

Ewen Chia, #1 International Bestselling Author

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# EWEN CHIA'S BIO



Striving to earn extra income for himself and his family, Ewen Chia started learning about the internet business in 1997. **For 5 years from 1997-2002, he worked on his internet business daily from 11pm - 2am while still holding a full-time job!**

He was extremely motivated to succeed. After years of perseverance, he cracked the internet marketing code and has not looked back since!

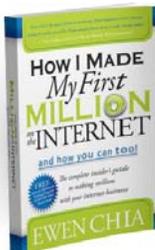
## World-Renowned Internet Marketing Pioneer

Since starting as an Internet marketing pioneer in 1997, Ewen Chia has come a long way. Today, he is highly-respected and regarded as one of the most genuine internet marketing experts in the world.

He is also recognized as "The World's #1 Super Affiliate" and his name is synonymous with affiliate marketing, although that isn't all he does.

Many of his students had been able to quit their day jobs and make their own income online through his proven training and teaching materials!

## #1 International Best-Selling Author



In 2009, Ewen Chia launched his first print book, "How I Made My First Million On The Internet and How You Can Too!" ([www.InternetMillionaires.com](http://www.InternetMillionaires.com))

**This book made internet marketing history** by reaching the **#1 BESTSELLER LISTS** of Amazon, Barnes & Nobles and many other bookstores at the same time – within 24 hours of launch!

## International Speaker and Trainer

Apart from running his own internet businesses and consulting with other companies, Ewen is also a highly sought after International Speaker. He has toured the world sharing his knowledge and spoken at events with personalities like Donald Trump, Robert Kiyosaki, Anthony Robbins and Tony Blair.



In November 2006, Ewen Chia received the first ever internet marketing trophy, "World Internet Challenge" for his LIVE demonstration where he started a new internet business from scratch, and proceeded to make US\$80,000 in 3 days from that same business - in front of a live audience!

If you want to book Ewen Chia for your speaking or training engagements, contact us at [www.InternetMarketer.com/contact.htm](http://www.InternetMarketer.com/contact.htm)

Some of Ewen Chia's web properties include:

[www.InternetMarketer.com](http://www.InternetMarketer.com), [www.Succeeded.com](http://www.Succeeded.com), [www.SAMillionaire.com](http://www.SAMillionaire.com),  
[www.TrafficMillionaire.com](http://www.TrafficMillionaire.com), [www.IMClassifieds.com](http://www.IMClassifieds.com), [www.Autorespond.com](http://www.Autorespond.com)



CONNECT WITH EWEN CHIA ON FACEBOOK @ [www.EwenChiaFans.com](http://www.EwenChiaFans.com)

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# INTRODUCTION



From the desk of Ewen Chia

Dear Loyal Readers,

Hey guys, it's Ewen! I'm back with the latest edition of my **"Make Money Online News"** newsletter, sharing with you some of the most powerful information on internet marketing and making money online!

In this issue, I'm going to be zooming in on Facebook.

Why Facebook you might ask... Well, that's because Facebook commands about 13% of internet traffic while the planet's favourite search engine Google.com only commands about 6%.

Moreover, with millions of users on Facebook today (and more are jumping on board as you read this), I believe educating you on Facebook related marketing tips will really help you, my loyal readers!

So you can expect me to talk about Facebook in a major way in this issue, from the hottest news to getting Facebook "likes" quickly.

And let's not forget about Part 2 of our SEO lesson on traffic generation.

I'm getting really pumped up and excited even as I'm typing this!

By the way, if you're in Singapore or plan to come, I'm conducting my first ever **["Live Internet Income" coaching seminar on April 21<sup>st</sup>!](#)**

Hope to see you there. You can get your tickets **[here](#)**.

Flip over right now to first read about the latest change that Facebook.com underwent lately.

Believe me, it's a big change, and you'll want to know what it is.

To Your Success!

Ewen Chia

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## HOTTEST NEWS

# Timeline For Facebook Pages– 5 New Features That You Can Capitalize On

By Ewen Chia



Since the introduction of the Facebook Timeline user profile in the 3<sup>rd</sup> quarter of 2011, there have been rumours about Facebook will incorporating the same layout for its fanpages too.

And guess what? It did happen on March the 1<sup>st</sup> 2012, and I see it fit to educate you on how you and I can take advantage of this massive change.

And while some people have shown their dislike for this new format, I'm here to assure you that it's one of the best things Facebook has done for its users, because there are some advantages this new format brings us online marketers that we definitely can make use of to better brand ourselves.

### **The First Advantage – The Large Cover Photo**

Possibly the first thing you take note of when you visit a profile or page with the Timeline look, the large cover photo allows you to take advantage of its prominence and let visitors notice your brand right away.

Measuring at a massive 840 x 310 pixels, the possibilities to use this large cover photo is just endless.

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I'm already thinking about using it to promote my sales and offers just for my fans who like my page.

## **The Second Advantage – Increased Photo Prominence**

If you have Timeline on your own Facebook profile, you'll notice that your photos get a lot more space than they did on your wall, and that means they get to attract more attention than ever before.

So that same effect is now available for your pages. Need extra attention from your fans for a particular status update? Then consider posting photos along with them so they get more attention.

## **The Third Advantage – Timeline Apps**

This personally got me excited.... And I mean really excited!

When users add an app to their profile, that app shows up at the top of their profile page and all interactions with that app appears in their timeline.

Now imagine what happens when you create an app for your brand or business and many users add your app to their Timeline?

Every time they interact with you, your brand gets posted and more eyeballs get to see you and check you out.

And believe me, this effect can get very viral.



## **The Fourth Advantage – Additional Facebook Actions**

New to the Timeline feature, more actions besides the traditional "LIKE" have been added to the Facebook arsenal, giving its users the ability to "love", "want" or even "own" a product.

Think about how you can use this to promote your brand when you can find out what your fans think about your brand and your products if you have any.

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## **The Final Advantage – The Option of Telling Your Story**

Perhaps one of the main purposes of the Timeline feature, one can now tell a personal story to engage a visitor.

And isn't engagement the purpose of your Facebook page in the first place?

Think about how you can share about your brand's story to reach out to your fans to help them see the larger picture of what your online business is about.

## **The Lesson Here...**

If you haven't taken time to familiarize yourself with the Facebook timeline feature, then it's time you do.

Because if you don't, you're going to lose out, believe me...

I'm already coming up with ideas on how to capitalize on their new Facebook page timeline feature. I'm sure it will take my marketing campaigns up another level.

Would you join me? ☺



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# MAKE MONEY ONLINE LESSON



## Getting Facebook Likes— Why You Should Get Them And How to Get Them Quickly

By Ewen Chia

These days, the number of Facebook likes is synonymous with your online business' credibility, so it makes good sense to get as many people as you can to like your Facebook page.

After all, every time someone likes your page, each of your page updates appear in his/her news feed, serving as a reminder about your brand on a consistent basis.

Ok, nuff said.

Let's take a look at how you can get those Facebook likes to add up really quickly on your page.

### Use The All Powerful @ Tag

Jill Homiak, founder of Presenza, a wrap top designer in Alexandria, Virginia, will be the first to testify to this powerful feature.

She once posted this on her company's Facebook wall...

***“Who else is excited that Sofia Vergara is the new CoverGirl?!?!”***

But she made one little difference to that post....

By putting the all powerful @ tag before the word “CoverGirl”, her post alerted the giant cosmetic brand to check her out.

And that worked wonders, because CoverGirl ended up 'liking' her comment, and her post ended up being posted on CoverGirl's wall, which had a fanbase of 1.7 million followers.

Now imagine that happening to you...

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How many more “likes” would you add to your page just by this strategy alone?

And we’ve only just covered the first tip for getting massive Facebook “likes”...

## Host a Contest

I’m sure you’ve seen contests held on Facebook before, such as posting the best photo and having people to like that photo. And the photo with the most “likes” wins a prize.

But one thing you’ll notice about most contests is that in order for people to like a photo, they must first like the page of the organizer holding that contest. And that’s how many business Facebook pages get their thousands of “likes” literally overnight.



You can do the same to explode the number of “likes” on your page overnight.

Or how about asking people to re-post a link back to your page and asking them to have their friends like the re-posted link? You can offer a prize to the person who gets the most “likes”.

Get creative about what contest you can hold to increase the number of likes to your page. It doesn’t always have to be the same old contests.

## Use a Splash Page

To display your page contents, you can actually ask your visitor to “like” your page before you allow your contents to be shown. And the best way to do that is to actually use a splash page.

A splash page is like a gate to one's Facebook wall, and you can usually identify it with its colorful graphics describing a company, promoting products or sales.

Yes, visitors can bypass the splash page, but statistics have shown that majority of visitors will still follow instructions and “like” your page.

## Adding Your Personal Touch

Fans always appreciate a personal touch, and you can do that for your fans by being a little more personal on your wall.

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Instead of posting just offer or business related posts, why not post personal topics about how you feel about the latest movie or how you felt about the latest soccer match that Manchester United played in the finals of the English Premier League?

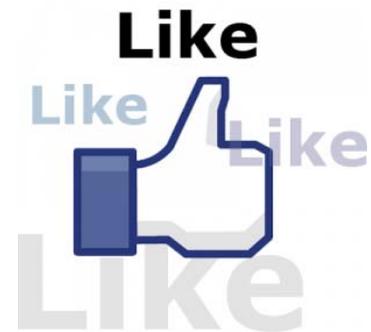
It can be anything... You get the picture.

That not only helps your fans not to tune out, but also helps new visitors see that you're real, and want to "like" your page because they want to connect with you.

## **My Personal Conclusion**

I believe what I've shared doesn't necessarily work for everyone. But I do urge you to try out what you're most comfortable with, and work things out from there.

It's important to start by trying. You'll be surprised how getting fanpage "likes" might end up being your next favourite online promotional method.



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# HOW TO GET TRAFFIC

## How to Perform SEO On Your Site For High Google Rankings (Part 2)

By Ewen Chia



If you can remember in the previous issue, every online marketer knows the value of a high Google.com ranking, especially for a hot keyword.

Which was why I set out to want to equip you with the knowledge on how to perform SEO for your site.

To recap, Google.com doesn't just determine your page rank based on one single factor, and you've learnt in the previous issue that the following on-page factors do contribute to your Google.com ranking.

1. **Domain Name**
2. **Domain Extension**
3. **Selected Long Tail Keyword**
4. **Optimized Content**
5. **Relevant Content**

In this issue, let us look at the other aspect of SEO, off-page factors.

Off-page factors are things you don't do on your site, but on other people's sites that actually help you in your rankings.



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The main factor for that is quality backlinks pointing back to your site, which tells Google.com that your site is popular because many people point back to you. And that results in an overall better rank.

And here are some ways for you to get quality backlinks:

## Writing and Submitting Articles

Article writing and submission to major article directories not only bring you targeted traffic, they also give you quality back links because major article directories have healthy page ranks.

What's more, when people share your articles on their blogs, you get more back links from your resource box to your site without any additional effort on your part.

## Creating and Submitting Slides and Documents

When you turn your articles into slides and documents, sharing them on slide sharing directories and document sharing sites will give the same effect as writing and submitting articles.

Just don't forget to include a link back to your site on your slides or documents.



## Posting or Replying Forum Posts

Forums are authority sites, and whenever you want to make forum posts, you're given the option of including a signature file at the end of each and every post, and you'll get one back link pointing back to your site for every post you make.

Needless to say, the more posts you make, the more authority back links you get.

## Posting or Replies on Yahoo Answers



Similar to posting on forums, posting on Yahoo Answers work in very similar ways.

But one thing to note is that you need a level 2 account in order to post a back link to your site.

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## **Posting Online Classified Ads**

Many people claim that classified ads get poor traffic because visitors might not be able to find your ad among the thousands of ads posted a day.

However, that doesn't mean you can't post ads to get back links.

Online classifieds also have healthy page ranks that can give your Google.com page rank a boost.

## **Commenting On Other People's Blogs**

The last way is to comment on related blogs belonging to other people, but you must take care not to post useless content or your comment will not get approved.

A blog comment gives you an option to put in your page url, so the more useful comments you post, the more back links you get.

## **My Conclusion**

Just like getting Facebook "Likes" the methods I've outlined doesn't necessary suit everyone's style. So start by applying the methods you're most comfortable with, and work things out from there.

Remember, getting back links is a numbers game, so the more you build, the more your ranking goes up.

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