



# Internet Marketer

www.InternetMarketer.com



Issue  
#4

# Internet Marketer Newsletter



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# "Discover How You Can Have One Of The World's Top Internet Marketing 'Gurus' Take You By The Hand And Show You Exactly How To Generate Huge Income On The Internet!"

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### Welcome to ClickBank!


The sales subtotals below provide a snapshot of your recent sales activity. For more information on pay periods, payment processing and payment distribution read our [Accounting Policy](#). For more detailed transaction reporting, click on the "Reporting" tab above. New to ClickBank? For help getting started, please visit our [Help Center](#).

### Weekly Sales Snapshot

| Week Ending                               | Gross Sales |
|-------------------------------------------|-------------|
| <a href="#">2010-04-21</a> (current week) | \$2,896.84  |
| <a href="#">2010-04-14</a>                | \$7,949.28  |
| <a href="#">2010-04-07</a>                | \$8,185.37  |
| <a href="#">2010-03-31</a>                | \$6,274.65  |
| <a href="#">2010-03-24</a>                | \$2,601.68  |

### Daily Sales Snapshot

|            |                   |                                 |
|------------|-------------------|---------------------------------|
| Mon Apr 19 | \$335.33          | <div style="width: 10%;"></div> |
| Sun Apr 18 | \$719.36          | <div style="width: 20%;"></div> |
| Sat Apr 17 | \$487.74          | <div style="width: 15%;"></div> |
| Fri Apr 16 | \$402.35          | <div style="width: 12%;"></div> |
| Thu Apr 15 | \$585.86          | <div style="width: 18%;"></div> |
| Wed Apr 14 | \$366.20          | <div style="width: 10%;"></div> |
| Tue Apr 13 | \$458.41          | <div style="width: 14%;"></div> |
| Mon Apr 12 | <b>\$471.93</b>   | <div style="width: 15%;"></div> |
| Sun Apr 11 | \$436.60          | <div style="width: 13%;"></div> |
| Sat Apr 10 | \$1,188.43        | <div style="width: 30%;"></div> |
| Fri Apr 09 | \$1,669.57        | <div style="width: 40%;"></div> |
| Thu Apr 08 | \$1,396.76        | <div style="width: 35%;"></div> |
| Wed Apr 07 | \$2,327.58        | <div style="width: 50%;"></div> |
| Tue Apr 06 | \$486.75          | <div style="width: 14%;"></div> |
| Mon Apr 05 | <b>\$1,024.54</b> | <div style="width: 25%;"></div> |



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### News

[2010-04-12](#)  
New Marketplace Categories

[2010-04-06](#)  
ClickBank Adds Confidence-Boosting Security Certificate to Order Form

[2010-03-16](#)  
New and Improved Commissions, Payment Features, and Communications

[more...](#)

### System Log

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*"Ewen Chia is the master of Internet marketing. If you implement even a fraction of what he teaches, you will be 10 steps ahead of those trying to make money online."  
— JOEL COMM, AUTHOR OF "MAKE MONEY WITH ADSENSE"*

# HOW I MADE *My First* MILLION *on the* INTERNET

and how you can too!



*The complete insider's guide  
to making millions  
with your internet business*

## EWEN CHIA

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## About Ewen Chia

### **Ewen Chia, #1 International Bestselling Author, Internet Marketing Guru**



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

He was motivated to build a better life for his family and to clear credit card debts. After years of perseverance and little sleep, he finally cracked the internet marketing code and has never looked back since!

He has created materials, both online and offline, to teach Internet entrepreneurship around the world in order to help people.

### **"World's #1 Super Affiliate"**



Since starting as an early Internet business pioneer in 1997, Ewen has come a long way...

Today Ewen is one of the world's most famous and respected internet marketing "gurus".

He is often called upon for his ingenious marketing advice, especially in the areas of business integration, list building, product creation and online branding.

He is also often referred to as the "World's #1 Super Affiliate" and his name is synonymous with Affiliate Marketing, although that is not all he does.

Widely acknowledged as the "secret weapon" of many internet marketers, Ewen has the uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every marketing rollout.

Ewen can guide and teach you how to become rich with the internet - if you want to. For example, a new internet business he set up generated **US\$100,000.00+ in less than 30 days.**

Many students have been able to quit their day jobs and make their own income online!

## #1 International Best-Selling Author, Trainer & Speaker

Ewen is also a highly sought after INTERNATIONAL speaker. He has toured the world sharing his knowledge and helping people achieve financial freedom along the way. He has spoken in events with people like Robert Kiyosaki (Rich Dad, Poor Dad) and Anthony Robbins.

In November 2006, Ewen received the *first ever* World Internet Summit “World Internet Challenge” award for starting a new Internet business and generating **US\$80,000.00 in 3 days** from that very business - right in front of an amazed audience of 1,000+ participants!

### Best Speaker: World Internet Summit 2007 (Australia)

In March 2007 (Australia), Ewen was unanimously voted the Best Speaker out of 10 other international speakers by the audience at World Internet Summit for his presentation and sincerity in helping people become successful with their own Internet business.

### Best Speaker: World Internet Mega Summit (Singapore)

Speaking in front of 4,000 people, Ewen received a standing ovation and the best speaker award for his teachings and convincing demonstration that captured the audience.

***"How I Made My First Million On The Internet and How You Can Too!"***

Ewen launched his first print book, ["How I Made My First Million On The Internet and How You Can Too"](#) in February 2009.

Within **3 hours** of launch, the book made internet marketing history by hitting the **#1 BESTSELLER LISTS** on BOTH Amazon and Barnes & Nobles at the same time!



To learn more about Ewen Chia and his businesses, visit:

[InternetMarketer.com](#), [Autorespond.com](#), [AutopilotProfits.com](#)  
[OptinProfits.com](#), [FastTrackCash.com](#), [IMClassifieds.com](#)



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# Cover Story

This  
Issue!

Not sure how you can track your website traffic? Torn between the stats given by Awstats and Google Analytics? Learn more!  
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## (1) How do people make money using Yahoo! Answers?



Yahoo! Answers is a network of users that post questions of all nature on the site and simultaneously, any other user is able to drop an answer to the question. More than one answer may be given to a question posted on Yahoo! Answers and at the end of it, the user who posted the question can mark on of the answers down that he feels best answers his question. That answer is given a “Best Answer” status.

Because the Internet is an information medium and Internet marketing revolves around selling information to customers searching for it, Yahoo! Answers is one of the finest example of a

centralized gathering of users who have profiles that are ideal for promoting a product to that solves their problem. Many marketers have discovered that Yahoo! Answers is a valuable avenue that they can creatively earn some money from.

If you have a product that offers the solution to a very commonly experienced problem, then there is a good chance that if it solves a desperate problem and if there are a ton of people on Yahoo! Answers searching for a solution, you have the potential to become an affiliate and generate profits by bringing buyers and seller together.

Here is how most marketers do it:

- 1) Head over to Yahoo! Answers and type in the problem or keywords that is related to the product you are promoting. What you should be looking for are questions that have no answers to them yet so that your own reply stands a higher chance at being selected as the Best Answer. This will help get more readers to look at your answer.
- 2) Make sure that the question that you have chosen and the answer given can be reasonably linked back to your affiliate product. If you are answering a question on “how to remove fleas from my dog”, do ensure that you are promoting a flea removal product.
- 3) Get yourself a domain name that is highly related to your product or even contains your keyword. This domain is then configured to redirect to your affiliate link.
- 4) Head back to Yahoo! Answers and reply to your chosen question with a useful answer. In your answer, tease the reader with 1 tip and then tell them that if they want more tips or a full breakdown or the solution, they can visit your site. This site is going to be your affiliate link.

So when a reader clicks on your link and converts, you will get paid your commissions.

## (2) When is the best time to submit my articles and social bookmarks?



There is actually no best time to submit your articles or to social bookmark your marketing links. Depending on your target market, what is more important is your customer profile. If you are targeting teenagers, then you will want to avoid hours when they are in school. So you will want to make your submissions just after they come home from school.

Some examples:

School kids or teenagers will be unavailable during 8am to 4pm because of classes and extracurricular activities.

Businessmen are usually available in the office from 9am to 5pm

If you are in the entertainment niche, avoid making a post during the screen of an episode of Entourage or LOST.

Because most of the customers in the Internet marketing niche are from the US, you'll also want to consider adjusting yours submissions to their time zone. You'll want to avoid posting stuff at 1am at night when most of your customers are in bed. And by the time they get up, a whole wall of other Internet news would have whitewashed

your post to the 4<sup>th</sup> or 5<sup>th</sup> page of Google.

If you are using Facebook as one of your marketing tools, try to avoid working hours as many companies ban Facebook in their networks, so your news would have been older news when they get home and onto their computers.

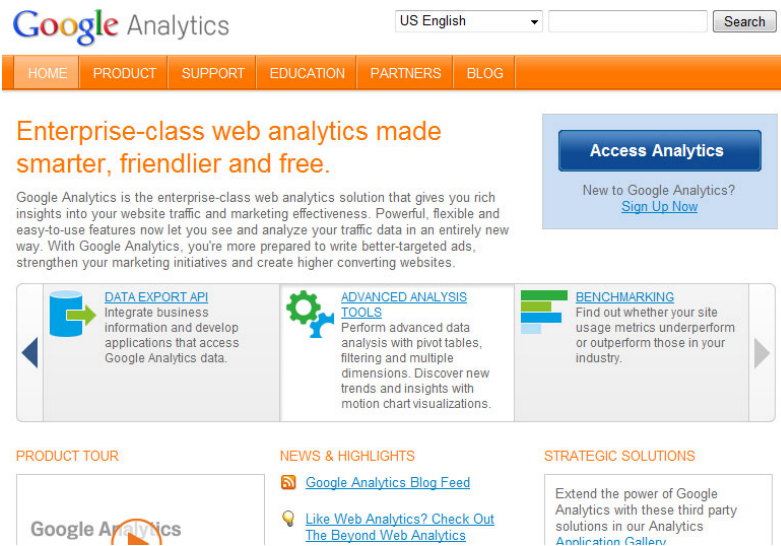
### (3) How do I track traffic on my website?



For most hosting services, their control panel would include a visitor tracking tool that you can use to track your traffic. In most cases, this tool is called AWSTATS.



Another popular tool is Google Analytics ([www.google.com/analytics](http://www.google.com/analytics)). With Google Analytics, all that is required to get start is a FREE Google account.



Google Analytics

US English

Search

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- BENCHMARKING**  
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Extend the power of Google Analytics with these third party solutions in our Analytics Application Gallery

So there you go – two really simple ways you can get started with tracking and monitor the traffic your website receives.

## (4) What is the difference between Awstats and Google Analytics?



Between two of these very popular services used to track website traffic, there are some very important differences between them. I'm going to share with you some of the more technical differences between Awstats and Google Analytics that reveals some differences in the way they collect data and which you should be using for your purpose.

Awstats uses a data collection method called logfile analysis. Every server stores information on visitors in a document known as a logfile. This includes all requests made by other computers and also it

tracks what it has delivered to visitors. Logfile analysis uses this data to determine how many people have visited your website.

Google Analytics, on the other hand, uses page tagging. What it does is to use JavaScript on the visitor's computer to ping what I will term, the Google Analytics server, and lets it know that one visitor has been to your site.

The advantage to using Awstats is that it displays raw undeniable data of the number of visitors to your site. This is more accurate than using Google Analytics.

Google Analytics, however, displays more information about your visitors' habits such as how long they stayed on your site, the bounce rate, traffic sources, most searched keywords etc. This is more useful data that Internet marketers can use to tweak their sale letters with.

## (5) How do I add Google Analytics to my Facebook fan page?



Example of Ewen's fan page [www.Facebook.com/ewenchiafans](http://www.Facebook.com/ewenchiafans)

The thing about Facebook is that they use FBML, rather than HTML for coding their pages so a way to get around this is to use a great and nifty trick. What we are going to do is to include the Google Analytics code as an image, rather than the usual JavaScript.

The first thing you will have to do is to set up Google Analytics as an image in Facebook. So set up a Google Analytics account and create a

new website profile. Once you have done that, take down the tracking code that is linked to your website profile. It should look something like this, UA-2928173-4.

Once you've done that, the next thing to do is to create your custom img tag for each of the individual facebook pages you would like to track. A really fast way to create the custom img tag is to head down to [Google Analytics link generator for Facebook pages](#).

Make sure to add the Static FBML Facebook application to your fan page and add the code into static FBML and you're done.

## (6) A productivity tip that keeps you on track with your To Do items



The thing about Internet marketing is that it is really a lot about project management. Having little items to do here and there is often very distracting and very often, many marketers find themselves in the position where they are scurrying over figuring out what they need to do, rather than ACTUALLY doing them.

A useful tip that is simple, completely free and does a fairly good job at getting anyone organized is something so easy to implement that not many people uses it. It involves just using Notepad and the Startup folder in your Windows PC.

The problem with a lot of To Do lists is that they are just not "In Your

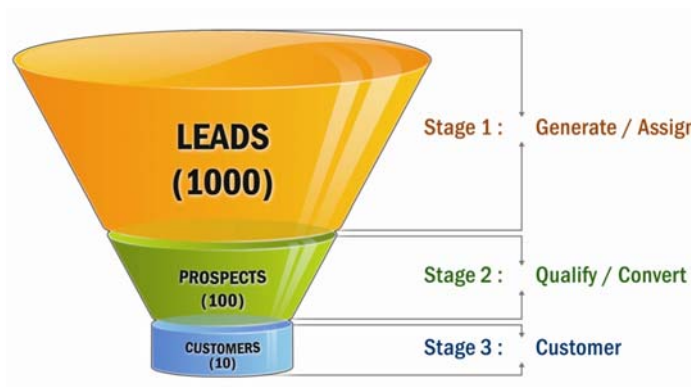
Face” enough. You need a coach or a personal trainer like system that constantly reminds you of the things you need to get done. Some people use Microsoft Outlook’s calendar but let’s be honest, if you are at home and have some free time on your computer, it is unlikely you will be firing up outlook to check for stuff to be done. Most people will find themselves on Facebook – tending to their Farmville plots of land =P

The trick is to just keep all your To Do’s in a notepad file and throw the file in your windows Startup folder. That way, every time you boot up your computer, you are going to be shown the stuff you need to do, right now!

Here are the simple steps:

1. Create your to do file using Notepad.
2. Create a shortcut to the file by right clicking on it and selecting “Create shortcut”.
3. Click the “Start” button, go to “All Programs” then right click the “Startup” folder and select “open”.
4. Copy the shortcut into your Startup folder and you are done.

## (7) How do I set up a simple sales funnel?



A sales funnel in Internet marketing terms, is a system that marketers set up that guides and depicts the points of marketing to a consumer in the system. It also shows the path that a visitor to a sales letter

takes and roughly shows what he sees and experiences; and also the options available to him as he reads through the sales page.

The basic sales funnel would usually begin with capturing the attention of the visitor. There are many ways to do this. This is more commonly in the form of a catchy title, or an attention-seeking image (very often you will see screenshots of the marketer's Clickbank or Paypal overflowing with sales.)

The sales process then goes on into identifying with the visitor's problem and then goes on to provide a solution. Very often, to build up good will with the visitor, the sales letter or squeeze page will include a free download of an eBook right at the beginning of the sales funnel. This can be in the form of a popup box when the visitor loads the page or right at the top of the sales letter.

In order to get the free download, the visitor has to opt in to a mailing list which serves two purposes. One, it allows you to re-market to the visitor again in hopes of converting a prospect into a buyer. This can be in the form of a one-time-offer or a special discount. Two, it weeds out the people that are mildly interested in your product. So what this does is to leave you with a list of highly targeted and very responsive buyers.

This is what a simple sales funnel looks like in summary:

1. Visitors opt in to your mailing list on the squeeze page or sales letter page.
2. Visitors who opt in are then brought to a page that tells them how to confirm their subscription and what they will have to do subsequently to obtain their free download.
3. Subscription confirmation usually comes in the form of an email and they will have to click on the confirmation link in that email. Once they have confirmed their subscription, set your autoresponder to mail them the download link.
4. In the following days, you will want to start providing them a free e-course that gives them further information on how they can solve their problem. This is usually run through a course of three to five days. In between, you can drop them a special offer from an affiliate product.

5. After the end of the e-course, the people in the list who are still interested and have not opt out show their interest in your offers the strongest. This becomes your valuable asset when it comes to upselling them future products.

You can see a good example at [www.AutopilotProfits.com](http://www.AutopilotProfits.com)

## **(8) Are .net domain names good and liked by Google?**



Contrary to popular belief, .net domain names work just as well as a .com. When it comes to SEO on the Internet, what is more important is the relevance of your domain name. If you are trying to rank for a certain keyword, make sure you have that keyword in your domain name. It does not matter whether it is a .net or a .com.

Generally, the three recommended domain name postfix are .com, .net and .org. This has nothing to do with SEO or the ability for your domain name to rank. Rather, it has to do with the impression of professionalism.

For example, .info domain names are often used and seen in spam websites and because it is less commonly used by professional businesses or major companies, users tend to be a lot more wary of

clicking on a .info domain name.

This indirectly hurts your traffic and is the main reason why .info domain names are usually avoided, even though registering for one with your ideal domain name is fairly easy most of the time.

Most Internet marketers who know a bit about SEO are usually not daunted by a .net domain name. It is better to have a .net domain name with your exact keyword in it, then to have a non keyword .com domain name.

## **(9) Are squeeze pages falling out of favor with Google?**



The thing about squeeze pages not ranking superbly well in Google is not so much something to do with Google not liking squeeze pages. Rather, squeeze pages usually contain very little content, thus making it hard to get a good SEO ranking. It's a simple matter of having nothing much to rank for even if the Google spiders drop by and search your site.

The other essential point to take note of is that most Internet marketers using squeeze pages generally drive traffic to their squeeze pages from other sources, rather than to use SEO search engine results. SEO is usually not the main traffic source for squeeze pages.

Marketing techniques like article marketing, backlinking, PPC or video

marketing are used to divert visitors to the squeeze page.

For anything who is thinking of creating a squeeze page for their online business, look elsewhere, because you should not be worrying about SEO rankings.

A trick that can be used to beef up your domain's rankings is to create a blog on your main domain i.e. YourDomain.com.

This is then filled with original content that helps to get your ranked in Google. Your squeeze page is installed in a sub directory like YourDomain.com/SqueezePage. The last thing in this trick is to simply forward any visitor that drops by YourDomain.com to YourDomain.com/SqueezePage.

This trick allows you to build a decent ranking on Google while still pushing your squeeze page to visitors.

## (10) How do I flip my website?



The one popular site that is being used right now is Flippa.com.

If you are looking at selling a website, the first thing you will want to do at Flippa is to check out the JUST SOLD and the ENDED UNSOLD tab. With the information on what generally sells and what does not, you will know the demand of the marketplace at Flippa.

The last thing you want to see happen to yourself is to get your hands on, or spend time and money, creating a website that you could have known will not sell if you did the ground work.

**You must also be extremely careful when it comes to buying websites on Flippa. Check the seller's history, trust and feedback before committing, no matter how good it may seem. I've been burned a few times myself!**

If you want to start flipping websites for profit, you are going to have to first own one. Some flippers who are versed in website creation and design will opt to create their own websites, while others outsource the creation process to freelancers (you can check out Elance.com). Seasoned website flippers with more experience also buy and the resell websites that they have just bought on Flippa.

You are going to also want to start getting word of your website out on the Internet. A decent level of marketing can get your site listed on search engines and start bringing in some traffic so it does not appear like a ghost town.

Here's a good set of to dos for new blogs set up.

- 1) Do your keyword research and find out good keyword domains you can use for your website. Getting a good keyword domain makes ranking on the first page of Google a lot easier and it adds value to your blog.
- 2) Register for a domain name and install a wordpress blog. Install the basic SEO plugins like XML sitemap and ALL-in-one SEO.
- 3) Avoid adding any ad banners or advertising because you will want to avoid turning visitors off with massive advertising. Your main goal is not to profit from visitors but rather keep them on the site.
- 4) Create and post around 5 articles that are original content on your site. You can throw in some Youtube videos about your niche for some mix.
- 5) Social bookmark your original content, create backlinks on forums and submit your blog to RSS directories.

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