

“The Truth About Making Money Online: 12 Minutes To Internet Success!”

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Transcript Of Audio

By Ewen Chia

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Dear Valued Subscriber,

Hi this is Ewen and I've something very important to share with you today. I promise it's only going to take a little of your time but this little time you spend with me can truly help you to succeed.

There is absolutely NO pitching on this audio nor am I interested in selling you anything here. I'm only interested in helping you as it's my responsibility to do so because you're on my list. So please stay with me.

The first thing I want to deal with is the topic of information overload and not knowing how or where to start. This is the most common problem faced by newbies and even some intermediate marketers so it's something I need to address today.

To overcome this once and for all, you need to know and see what I call the big picture. All you've got to do is work on the big picture of your internet business and you'll know exactly what to do to start, grow and expand your business.

The big picture is the key to staying focused, motivated and committed, while cutting out all the noise out there. This is how you deal with information overload. Invest in and learn only the stuff that complement and enhance the different components of your big picture.

While you're listening to me, look at the diagram below this audio button. Really look at it.

That is THE big picture of making money online, this is YOUR big picture. It's actually very simple and straight-forward, as most things are. Making money online is simple and straight-forward when you focus on the big picture.

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All you've to do is fill in the required parts of the big picture. It's like adding fuel to your internet success engine.

The big picture of internet marketing is made up of 4 basic components. When these 4 components are synergized as a whole, they form the core foundation of a highly-profitable internet business. This IS the secret to making money online.

Let's talk about the 4 components, which are product, conversion, traffic and backend.

First up you have **product**, and I'll be focusing on information products in this audio.

In order to have an internet business and make money from it, you need a product to offer people. This is obvious but not many get it. You can't make money if you don't have an offer. Now many folks get nervous when they hear the word 'product' and fear shoots through their hearts.

However contrary to popular perception, product creation is NOT difficult and they are many different types of products you can put together to offer to your market.

My definition of a product is simple - any information or service you create that your market will want and benefit from.

This could be an ebook, software, video, audio or even an ezine. A newsletter is a product, an article is a product, an ecourse is a product. Heck even your emails is a product.

There're many ways to create or put together a product quickly and easily - be it from resale rights, private label rights, public domain or ghostwritten work.

The audio you're listening to now is a product if you think about it. I'm also putting out a product creation course at <http://www.InstantBestsellers.com> if you're interested in learning more.

For the newbie, your product can be something as straight-forward as a single webpage with an opt-in form for your ezine or online newsletter. Or if you're focused on affiliate marketing, you could create a name squeeze page to capture prospects before sending them over to the affiliate site.

In this way you leverage on your promotions and build your own list - the subscribers are yours to keep.

In fact this is the perfect scenario as it helps you build your list so you can communicate, build relationships and profit from your market anytime you want. You can then recommend different affiliate programs to them over the course of a lifetime.

So the first step again is you need a product to offer to your prospects.

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This applies to almost any business model you choose.

And while I didn't mention it here, you would have already selected an affinity market for your main internet business before this step. Make sure you also download and apply the PDF I sent you a few weeks back called the "World's Ugliest Diagram".

If you haven't got it, you can download it from <http://www.MiniEbook.com/ugly.pdf>

The next component of the big picture is called **conversion**.

While it sounds complex, conversion is a basic process which measures the rate at which you can influence visitors to take the desired action you want them to take on your website.

For example, if you can get 60 visitors out of 100 to opt-in to your list, you've got a 60% conversion. If you have 70, it's a 70% conversion. Improving your conversion rate is important because it helps to minimize your efforts while maximizing your results.

Now I'd be the first to acknowledge that conversion is a huge study with many different methods involved. However for the average internet marketer, there are a couple of basic things to note which can help you increase your conversion.

First in line is copywriting.

The copy of your product is much more important than the quality of it. You could have the best product in the world but if your words can't convince your prospects enough to get them to buy, then you've got a marketing disaster on your hands.

The internet is an information medium and your words act as the bridge between you and your visitors.

Other factors that will help in your conversion include: adding graphics, audio and even video to your website. Testimonials and proof will also be highly effective in improving your conversion.

Remember these **3 core principles of successful conversion**:

1. Persuasive communication in your copy so that your prospects are influenced to take action
2. Credibility and trust so that prospects believe you enough to take action
3. Offer and urgency so that prospects are highly motivated to take action

That's it.

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Now you can and should tweak your conversion as you go along, but it's always advisable to ensure your website converts well first **BEFORE** you send traffic to it. Many people think traffic is the biggest concern, it's not. Product and conversion come first.

Next the 3rd component of the big picture is **traffic**, everyone's favorite subject.

I like to call traffic generation a 'dead' subject - meaning it's almost like learning a new topic in school where all you have to do is memorize and practice.

In this sense, traffic generation is easy because if you apply the traffic strategies you learn conscientiously, traffic will come. It has to come.

Here are my **5 golden keys to super successful traffic generation**, and these are the most critical factors to apply if you want to maximize the effectiveness AND profitability of your traffic:

1. Not all traffic is created equal - your focus is only on getting highly-targeted and market-specific traffic
2. Leverage on all the traffic you do get and capture your visitors' information for follow-up
3. Strive to **MASTER** at least one traffic strategy and use it as your main weapon
4. Do something everyday to get traffic to your site - create a traffic generation plan and stick to it
5. Monetize your traffic by adding different profit streams within your website. For example, you could have a one-time offer, an affiliate recommendation or even Google adsense ads.

There are many ways to get traffic but again you need to align them to the 5 golden keys. Traffic generation is not sexy, it requires some work. For instance, press release, articles, pays per click, joint ventures, and affiliate program.

There I told you it was pretty straight forward.

The final component within your big picture is your **backend**. And this is one of the most important elements to making the biggest bulk of the money.

Backend profits are the key to excess revenue.

By backend I mean finding opportunities to offer complementary, higher-end or recurring income products across 3 different scenarios:

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1. Immediately after the sale or opt-in
2. During the check out process as an added option
3. A special offer or recommendation by follow-up emails

Incidentally, a huge portion of your backend profits will be through follow up emails, thus it's very important you capture the names and emails of your visitors and build your list.

Affiliate products make great backend recommendations as you don't even need to create your own. You could simply offer affiliate products which give you higher commissions, residual income or multi-tier profit opportunity.

The final advice I can give you is to make sure your backend products are complementary and related to your market and site topic. This will ensure you generate massive backend profits easily.

Let's summarize: The big picture of your internet business is composed of 4 basic components, which are product, conversion, traffic and backend.

Remember, internet marketing is a SKILL you can learn like any other skill. Once learned it'll give you the power to make money at will from any product in any market online.

Internet marketing is NOT about starting your business in the Internet Marketing niche. This skill can be applied onto different niches once you master it.

I hope this audio has helped and inspired you, I wish you success in all you do.

This is Ewen signing off, thanks for listening again, good day!

Respectfully,

Ewen Chia