketers for products. I was one of the exclusive groups who got rights to this high-quality product.
- d. And many more in the pipeline ...

To be placed on the priority alert list for the above upcoming products launch and also qualified for special deals (e.g.. exclusive discount or JVs), sign on to join my priority list now at <http://www.WealthMountains.com/product-launch.htm>

Nelson Tan



Together with Justin Koh as partner, [Nelson Tan](#) has set up [Internet Mastery Center](#), [Mastermind Eureka](#) and [Fresh Resources](#) as his main Internet Marketing business and 14 other niche mini-sites (and still counting). Armed with all the knowledge and experience he gained from electronics and communications, IT, self-development, sales and marketing, business management, religious studies and volunteerism, he can help you seek the answers you have always been looking for. Don't believe it? Check the quality of his answers below.

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

With my partner Justin Koh, I seriously began my journey into Internet Marketing in December 2003. In that year, Jxx Kxxxxx (*name amended*) was THE big headline name with the release of his 2-volume "30 Days to Internet Marketing Success". It was not hard to identify his e-book as the No. 1 best-selling product of 2003, as it made Jxx US\$300,000 over an 8-month period. So that really got me intrigued over just how 'easy' it is for an 18-year-old Singaporean student, with no work experience, to earn greenbacks from all over the world, with veteran and older marketers giving him the best testimonials for his work. What I really had witnessed for myself are many factors that seemed to defy the logic of the conventional working world.

Earnings for the full year of 2004 were too little to be worthy of mention. It was a year of intensive learning, unlearning, relearning and information overload. However, upon personal reflection of the way I and my peers are brought up as part of a generation under much influence from 16-bit video games, 386/486 computer games, technological curiosity and junk mail, I already knew in my heart and mind that Internet marketing is something I can truly succeed in simply with typing fingers.

We spent too much time soul-searching, identifying and clarifying profitable online business ideas and building our first Internet Marketing site: [Internet Mastery Center](#). With all due respect and I'm sure you readers may agree, the education system that we went through must be our Achilles' Heel because it typifies our thinking in every way in accordance to meritocracy and over-achievement. We just want to do it BIG the first time without seriously considering how to start small, and even smaller still. Along the way, we kept getting distracted with other people's Web sites and success and faltered from

focusing on what WE ourselves can really contribute substantially to the Internet Marketing world.

It was much later in the year when I finally came to feel for the fact that everything that is and can be done online is not 'easy' but a very systematic and predictable process. The most significant aspect is that you can test and measure results with affordable metric software instead of leaving your business up to 'fate,' which is what happens to Mom-&-Pops stores on street corners where no one cares to go.

The good thing about the Internet is that it really has no isolated corners. Every unknown Web site starts off on equal footing and is just one URL away! It's a matter of how many people you can tell in how short a time about your sites. That's what the 'Marketing' part is all about and is as exciting as a computer game. What some folks say about setting up "site after site, and then BAM BAM BAM!" is true. They keep their thinking short, simple and straightforward to bring home the money. That doesn't mean their simple sites have no substantial value in their content.

Anyway, we still have this one big idea—the [Internet Mastery Center](#)—to take care of. Our first commercial e-book is [The Handy Hyperlink Listbook](#), which we will give you for free. In December 2004, Mark Hendricks organized a massive giveaway event called "12 Days of Christmas" inviting all marketers to contribute a product that visitors can get by subscribing to your mailing list. The enormous pulling power of such events never fail to help us get at least 1,000 subscribers in a week! It was our first breakthrough in list size and income. With a few more events like this in 2005 and other list-building programs, we never looked back and the rest is history.

What are the various Web sites that are making you money? (Or what type of Web site you make money from? E.g. adsense, eZine, eBook, etc.)

Today, we earn comfortably with a majority of our monthly income from direct recommendations of the latest Internet Marketing products in our newsletter to our subscribers, about 10,000 of them at this time of writing. To subscribe to our newsletter and receive \$347 worth of Internet Marketing gifts, [click here](#).

We are also aiming for true residual income via Google Adsense with another 14 niche mini-sites. They all look the same so I'll just let you in at one of them: <http://www.bankruptcycentral.info>.

We recently had an Adsense breakthrough. Find out how you too can have it [here](#).

Our main Internet Marketing business is comprised of [Internet Mastery Center](#), [Mastermind Eureka](#) and [Fresh Resources](#). To learn how these 3 entities gel together and how YOU can take advantage of our services as a participant, read our [introduction](#) and [manifesto](#).

How did you get started?

It's interesting to note that while some marketers said they came into Internet Marketing by way of learning all about Internet Marketing itself, we came in by way of self-development. We're not alone in saying this, and it's quite true. To begin with, certain Internet Marketing strategies and techniques may be profitable to others, but they were not applicable for us or we didn't understand them, particularly in the days of initial involvement.

Think of it in another way: all techniques are applicable and do not discriminate between young and old, male or female, short and tall, thin and fat, student or worker. So what is stopping you from using these strategies NOW? Is it because of the following deeper questions:

- 1) What is my most desirable approach into Internet Marketing?
- 2) What is my ideal unique selling point?
- 3) What is the fastest and yet most righteous way to earning \$\$\$?
- 4) What is the most beautiful idea?
- 5) What are my priorities?
- 6) What really is my ego? Have I defined it?
- 7) What kind of image should I present myself on the Internet? Do I have to?
- 8) Can I quickly and quietly make money-making sites and leave them there? Well, why can't I?
- 9) How much investment in time, effort and money am I willing to put in?

I'm sure these are questions that go around and around inside most people's heads every time they go online. While [Internet Mastery Center](#) does not answer these questions directly, we are only offering a 3-stage system of putting on the right mindset, using Masterminding techniques for product creation and promoting your products in your Internet Marketing portal, [Fresh Resources](#). Again, read our [introduction](#) and [manifesto](#) to understand what's going on and how you can take part. I'm sure your destiny depends on this. *wink*.

How do you promote your Web site?

There are countless free and paid ways for web promotion, like:

- 1) Writing and submitting articles to article directories
- 2) Creating and distributing viral e-books and special reports
- 3) Pay-Per-Click marketing
- 4) Showing yourself as an expert by answering questions in Internet Marketing forums
- 5) Consistent e-mailing to your subscriber list (too much will become spam)

In every act of promotion, always have a link back to your site.

Of course, massive giveaway events and list-building contests are the ones that give the best results as opt-ins. Keep a lookout for these events especially around November.

Last but not least, you can build 8 types of lists FAST with this single [page](#).

Any tips for newbies in Internet Marketing?

I heard Alex Mandossian once said, "Internet Marketing is meant to train us as lazy workers but high thinkers." With this statement as hindsight, let me review the question as "Any tips for newbies getting into business?" and answer from this angle.

The progress from newbie to expert is fundamentally the same regardless of which business you want to go into, and it starts with these 3 questions:

- 1) What is your passion?
- 2) What are your talents and skills?
- 3) What is the revenue model?

You are off to a great start when you are able to answer these 3 questions, which I don't think 95% of the world's population is able to. Then as you begin building your business, build on these 3 things:

- 1) **Your strength:** Each and every person has a set of different capabilities, in which some are greater than others. Do you know what you are already good at? Do you have a revenue model for your capabilities? Start building up those good ones to a commercial level with more practice and research for better revenue generating methods in exchange for your products and services which arise out of your capabilities. The beginning of an unsuccessful business is when you become a jack of all trades and master of none.
- 2) **Your uniqueness:** This refers to natural talent. Beethoven composed his first symphony at the age of 4. You call that 'capability' or 'talent'? The question is: what are the few things you can do brilliantly without pushing too hard? While others find it difficult, you find easy. When you find something that gets you excited and passionate about, business becomes play instead of work.
- 3) **Your life purpose:** For a great many people, money is a stumbling block. We are constantly trying to ensure that our deserved payoff matches the amount of effort we expend, no less, but yeah, more would be a bonus, thank you very much. If everybody thinks and acts like this, we will all be a step closer to hell. There's no greatness in living a life as suckers. Truth is, living a purpose-driven life is most profitable at its heart when you feel you are really alive doing the things you love to do and knowing that your contribution to the people around you will make you great, without ever thinking so much about payoff.

I'm answering the question in this manner because I'd prefer you enjoy doing something else than to regret doing Internet Marketing if ever you come to such a 'fate.. In all cases, you must learn how to SELL and all the art and science of sales communication.

On the other hand, there are so many ways to make money online that you may get inundated and lose focus. While other people make a successful career out of eBay

auctions, Google AdSense, affiliate marketing, niche marketing etc., you must quickly come to a decision of what you want and have to do as soon as possible. The money's only waiting for those who focus and excel in a chosen (not any) field.

I have reflected on my own Internet Marketing experience in this [article](#).

I strongly recommend Internet Marketing beginners and veterans to continue their learning by subscribing to good e-courses. Ours can be found on this [page](#).

What is the biggest mistake (or some of the mistakes) you have learnt in the past few years as an Internet Marketer?

Firstly, this question is a bit of a misnomer. I strongly encourage you make mistakes as soon as you can, know what these are for yourself, learn from them and move on. Otherwise you can't grow. I also think mistakes are not readily apparent until they all add up to one big undesirable result, don't you agree? So be aware of this.

While I can't speak for your mistakes, here is what I have to say from personal experience.

Marketing mistakes are usually not very costly as they can be remedied by changing your tactics. I would identify the following as serious mistakes:

- 1) Losing the trust of your customers or subscribers.
- 2) Wasted time and money in software development.
- 3) [Deteriorating health due to overwork](#).
- 4) Opportunity cost: missing out on opportunities which you regret later. Worse: missing out on living life to the fullest.
- 5) Forgetting the No. 1 reason why you go into Internet Marketing in the first place.
- 6) Miscommunication.

We almost commit a possible mistake in the process of creating [Mastermind Eureka](#). Justin must have seen the site as one with a single principal function. I see it as a portal which you can add on new features and sections in modules easily.

The idea is this: until you come to a final decision whether your site should be a mini-site or mega-site, always think modular and leave room for possibilities in your web design. You don't want to have a new idea to incorporate into your site only to realize you have to rework all the HTML and programming codes just to include a new web page.

One major tip I would give about avoiding mistakes is focusing all your activities in a niche area or systematic process. If you think you are pretty good at eBay, just stick to buying and selling at eBay. If you are striving for residual AdSense income, then set up one AdSense site after another and repeat the web promotion process. If you want to conquer different niches, build sites with essentially the same standard features and sections and keep cultivating fresh content in them. This [article](#) may help.

Again, sharpen your saw.

What are your plans in future?

I'm turning 30 this year and it's about time I pay just as much attention to my family and relationships as I do to work, so family matters will also influence many work-related decisions too. Quite likely I'll not rock the boat for another 10 years, and will continue to be involved in this 'guru' business called Internet Marketing, keep on increasing my Google Adsense income, help set up new sites for friends and profit-share in the process and be a law-abiding, tax-paying citizen.

A [Christianity site](#) is under construction so bookmark this and visit it in April 2006. You can reach me by my number 65-90271300 or e-mail me at tankiatwee@yahoo.com.sg

I really appreciate this. You have gained much insight from my experience and I look forward to communicating and collaborating with you in the near future. All the best in your online endeavor!

Justin Koh



Justin Koh has involved himself in the arena of Information Technology and software programming for 5 years. Throughout these years, he has contributed in the success of large government and corporate projects. I have also trained IT personnel to excel in IT industry.

Justin Koh & Nelson Tan are partners who founded both [Internet Mastery Center](http://www.internetmasterycenter.com) and [FreshResources.com](http://www.freshresources.com). We are both from this little red dot city call Singapore.

You can visit the Web sites here:

Masterminding Eureka - <http://www.internetmasterycenter.com/mastermind/>

The Freeload Page- <http://www.internetmasterycenter.com/freeload.html>

Fresh Resources - <http://www.freshresources.com>

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

It all started one day when I realized that my present job could not get me anywhere in the future, as there was not much progression in my career line. As such, I know I needed to get out of my comfort zone and so I quit my job. I started to search around for money-making opportunities such as stock brokering, selling insurance and selling property.

It then happened that one day while I was on my way to a hotel to attend a stock seminar, there was an Internet Marketing seminar conducted at the same time. I decided to attend the internet marketing seminar. In the end, I finally found this was the industry that was best suited for me.

I always believe that if you put in the effort to find something, no matter what it is, you will surely find it in the end.

What are the various Web sites that are making you money?

I make money from [Internet Mastery Center.com](http://www.internetmasterycenter.com) and [FreshResources.com](http://www.freshresources.com). The money mainly came in from the selling of products and Google Adsense.

How did you get started with freshresources.com?

There was always a big problem whenever I needed a specific product and I had to turn and search the entire Internet Marketing industry upside down before I could decide what's the best product for my money's worth. That was how the idea of freshresources.com was conceived. It was a place of consolidation for all internet marketing resources whether it is an old or new product.

How do you promote your Web site?

One of the best ways to promote your site is through Pay per Click advertising.

First, I purchased this well known ebook call [Google cash](#) and studied it. At the same time, I purchase the [Adwatcher](#) program which enables me to manage all my ad campaigns in one place as well as to accurately track my return on investment (ROI). By using the above techniques, I am able to drive hundreds of visitor to my Web site within a few days as well as keeping track of my ROI.

Of late, I also purchased this ebook call "[The Rich Jerk](#)," which also spelled out some incredible tips on promoting your Web site. I am in the process of implementing some of the techniques now.

Any tips for newbies in Internet Marketing?

Learn from a mentor to cut the learning curve short. Always be proactive rather than passive. Take action now and do not procrastinate anymore—you only have this one lifetime to fulfill your dream.

What is the biggest mistake (or some of the mistakes) you have learned in the past few years as an Internet Marketer?

My biggest mistake was not making an effort to look out and learn from other people's mistake to shortcut my learning curve.

What are your plans in future?

To raise the bar for myself and get involved in more joint venture deals with fellow Internet marketers.

Siah

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

I first came upon the term Internet Marketing when I was 16. I was looking for ways to earn more pocket money. Being an Internet junkie, I naturally looked there. I came across Allan Gardyne's "Affiliate Masters Course" ebook and absorbed everything in it – how to set up an affiliate business, how to brainstorm/optimize your site for keywords, SEO, selling to your customers. It's all in that book. From there, every other ebook/manual I come across are just reiterations of that Allan's ebook, so I can safely say you can go far with that book alone.

What are the various Web sites that are making you money?

My business is mainly on selling graphic services, so I'm not really making money through my Web site except it pulls in a few customers once in a while. My main streams of customers come from word-of-mouth or friend recommendations. Besides that, I have a site on www.photoshop-indepth.com to showcase what I can do with Photoshop. I also used to sell an ebook called "One Hour Templates" on my now defunct Web site www.ps-indepth.com, and that ebook alone brought me my first \$700 dollar earnings.

How did you get started with photoshop-indepth.com?

As weird as it may seem, my Web site www.photoshop-indepth.com was born from pure interest in web and graphic design; I just wanted to have a place to showcase what I can do with my graphic/web design skills. The monetization options dawned in much later after I read Allan's ebook, Affiliate Masters Course.

How do you promote your Web site?

My Web site first came into the public view when I posted it for critiques on a Photoshop forum. People loved my Photoshop articles and kept asking for more, so it took flight from there. I don't use any paid promotion methods. My main source of traffic comes from "portal" sites like www.goodtutorials.com. Sites like these have a lot of hits everyday, so when I submit a tutorial that I write to that site, I am getting good exposure. In fact, I average 400 visitors daily with my current promotion methods.

Any tips for newbies in Internet Marketing?

To succeed in Internet Marketing, it's not about having the best strategy or mentor to guide you. It's about getting a good strategy that is proven to work and to work that strategy tirelessly. Too many people have very good mentors or very advanced marketing

strategies that will definitely work great but halfway through they give up just because they aren't seeing results **yet**.

Internet Marketing is not an easy way to make money; it's just another way to make money. You still have to work hard, but the difference is you're working for yourself and not your boss if you were working for a company. Therefore, plain hard work is essential. Keep yourself motivated at all times to work on your business and before long, it will flourish.

Very good advice for beginners is to treat your customers as you would like to be treated. Treat them well and you shall reap the rewards. Think about it – how would you feel if your local ISP told you they were upgrading your connection just because you paid the bills promptly for 1 year? I'm sure you'll stick with them! The same logic applies to any business!

Also, I would like to reiterate my advice of not giving up. Let me give you an example. Once, a businessman loaned hundreds of thousands of dollars to buy some machines to extract gold ore from a land that he knew would yield bountiful ores. He started digging and sure enough, gold was rich in that area. However, luck didn't last long and before long he couldn't dig up any more gold. The gold he dug up was just enough to pay off his loans. Then, he sold his machine and land at a very cheap price, being terribly discouraged.

An enterprising farmer saw the chance and did some research. He discovered that the piece of land was indeed overflowing with gold ore and bought the machine and land from the businessman. He dug and dug tirelessly and even though his efforts yielded no results, he persevered. Then, finally, he hit the rich gold ore underground – just a few feet deeper than where the businessman stopped.

The moral of the story is to

- 1) Do your homework properly; look before you jump and
- 2) Don't give up too easily. Identify a goal that you know will work, and work on it till you see results. Don't change plans easily or you will never succeed.

What is the biggest mistake (or some of the mistakes) you have learnt in the past few years as an Internet Marketer?

The biggest ever mistake I have ever made in Internet Marketing is guesswork. I guess too much and that just doesn't work. When I first started on my business, I earned a considerable amount of money on my first ebook and it was pure luck. Thinking that Internet Marketing was easy, I proceeded tirelessly to write a second ebook and marketed it to the public. The conversion rate was terrible and that was because I didn't do any homework at all. I didn't bother to find out whether there was a market for the book, and in the end all I got was wasted hours. I could have used that time to easily finish a few jobs for clients and earn more than what I did with that ebook.

What are your plans in future?

I would like to gradually stop or reduce the amount of work I do for clients. When I design graphics for clients, as much as I enjoy it, I am selling my time and everyone has only 24 hours in a day. Even if I worked non-stop round the clock, I would still have a limited source of revenue.

I would like to start something residual, like membership clubs. I love teaching people what I know, so I can teach people how to do their own graphics or Web sites for a recurring membership fee. That way, I can keep gaining members and earn more money by doing roughly the same amount of work every month (in preparing the instructional materials).

Some people don't believe in the "work smart, not work hard" adage. I do. When you are doing "fine" at your business, it is not enough. Always strive to improve what you are achieving and don't let yourself feel comfortable at a certain level and stop.

If you are just starting out and have limited funds, I would be glad to teach you how to make your own graphics for your Web site/business. Just join my forum at www.photoshop-indepth.com/forums or email me at siah@ps-indepth.com and I'll respond ASAP.

Melvin Ng

Melvin Ng started his online marketing in 2002 and since then he never looked back. He setup 2 Web sites: [Internet Copycatting](#) and [Internet Business Success Stories](#).

Since then, he managed to earn money and his profit rose month-by-month.

You can check out his Web sites at:

[Article Morph](#)

[Private Label Publishing](#)

[Internet Business Success Stories](#)

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

I began my online journey around August 2002 when I bought some resale rights stuff and tried to set my business around it. It was a disaster probably because I was too fresh and haven't really enough marketing skill yet. It wasn't until 2003 that I came out with my own products, Internet Copycatting (<http://www.internetbizresources.com/copy.htm>) and Internet Business Success Stories (<http://www.internet-business-success-stories.com>)

It wasn't really a hit though but it sort of laid the foundation for me. It was only in 2004 that I managed to get the hang of things and started seeing a consistent flow of income. (Guess I'm a really slow learner!)

And in 2005, I quit my job as an accountant to concentrate on my online business full time.

What are the various Web sites that are making you money?

I make money from my newsletter in the Internet marketing niche, from selling niche information products and from AdSense.

How do you promote your Web site?

Depending on my business model, some traffic comes from organic search engines, some comes from PPC like Adwords and Overture, and some comes from joint ventures, and some from article submission.

I've always been putting off press releases but I guess I should start working on that area now.

Any tips for newbies in Internet Marketing?

Not sure if this will work but you've heard the saying, don't dabble in the Internet Marketing niche, especially if you're a newbie. But then, I suppose most people will still do it (including me).

I think one of the main reasons is that when I started online, this was the area I learned about most, and when wanted to start a business, naturally I went into this niche because I assumed I know everything there is on this.

But believe it or not, it's at least 10 times easier to make money in niche markets than it is in the Internet Marketing niche, at least in my experience. Not to say that the Internet Marketing niche is not profitable, but relatively, niche markets are much easier.

So, if you ask me, I would highly recommend going into niche marketing. In fact, that's exactly what I'm doing now, expanding into niche markets.

What is the biggest mistake (or some of the mistakes) you have learned in the past few years as an Internet Marketer?

- Not focused enough on my projects
- Not differentiating myself from the others in the same market
- Not working hard enough. Working smart is one thing, but having good work ethics helps too, especially when one is still building the foundation

What are your plans in future?

I'm working on several projects for this year. One of them is creating my very first software ([Article Morph](#)), working on the membership site, [Private Label Publishing](#) with another fellow Asian marketer, Bob Bastion, developing more niche product sites with another Malaysian marketer, and building more virtual real estate (as John Reese coins it).

I intend to make 2006 my best year yet!

Thanks for allowing me to be part of this project and to share the space with the rest of the marketers. It has been my honor.

PS: For readers of South East Asia's Rising Internet Marketers, I have a special deal for you. Click here now to register for your free access to Internet Business Success Stories: <http://www.internet-business-success-stories.com/sea.htm>

Bob Bastion



Bob Bastian, a native Indonesian, has been marketing online since 2002 and known for his expertise in resale rights marketing and private label rights marketing. He is the owner of several web businesses, but his biggest passion lies on PrivateLabelPublishing.com, a website that provides private label contents and products along with complete tools to build online business.

You can check out his Web sites at:

<http://www.privatelabelpublishing.com>

<http://www.razorbot.com>

<http://www.ebizprotege.com>

How did you get into Internet Marketing? Can you explain your journey into Internet Marketing in detail?

I was still a university student when I first started my journey in early 2003. I was looking for a way to make some money to pay my Internet bills (I love to chat for hours back on those days) and perhaps a capital to start an offline business.

When googling for information, I stumbled across some websites, e-zines and forums that discuss many ways to profit online. I falling love with info product marketing and resale rights marketing because I think this is the fastest way to make money online.

Well... not so fast though. I spend the first six month without profits. Fortunately, I realize the importance of building opt-in list. My sales began to skyrocket when my opt-in list is growing.

What are the various Web sites that are making you money?

Most of my websites are direct response type where I only sell one product at a time (whether it is ebook, software and script). I acquire resale rights to ready-made products and sold them for 100% profits. My resale rights business was so successful I was one of 19 experts that interviewed by Ewen Chia for his acclaimed [Resale Rights Secrets](#).

One of my businesses, PrivateLabelPublishing.com is a monthly membership site, and other websites are lead capture type. I offer free information or free special report so that

interested prospects can sign up and subscribe to my ezine. I then make money by endorsing other people products or selling my own products that fit the needs of my subscribers. Simple eh?

In my opinion, building and cultivating private mailing list is one of the most important aspects of online marketing. It gives me the power to create money on demand as well as increasing my influence and bargaining power with other online business. Many people wants to work with marketer who have big and responsive opt-in subscribers.

I also have websites that offer business service such as autoresponder and web hosting. I currently interested in building websites that making money from contextual advertising and already began experimenting with them.

How do you promote your Web site?

PrivateLabelPublishing.com was born to fulfill my own need of quality contents as well as to answer high market demands. Many business owners simply don't have time to do the technical work of writing their own contents. So I think to myself, why not build a site that provide royalty-free business contents for small and medium enterprise?

I then expanding my service not only providing private label business articles, but also private label articles from other niches, private label ebooks and software, as well as complete suite of online marketing and publishing tools.

How do you promote your website?

Here are some techniques that I use:

- e. List building joint venture: Open your eyes and ear for list building JV opportunities. I join seasonal list building JV (such as Mark Hendricks' 12 Days of Christmas) and limited-time list building JV (such as freeadvertisinggiveaways.com). I also work together with other publishers to advertise each others' ezine in our '[thank you page](#).' This type of JV can easily be setup using software such as JVBuddy.com. One good thing about list building JV is that you don't need to be famous marketer. Anyone can use this technique successfully as long as long as he/she is willing to put some effort.
- f. I create info products and ebooks with Master Resale Rights. I let other people sell my product and I told them to keep 100% of the profits. Am I crazy? Hopefully not, because in return I get massive publicity for my web business. I include links and registration form inside the ebook, which means more subscribers and visitors for my business! Here's [one example](#) of my product that comes with master resale rights.
- g. I use free advertising program such as [InstantBuzz](#), [List Explode](#), [List Dot Com](#), [The List Machine](#), [Your Lucky List](#) and [Residual Opt-In Profits](#).

- h. For paid advertising I prefer to use ezine solo advertising and pay per click (PPC) search engine.
- i. Swap advertising with other business owners. This is where you endorse partner's product to your list and *vice versa*.
- j. Two proven web promotion techniques are building your own affiliate program and article marketing. You can automate the process by using affiliate management software and article submission service.

Any tips for newbies in Internet Marketing?

Here are some tips for the newbies:

- Be focus. Do NOT jump from one opportunity to another. It is very easy to forget our current project and move on to "more promising" opportunity, but DON'T do that.
- Be unique. There are gazillions of marketers selling almost identical product. So WHY people should buy from you? Answer this question correctly and you already halfway to Internet riches :-)
- Knowledge is NOT power, applied knowledge IS power. There is no point of purchasing courses and attending seminars if you don't put all the knowledge into actions. Keep learning and open yourself for new knowledge, and APPLY them to your online business!

What is the biggest mistake (or some of the mistakes) you have learned in the past few years as an Internet Marketer?

Lack of discipline and commitment is the biggest mistake. If you treat your online business as a hobby or part-time job, your income will be suffered. There's no such thing as easy money on the Internet, you must be willing to put your time, money and effort to make things work.

Some other mistakes you ask? Look at my answer at number 5 and try to do the opposite :-)

Here's another report that is useful for start up entrepreneur:

<http://www.request-more.info/go/TheColdHardTruth>

What are your plans in future?

I will improve my business by focusing on service that generates income continuously such as membership website and recurring affiliate commission. I also look forward to have passive income derived from AdSense websites.

One more advice: You should not only try to make quick sales. You need to craft your long-term plan which involves a list of long-term customers and services that pay you in regular basis.

Conclusion

Hi, it's me again, Joseph, with Edmund joining me. By now, you've come to gather that each marketer's style and money making method varies from one another.

You can choose to model after any one or more marketers of your choice to suit your preference and liking.

Although every marketer is busy, they have done their best to chip in whatever free time they have in this project to show you how you can succeed in Internet Marketing in the best manner possible.

I would like to thank everyone who has taken part in this project and most importantly, thank you for reading this book. It is our sincere wish that your investment would return manifold and one last advice heed by several marketers you've come across in this book:
JUST DO IT!

Joseph Then & Edmund Loh