

“The World’s Ugliest Diagram!” 😊

By Ewen Chia



Dear Valued Subscriber,

What a trip, I just came back from hosting and speaking at the *Internet Wealth Code* seminar in Kuala Lumpur, Malaysia and I’m beat!

It was a great seminar and my partner Jo Han Mok and myself enjoyed ourselves tremendously...

Together with our buddies Stephen Pierce, Tom Hua, Patric Chan, Rasheed Ali, Curt Brown (Website Story) and Kelvin Hui, participants received one of the best content-rich seminars they had ever experienced...

It will be great if you can join us next time and we can meet in person, lunch will be on me. By the way, if you’re living in the States, we’re coming **LIVE** to you real soon. Look out for details.

Before we go into the diagram, here are some exclusive photos from Internet Wealth Code Malaysia for your viewing pleasure:



(Giving my presentation, “Massive List, Massive Profits!”. That girl in the picture is Shally, my PA.)



(Another photo of my presentation.)

Ewen Chia's
"Massive List, Massive Profits!"

Ewen Chia's
"Massive List, Massive Profits!"

The Hidden Secrets To Building AND Profiting From Your Own Opt-In List Quickly And Easily!

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(How the first slide of the presentation looks like.)



(Jo Han Mok and myself 'grilling' our protégé, Alvin Toh.)



(L-R: Curt Brown, Patric Chan, Kelvin Hui, Winston Yap – our web automation specialist)



(Jo Han Mok presenting product creation secrets. That's his PA Joey.)

Hope you liked the photos; let's continue with the incredibly 'ugly' diagram I've created for you below...

During the seminar, one of the most common questions posed by participants was "how do I set up my online business and make money on the internet?"

While I explained the concept to them verbally, I decided to illustrate it for you here so you can learn from this (if you're asking the same question).

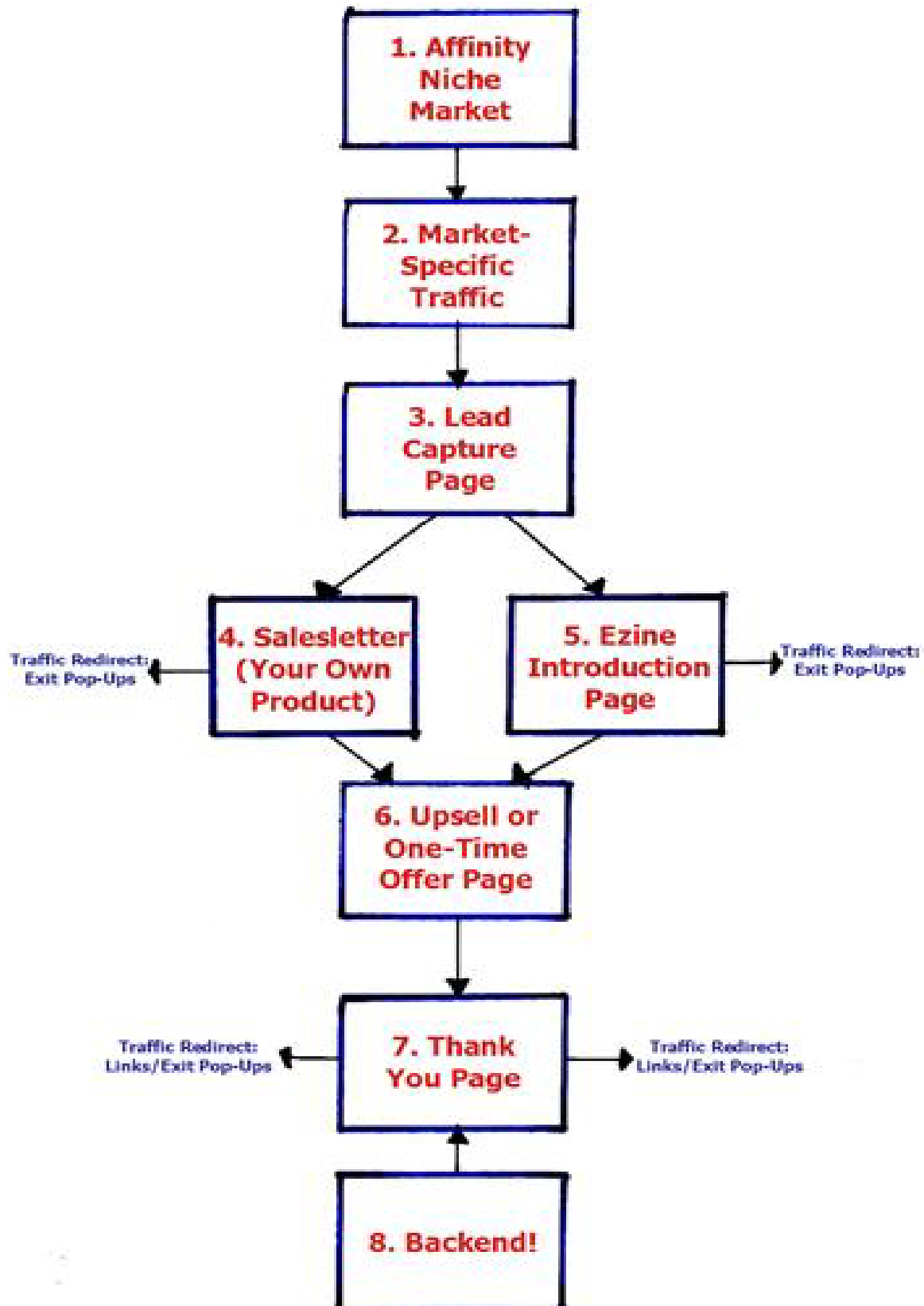
It doesn't matter which internet model you choose, this will help you in one way or another.

Although it's just one of many systems you can use, this specific model works really well!

This **BIG PICTURE** view of how you can set up your internet business and make real cash online will allow you to 'see' things in clearer perspective...

Have a look:

The World's Ugliest (But Simplest) Diagram!



I know, I know, it's real ugly, don't rub it in 😊

However let us see the different components of the diagram and what they represent:

1. Affinity Niche Market

The first step is in finding a profitable niche market to tap into.

However it goes beyond just finding a market which is profitable, you need to have an affinity with the market too, and this is something most people miss out.

What's the meaning of "affinity"?

The dictionary defines it as: **a natural attraction, liking, or feeling of kinship.**

To really prosper, do well and be committed to your market, it's essential to actually enjoy working on your internet business!

This is why it's important to select a **main market** and topic you have a liking for, this helps you to produce much better results in terms of focus and helps in growing your business.

It's ok to have many different niche businesses, but have a main one in which you can establish your expert status in and dominate easily.

Having an affinity with your market is the **ONLY** way for this to happen.

It's the eternal question of passion or profit - why not have both at the same time?

2. Market-Specific Traffic

Similarly, you don't want just any traffic.

Because *not all traffic is created equal*, you must aim to **generate only market-specific traffic** which will bring you **precisely targeted visitors and customers**. This leverages your efforts and investment.

For example, if you're in the bodybuilding niche, go find your visitors in bodybuilding communities like forums and other social networks.

Go place targeted ads in bodybuilding publications and ezines. Look offline at magazines and classifieds.

Find top ranking bodybuilding online businesses in the search engines and seek joint ventures and affiliate partnerships.

Or exchange links with relevant bodybuilding sites, etc. You get the idea.

3. Lead Capture Page

Drive your market-specific traffic to an opt-in form on your lead capture page – so that you can **build a market-specific list**.

Apply this and you will have an internet goldmine you can depend on for life. This is what a real business, online or offline should do – building targeted databases of prospects and customers.

In my seminar presentation, I left one crucial point for the attendees:

“If You Are Not Building Your List, You Are NOT Building An Internet Business”

This couldn't be truer!

4. Salesletter (Your Own Product)

First scenario: After opt-in, your subscribers will be redirected to your actual salesletter or sales page for your own product (if you have one.)

This way you still capture visitors' emails whether or not they buy.

Furthermore, by implementing an effective email follow-up strategy, you can generate more sales for your product from those who didn't buy on the first visit.

It's easy to create your own products, too easy in fact...

Interviews, audio seminars, video tutorials, mini ebooks, special reports, white paper, coaching, resale rights, private label products, public domain material etc.

You can use any of the above methods to create your own products quickly and easily.

5. Ezine Introduction Page

Second scenario: After opt-in, subscribers get redirected to a unique **“ezine introduction page”** IF you don't have a real product yet.

Most people will not have heard of such a page as it's something 'proprietary' I created.

The page is meant to help you establish a deeper relationship with your subscribers, and **presell your ezine further** (even after they have opted-in). It will also help increase responsiveness.

You can use it whether you run an ezine or not, for example, an ecourse.

On this page you basically 'talk' to your list. Introduce yourself, your ezine and provide some real content. Allow them to know you better. You can also put together a special deal just for your new subscribers on this page.

6. Upsell / One-Time Offer Page

If you are selling your own product, create an upsell or upgraded version for your product. For example, add extra bonuses, an audio or special report.

Doing so increases your profits as **a certain % of customers will opt for the upsell.**

If it's an ezine you run, have the special deal or one-time offer for your new subscribers on this page. Make sure it's only for your subscribers and not available publicly.

7. Thank You Page

This is self-explanatory. After purchase, direct customers to your thank you page to download their products.

However, besides thanking them and providing download information, there are additional methods to **further monetize** your thank you pages.

If you are a member of *Secret Affiliate Weapon*, you will find a training report "*Thank You Page Tactics*" in your member's area under the section "Member's Only Exclusive Training Reports".

8. Backend

Every business needs a backend. Period.

That's where most of your big income will be generated and it's a natural progression of your sales funnel.

The inexpensive product you sell (refer to point 4.) is known as the front-end or as I often call it, the "**qualified lead generator**".

A backend is thus offered to prospects that become *qualified* as customers after having spent some money with you. They have raised their hands and trusted you.

You don't have to create your own backend if you don't have the time to – just recommend a targeted and *higher-priced affiliate product*.

At the same time, use follow-up emails to increase your backend profits.

This is why it's highly important you build your market-specific list. Doing so brings your business longevity and stability.

Enjoy the diagram ;-)

To Your Success!

Ewen Chia