

# **HOW I MADE MY FIRST MILLION ON THE INTERNET**

## **. . . And How You Can Too!**

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**EWEN CHIA** is an award-winning international speaker and marketer. He started learning and experimenting with online businesses in 1997 soon after graduating from the Singapore Institute of Management. For five years, he worked from 11pm to 3am every day at building his Internet based business while continuing to hold down his full-time job in sales and marketing. In 2002, Mr. Chia's online business became his sole source of income. He has since then gone on to establish Autopilot Internet Income in 2007 to promote Internet entrepreneurship. He specializes in the areas of affiliate marketing, affiliate management, list building, e-mail marketing, product creation and online branding.

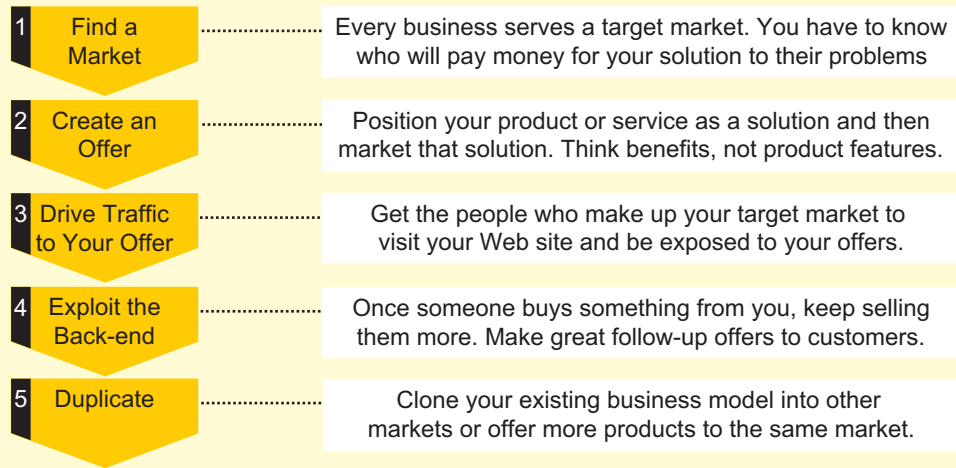
The Web site for this book is at [www.InternetMillionaires.com](http://www.InternetMillionaires.com)

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**MAIN IDEA**

For all too long now, the Internet has been perceived as the home of the “get-rich-quick” hucksters. That’s unfortunate because the Internet is clearly the most powerful marketing medium in the history of commerce. If you use the right business model rather than trying to get-rich-quick, it is entirely possible to build from scratch and then continue to grow a successful online enterprise.

The tried and true business model of the real world is now and has always required five components:



To make your first and hopefully subsequent millions on the Internet, use this blueprint. All of the universal business and marketing principles which apply offline are just as applicable online as well. You'll just find that Internet marketing is easier, quicker and more cost-effective than you're used to and sometimes get executed in slightly different ways. Plus, if you're smart, you can build an online business as an additional source of income while you still hold down your day job. Technology makes lots of things happen on the Internet by autopilot – which can't be a bad thing at all.

**Introduction – Internet Marketing in a Nutshell** . . . . . Page 2

The Internet does has some unique qualities as a business medium, but these all come down to the fact this is a superb vehicle for marketing information products. Not only can you sell things online, you can also deliver them the same way. When people are looking for solutions, they generally value information over physical products. If you help people get things done, you can and will succeed.

**Component #1 – Find a market** . . . . . Page 3

Pure and simple your target market is your potential customer base. It's a viable and potentially profitable niche of the marketplace. A market only exists when you have people who are hungry for a solution, willing to spend part of their disposable income on that solution and easy to reach.

**Component #2 – Create an Offer** . . . . . Pages 4 - 5

People don't buy products – they only buy solutions. Once you know what problem you're addressing, you then focus on finding or creating the right solution. You have a compelling offer when you can deliver that solution at the right time and priced appropriately.

**Component #3 – Drive Traffic to Your Offer** . . . . . Pages 5 - 6

Identify the segment of the market who will be most interested in your offer and then get them to visit your Web site where you have the opportunity to convert them from visitors into customers. Fortunately, the Internet makes it easy for you to conduct market research. Potential customers will virtually target themselves for you via the keywords they use for Web searches.

**Component #4 – Exploit the Back-end** . . . . . Page 7

Once you succeed in making an initial sale, you then try to persuade the customer to buy more. Your lead offer gets them in the door but the back-end is where you stand to make much more. All successful business models require that you maximize the lifetime value of customers by continuing to give them more back-end offers over time.

**Component #5 – Duplicate** . . . . . Pages 7 - 8

After you've established your current business, you then put it on autopilot using the technologies available on the Internet. You then hunt down new problems to solve for a fresh group of potential customers. In this way, you enter more and more markets and set up multiple streams of income which, when combined, can result in multi-million-dollar turnover levels.

