

Ewen Chia, #1 International Bestselling Author

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NEWS

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ABOUT EWEN CHIA



Striving to earn extra income, Ewen Chia started learning about the internet business in 1997. **For 5 years, he worked on his internet business daily from 11pm - 3am while holding a full-time job.**

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

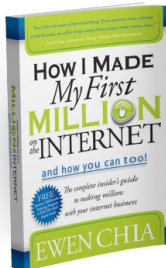
World-Renowned Internet Marketing Pioneer

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

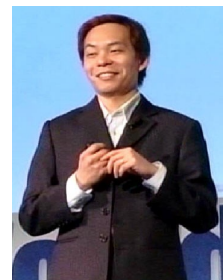


In 2009, Ewen Chia launched his first print book, *"How I Made My First Million On The Internet and How You Can Too!"* (www.InternetMillionaires.com)

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

International Speaker and Trainer

Apart from running his internet businesses and consulting with other companies, Ewen Chia is also a highly sought after International Speaker. He has toured the world sharing his knowledge and spoken at events together with personalities like 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

Some of Ewen Chia's web properties: Succeeded.com, 24HourInternetBusiness.com, IMClassifieds.com, Autorespond.com, SAMillionaire.com, InternetBusinessForBeginner.com



CONNECT WITH EWEN CHIA ON FACEBOOK @ www.EwenChiaFans.com

PERSONAL MESSAGE FROM EWEN



From Ewen Chia

Dear loyal readers,

It's Ewen, and welcome yet again to another edition of the "Make Money Online News" newsletter.

This issue continues a subject that you and I are familiar with, mobile websites.

Yes, because I covered that two issues ago, and I mentioned that having a mobile web version of your site definitely helps to reach the masses.

But we're going to be looking at whether you'll need a mobile app or not in this issue. And believe me, you'll want to find this out.

Other interesting topics in this issue revolves around email marketing and article marketing, about why they work so well until today, making them far from dead despite rumours about them being useless today.

That aside, it's been my joy and pleasure to present this latest issue to you.

Happy reading and learning...

To Your Success!

Ewen Chia

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HOTTEST NEWS

Mobile Webs vs. Mobile Apps – What You Should Use For Your Site

By Ewen Chia



If you've read my newsletter 2 issues ago, you'll know that mobile internet surfing is in because statistics show that more and more people are using their phones to go online, all over the world.

I went on to advise you that you should consider building a mobile version of your site because if you aren't, you could be losing a lot of traffic from mobile internet surfers.

And that brings us to another question...

“Should I make an app for my website that helps people to get a one touch access to my site?”

Before I answer that, I'd like to show you something...

I found some statistics online recently that was compiled early this year, and the collection of this data I believe was for determining the popularity that mobile apps had on users that surf the net with their smartphones, PDAs or tablets.

And what best way to do that than to take these statistics straight from the internet's top 5 online retail stores?

Not sure who the big players are? Allow me to introduce them to you:

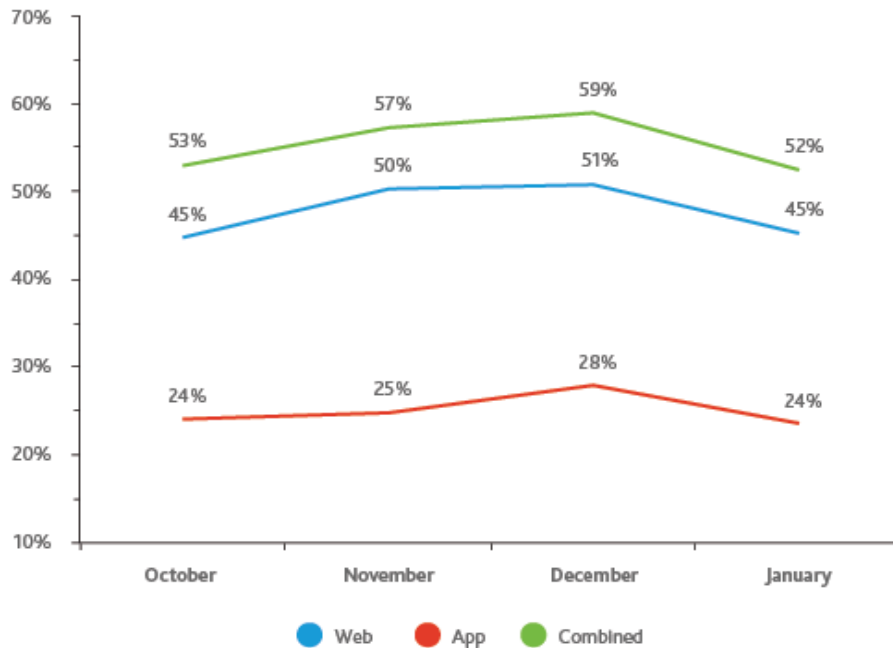
- Amazon.com
- Bestbuy.com
- Ebay.com
- Target.com
- Walmart.com

And here's the statistics I found online during the middle of this month that shows the popularity of their apps.

The top-5 retail mobile apps and sites reached nearly 60% of smartphone users this holiday season

Top-5 Retail App and Mobile Website Active Reach %

US 18+, iPhone and Android, October 2011 – January 2012



Note: Top-5 reaching retail mobile apps/sites are Amazon, Best Buy, eBay, Target and Walmart

Source: Nielsen

nielsen

While it's obvious that the number of users that access those sites using apps pale in comparison to the number of users surfing direct using smartphone web browsers, I believe the lesson to take away from here is not to ignore the potential of mobile apps.

Understanding The Concept of "Spreading Your Nets"

Having done online marketing for more than a decade, I've realized the importance of applying more than one method of reaching prospects online.

And while we're not exactly trying to reach prospects right here, I believe the same principle applies.

People who surf direct using their smartphone browsers don't use apps, and people who use apps to access specific sites don't have the habit of using smartphone browsers.

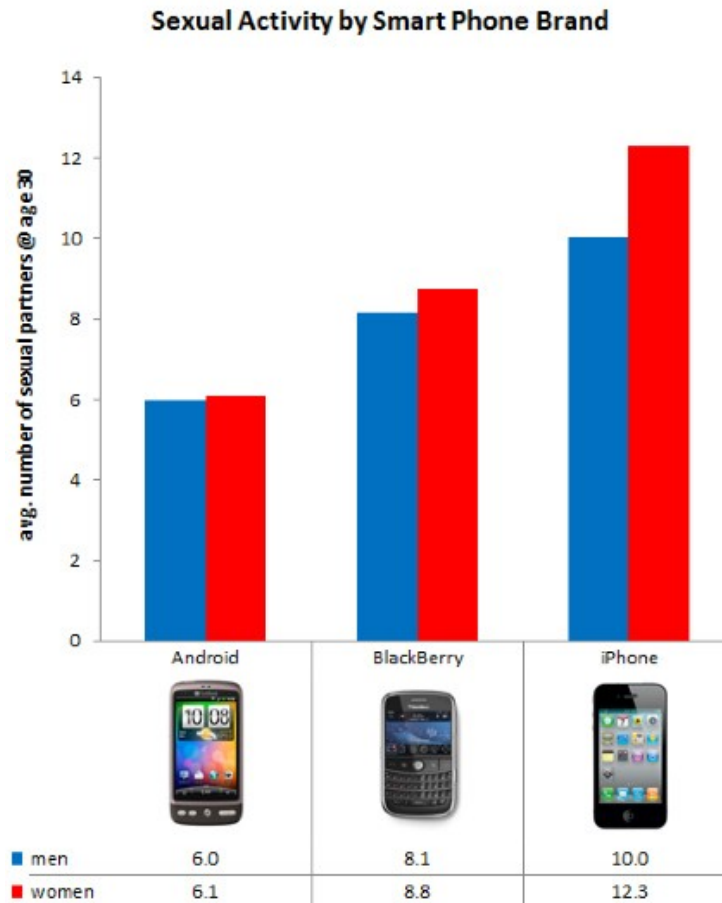
So to cater to the masses, I believe it's best to create a mobile version of your site and have an app at the same time so you make it easy for your customers from the two groups.

After all, if you were to observe the chart once more, you'll notice that most users use a combination of apps and direct surfing.

Prioritizing Your Apps Creation

Creating a good app will cost you money, so it makes sense to make apps that reach out to the most users so your ROI is higher.

And here's another graph I'd like to show you:



Firstly, ignore the fact that this survey was done to see the number of users per gender for each smartphone platform.

One look and you'll notice that there are more iPhone users than BlackBerry and Android users, which means to tell you that it makes good sense to make an app for the iPhone users first.

Then create for the BlackBerry and the Android when you're certain your app is popular enough and justifies that course of action.

In Conclusion

My purpose of writing this to you not to prove to you that you shouldn't make an app for your site due to the unpopularity of apps.

Rather, it's to demonstrate that apps represent a significant number of users still, and you should get an app done for your site if you can.

Of course, to get a high ROI, start by making your app for the iPhone first before making an app for the other platforms.

The more you make it easy for people to visit your site, the more people will hear about your site, giving you viral traffic.



MAKE MONEY ONLINE LESSON

Email Marketing— Why It's Far From Being Dead

By Ewen Chia



The truth is, it's hard for me to believe that there are rumours going around claiming that email marketing is dead.

That's because I truly believe that email marketing is one of the most effective (and overlooked) marketing channels on the Internet.

It made me my first million online, and I still use it today to help me make massive money on a daily basis.

But having taught many students on Internet Marketing over the years, I've constantly heard about common concerns and myths about email marketing.

And that's what I'll attempt to do here, to address the concerns and debunk the myths...

Don't You Think An Autoresponder is Difficult to Use?

Seriously, nothing in life starts out easy when you don't have a hang of it. But once you do, it's going to be a breeze.

Think of it like learning how to cycle. It's difficult when you start out, but once you understand how to use it, it's going to become second nature to you.

And the best part is that you can't unlearn it. It becomes a skill that sticks to you for a lifetime.

So learning how to use an Autoresponder is no different. Learn how to use it, and you'll realize it's not as difficult as you think it is.

I Think An Autoresponder Is Expensive

While it costs you something to get an Autoresponder, it's far less investment when you compare it to an offline business.

At a little under twenty dollars a month, that works out to be a little under a dollar a day.

So when you think about it, setting aside a dollar a day will pay for your autoresponder. And it's an investment toward your online business, a deal so cheap you can't find in any other business in the world.

You can get a great autoresponder at www.Autorespond.com

I Don't Know What To Do With My Email List

Again, it's all about getting familiar with this form of marketing. Once you know what to do with your list, you'll never have any trouble using it.

Your goal is to build relationship with your subscribers so they know you as a person and not an email robot that sends out automated emails.

And that requires you to incorporate the human element into your emails.

Learn to share useful content with them regularly so they trust you. And when you see an opportunity to sell to them, don't be afraid to do so.

Your purpose of the email list is to make money using it, and you can't do that unless you learn to sell to them.

I'm Afraid of Annoying My Subscribers



You'll have this question in mind if you intend to send your emails regularly.

Trust me, you can never please everybody.

I once heard a saying that you should learn to do what is right, because if you stop to constantly worry about everything, you'll never do anything.

For example, if you send it once a week, some of your subscribers may be delighted because they feel you like to make the effort to connect while some others may find you annoying.

On the other hand, if you send emails once a month, some may find you less annoying while those who are dying to hear from you may start thinking you don't bother to connect and unsubscribe from you.

So what I suggest is you do your due diligence by sending emails weekly, bi-weekly, monthly or bi-monthly. Then track your results to see what frequency gives you the best response rate.

Then stick to the same schedule so you get the best results and keep your subscribers happy at the same time.

I Tried It Once, and It Didn't Work For Me.

Guess what? The first time I tried it, it didn't work for me either. But I persevered, learned as I worked, and I finally made it work for me.

Manage your expectations right here.

Just because you know earning money online can be a lot quicker than an offline brick and mortar business doesn't mean that setting up one is going to be instant.

It still takes work and practice. I can say that because I've been there and paid my dues.

Remember This As I Close...

Email marketing is like an art form. You won't be able to master it instantly, and it certainly wouldn't be easy when you're starting out.

But look where it got me? I made my first million online many years ago and I owe a large part of it to email marketing.

So who says it's dead? I believe it's more alive than ever and I'll continue to use it.

So why shouldn't you? 😊



HOW TO GET TRAFFIC

Article Marketing – Why It Works So Well Though It’s “Hard” Work

By Ewen Chia



Yes, in case you’re new and you don’t know anything about traffic generation, know this...

“Article marketing is one of the best (if not the best) method of traffic generation”

And in my years of working online, I’ve never failed to see article marketing working to bring me traffic.

But here’s one word of caution though”

“Article marketing is hard work...”

Yes, it is indeed. So if you think doing internet marketing is a bed of roses, you’re wrong.

Using article marketing may be intensive (ask anyone who uses it regularly) especially if you’re not outsourcing it, but I definitely think it’s well worth all that hard work.

So if you know about article marketing and you doubt its power for some reason (or you haven’t tried it because you’re plain lazy), then I hope today’s lesson on how to get traffic will enlighten you.

Here are some reasons why article marketing works so well.

The Nature of The Internet

Because the first thing people do whenever they have a problem is to go online to look for free information, your article can serve as a piece of useful information for them.

And because all articles have your resource box, you can lead them to your site, giving you traffic.

The Way Your Article Brands You

If you were to read a piece of great article or information by Mary, you'll naturally think of her as an expert in her subject and want to check out what she recommends.

So it's true the other way around.

If you provide a great piece of content, people see you as an expert and will want to trust what you recommend or sites that you lead them to.

And if you're selling something on that site, they will be a lot more open to you.

Talk about instant credibility.

It Sends You Targeted Traffic

Continuing from the previous point, if your reader becomes open to you and will more likely trust your recommendation, you get targeted traffic that you can't get if people found you by other methods.

You Get To Leverage on Other People's Efforts

This is one of the greatest advantages of article marketing, period!

Each day, thousands of people are looking for content to put on their sites to benefit their visitors. And they go to article directories for those articles.

And if you have a piece of killer content, more people will pick it up and put it on their sites, and your resource box gets seen by the multitudes without any effort on your part.

That's massive leverage! You get exposure using others efforts.



You Get Search Engine Traffic

Because you post your articles on article directories, you'll piggy back on their page ranks and get better search engine rankings for your articles.

So when people search using the search engines, there is a high chance they will see your article, giving you free organic traffic.

My Conclusion

As you can see, people use article marketing for a simple reason. It works, and it works really really well!

So if you've yet to incorporate article marketing into your traffic generation campaigns for any reason at all, then it's time you get started.



RECOMMENDED RESOURCES



Make Money Online Mega Package

- **One of the best and biggest courses on Internet Marketing and Making Money Online.**
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See You In The Next Issue!