

**"The Big System To Making
REAL Money On The Internet!"**

**...Or How To Finally Succeed
On The Internet.**

by Ewen Chia



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About Ewen Chia:



Ewen Chia has been marketing successfully on the internet since 1997 and is one of the biggest internet marketing gurus online who actually ‘walks the talk’.

Ewen is the owner of [Autopilot Internet Income Pte Ltd](http://www.AutopilotInternetIncome.com), an offline/online company focused on helping individuals and small business owners start profitable internet businesses quickly and easily.

He teaches his own proprietary step-by-step system to clients to help them achieve rapid success on the internet.

Ewen has also taught thousands of students his simple system to earning autopilot income on the internet. Many have been able to live the internet lifestyle; quit their day jobs and achieve financial freedom thanks to his teachings and guidance. If there is one person who can help you to do the same – it is Ewen Chia.

As a well-known and highly-respected marketer, he is often called upon for his ingenious marketing advice - especially in the areas of affiliate marketing, affiliate management, list building, email marketing, product creation and online branding.

Ewen is widely acknowledged as the hidden ‘secret weapon’ of many other internet marketing experts for his uncanny ability to trounce the competition and take on the coveted #1 reseller spot in almost every marketing rollout.

For more information on Ewen Chia, please visit <http://www.EwenChia.com> and <http://www.AutopilotInternetIncome.com>.

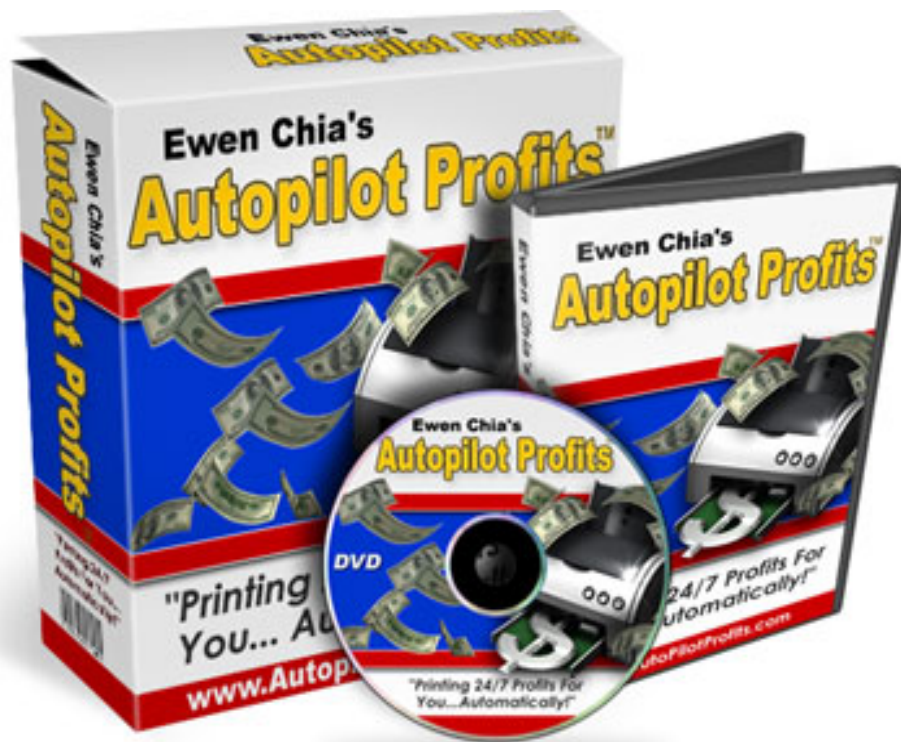
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Why This Report, Ewen?

I wrote this report *from my heart*, and it’s not meant to sell you anything.

It’s meant to **educate** you and put you on the **right path** to internet success.

I do hope to be able to help everyone succeed, but the truth is, I’m only one person and it takes two hands to clap.

I could give people the *exact* methods to make money but if they don’t have the commitment to take action on it or if they are expecting results from zero efforts, it becomes useless.

With the same information given, one person can become wildly successful with it while another could end up not doing a thing and looking for the ‘next’ magic pill.

For example, often in my coaching programs, I share everything I know with my students...

They get to learn the **exact same methods** thousands have used to start *very* profitable internet businesses with. The very same methods I’m using to make a fortune online month after month.

One student uses the information and gets results – another cannot even be bothered to try it out.

Guess which student will succeed and start building a long-term profitable internet business?

The answer is obvious.

Fortunately a lot of my students are go-getters, and many are on their way to success. In fact most have started making real money online by IMPLEMENTING the strategies they learn.

The amount is not important; even one sale *solidifies* the reality that an internet business is REAL.

I give this example because I want you to understand one thing:

You are responsible for your own success – not anyone else.

I don’t mean to be harsh but this is the real world – if you still don’t take responsibility for your own success into your own hands, then the end result will not be what you’re looking for.

I hope the above statement will ‘wake’ you up if you’re still looking for that ‘magic pill’. I hope to receive a personal email from you one day that these words, this report, was responsible for your eventual success.

I wrote this report because...

The inability to focus, take responsibility and act is a serious problem. It can cause the downfall of many well-meaning entrepreneurs. It can lead many on an endless wild goose chase with no positive destination, and frankly...

I do not want this to happen to YOU.

As mentioned, I’m only one person and as much as I want to help everyone succeed - I have my limitations.

What I can do is share as much proven information as I can and create products to help you...and hopefully be able to *change your life for the better* in the process.

Some of this information will be in the form of paid products (I run a business) and some will be free.

In fact if you’ve known me for any length of time, you’ll know I’m always trying my best to give useful information for *nothing* in return. And most times...

The free information I give to you can be worth much more than the information you pay for elsewhere.

It will help you if you apply them. And if you are studying my paid information, you’ll get even more.

The purpose of this report is to help you and give you a blueprint to focus on and act upon for your internet business. A blueprint which is responsible for...

MILLIONS of dollars in internet revenue.

I want to give you a direction. I want you to see the big picture.

This is much more important, and crucial to your success than you may realize. It will help you to focus, to cut down distractions and to provide you with a solid proven roadmap to achieving solid results.

However I also want to provide you with a proven system to work with because it’s useless to know the big picture if you’ve nothing to move you forward with.

Thus I’ve combine these two together in this manner:

Big Picture + Proven System = Big System.

Or you can call this...

The Big System To Making REAL Money On The Internet.

It's my sincere wish that this will finally put you on the right path to succeeding online, if you're still stumbling around and feeling lost.

It's also my sincere wish that this will help you do away with the one of the major obstacles to success once and for all - *information overload*.

'Information overload' is something many aspiring entrepreneurs face when they try to learn how to succeed online. As mentioned, there are so many products out there promising you that “magic pill”...

There is no magic pill.

It all boils down to **using the correct system, taking action, being committed and taking responsibility for your own success**. Period.

The truth is: *there are no big secrets in Internet marketing*.

Everything you really need to know can be boiled down into 5 simple steps.

These are the same 5 steps *any business*, whether online or off, must follow and they are time-tested fundamentals for ultimate business success. They can be summarized accordingly as:

The Big System To Making Real Money On The Internet:
Market → Offer → Traffic → Backend → Duplication

That's it. These are the 5 steps you need to focus on for success.

Anything that enhances them is an asset; while anything that distracts from them is a liability.

Each step requires your action and commitment, each step also requires certain knowledge and skills to achieve them.

This is how you can focus on your goals, your business and cut down on information overload and confusion.

You don't have to complete every step to become successful, but if you do, you will become *very* successful. Most times, new internet marketers will get results if they act on just the first 3 steps.

Let's look more into this...

Any business you can think of relies on a *market*. Businesses serve their market by making offers of products and services.

They bring in customers (traffic) through advertising and promotion. They bring in additional profit by providing “back end” or “post sale” products (e.g., accessories and upgrades).

Finally, the business owner *duplicates* his model by either starting another business in a different market, or duplicating his business in the existing one (eg., franchises).

That's how it works in the offline world, and it's how it works online too.

There's really no big mystery to running a successful internet business *when* you understand and practice these fundamental principles.

The key is to focus and take action.

Any confusion you've had up to this point is more than likely due to being exposed to so many different ideas and 'fly by night' schemes that claim you can get rich overnight by jumping on the latest marketing fad.

Now, some of those fads have indeed created serious income for some people – namely, people who *already* understood the basics of business. The problem is that none of those systems teach you those basics. True innovation comes from understanding the past.

You've got to learn the rules before you can break them.

My goal here is to help you master these fundamental rules of business.

No more grasping in the dark or guessing at what works. Once you grasp the concepts here, you'll be the *master of your own destiny*.

The 5 steps in the big system have to be undertaken systematically and consistently.

This means you don't start worrying about generating traffic before you have even decided on your market or offer. Everything has to be performed accordingly and be consistent on a step-by-step basis.

It also means if you select the weight loss market, then your offer has to be consistent with that market.

For example, you don't market a gardening product to a weight loss audience. You don't drive weight loss traffic to a gardening offer.

This is the concept of consistency.

One more thing before I go on, the way to move ahead is to either learn or outsource what you don't know. It's a **time versus money** principle.

If you’ve the time, learn it. If you’ve the money, outsource it. *You need to charge forward.*

I would recommend learning the necessary basics you need to work on your internet business.

In this way, not only do you have **CONTROL** over your business, but you will also be picking up a **LIFETIME SKILL** you can make money with forever. It’s like learning how to swim, once you learn it, it becomes second nature. The choice is clear.

Here’s a ‘secret’:

You can learn almost anything you want for free on the internet.

Just go to Google.com and search for free tutorials. For example, if you don’t know how to create a website, type “*how to create a website*” in the search engines. You’ll have more information than you need. This was how I learned when I started out too.

There’s really *no* excuse – and remember, you are responsible for your own results.

To Your Success!

Ewen Chia

The Big System Unveiled...

Big System Step #1: Find A Market

The first step in starting any business is to *choose your target market*. Who do you want to sell to?

In order to be successful, you must find a *proven* market that has disposable income. If anything leads to business failure most often, it is when people fail to choose a profitable target.

Further, the only way to choose a 'bad' market is by failing to do proper research before you begin. Market targeting should not be a guessing game. You need to get your hands dirty doing *real* research.

This process begins, first, with brainstorming.

Sit down and write out some of the obvious markets you can think of off the top of your head. Make sure you also include your own hobbies and interests, as these are often potential market areas as well.

For example, maybe you're interested in computers. How many different markets are built around the use of computers?

To name a few: *software, hardware, accessories, networking, email, the internet, gaming, etc...*

For every broad category you come up with, try to pare things down even further by zeroing in on a sub-market. Let's say you're interested in software. What type of software? Who do you want to sell it to?

Once you get close to zeroing in on a market like this, your next step is dig up even more information about the market through **keyword research**.

What are some of the search phrases your market is entering into the search engines? Do these terms point to the types of products and services they're seeking?

Further, are there *enough* searches on those terms to indicate a sizable market interest in those products and services?

Finally, you must find out what the market is already buying.

Who are some of the major players in your market and what are they selling successfully? What are major portals like ebay.com and amazon.com carrying?

Are the products low end? Luxury? Is there a wide variation of price points in the market?

This will give you a clearer indication not just of what the market wants, but what the market is willing to pay (and how much disposable income is there).

We'll discuss market selection a bit more further, for now let's move on to step #2...

Big System Step #2: Create An Offer

Your second step is to create a targeted offer for your market.

Your previous research should give you a clear idea of not just what the market is already buying, but also what *gaps* you might be able to fill in that market.

To put it simply: if your target market is already buying up 'widgets' like crazy, then offer them widgets. If your competitors are only offering 'blue widgets', then offer your market red ones.

This stage is really about product selection/creation.

There are *two* possible ways for you to create an offer for an internet-based market:

1. Sell products to your market *as an affiliate*
2. Create and sell your *own* products to that market

Both methods work, and both are proven business models.

I always recommend *beginning* your business an affiliate marketer.

Affiliate marketer is much easier (overall) since you don't have to first create your own product to begin making money. It's also the perfect base for you to get your hands dirty and educate yourself.

Now creating an offer also involves *creating a forum for your offers*.

You do this by building an email list.

Your email list is basically your database of potential and existing customers. It allows you to contact, tap on and make money from your market for life.

It's a definite step towards building a long-term business ASSET.

Most, if not all of the traffic you're going to generate through your advertising efforts will be towards the goal of building your list. Why?

Because there is no better way to generate sales than by having steady direct contact with your market.

An email list also allows you to *build a relationship with your market*.

It's your tool for building up trust, credibility and respect.

You want to be able to make your offer to people who have “pre-qualified” themselves by joining your list – ie. they've already expressed an interest in what you're offering.

You also need the ability to present your offer multiple times (it usually takes several exposures to an offer before an individual makes a buying decision), as well as create new offers for repeat business.

Big System Step #3: Generate Traffic

Ongoing traffic generation is crucial to your business. You've got to keep your offer in front of the market, and continually draw in new customers.

However, the traffic you generate must be *targeted traffic*.

This means bringing in real visitors, who have a real interest in your offer.

Traffic generation is accomplished through a mix of both free and paid methods of advertising.

The bulk of your paid traffic will come from **pay-per-click** (PPC) campaigns that you run on search engines like **Google** (Google Adwords).

PPC advertising allows you to target *actual* market keywords and key phrases for your advertising, meaning it allows you to reach the actual people who are searching for your offer.

You may also pay for advertising by buying text links or banner ads on other websites, running classified ads in your local newspaper or buying up virtual 'real estate' (eg, grabbing expired domain names which have existing search engine rankings on your target keywords)

Free methods of generating traffic are centered primarily on **content**. This means using methods like:

- ✓ **Writing and submitting articles to article directories**
- ✓ **Giving away free, viral reports**
- ✓ **Maintaining a blog/syndicating content**
- ✓ **Getting your content linked to at the 'social bookmarking' sites (e.g. Technorati.com, digg.it, del.icio.us)**
- ✓ **Ezine advertising (free or paid)**
- ✓ **Joint ventures with other list owners**

These tactics are just the tip of the iceberg. The important point, though, is that they are all *proven* methods. Don't waste your money on sites that promise things like “1 million visitors for \$99”.

Traffic generation is not difficult. It *can* be learned. It's more of a science than an art. It's just like a school subject. If you learn and apply it, you **WILL** get traffic.

You don't have to use 100 different methods to drive traffic; it's just a matter of using a few good methods.

In fact, if you can become a master at just one traffic method you're comfortable with, and apply that method consistently and conscientiously, you will start getting more traffic than you can handle.

That's focus for you.

Big System Step #4: Create a Backend

I’m only going to say this only one time...

Any business wanting to increase bottom-line profits needs to implement a collection of “back end” offers and products.

Why is it called the “back end”?

The first sale you make to a customer is on what's called the “front end”. In other words, the main product that you're advertising – the thing they have “come into your store” to buy - is your front end offer.

Now there are at least *two* other profit points near the front end transaction:

The “**upsell**” (or mid-end) and the **back end**.

The “upsell” is the equivalent of an upgrade or impulse purchase.

When the customer is in the process of 'checking out', you offer them a related product or upgrade – e.g. “For just \$15 more you can also get product x”.

Another version of the upsell is the ‘**hidden**’ **upsell** or what’s more commonly known in the internet marketing circle as the **one-time offer**.

For those who remembered, I actually introduced this concept and called it the “**hidden page**” way back in 2004 in a product called “Power Affiliate Marketing”. Those who used it had great success.

The *back end* product offer occurs *after* the initial sale.

For example, if someone purchases a blender from you, you might follow up in a few days to offer them a book of drink recipes.

The purpose of the back end is to generate repeat business. You capitalize on the interests of existing customers by offering them additional (related) products.

You can use affiliate products that are related and consistent with your main offer for the backend.

This is the hands down simplest way to create backend offers without going through all the work and time required to create your own products.

Big System Step #5: Duplication

Most people would think that it all ends with step #4, however it should not and does not.

The final step is duplication of your existing business model and system into other new markets, or duplicating into horizontal product lines in the same market.

Once you've established yourself successfully with your current business (and put the business on autopilot), you can hunt down new opportunities and repeat these same 5 steps.

Here's why you want to apply this strategy...

Duplication allows you explode your overall profits by creating multiple streams of income.

Having more than one income stream is crucial for a variety of reasons.

First, there's going to come a point where you're squeezing about as much profit as you can from your first business.

While you might be able to generate a few extra thousand here and there, what you really want is to *double* your income.

Duplication allows you to do this over and over again, in as many markets as you like.

These are the 5 steps to success in any business – online, or offline. Focus and work on them and you will become wildly successful, that's a promise.

To repeat, here's a look at the big picture system again:

The Big System To Making Real Money On The Internet:
Market → Offer → Traffic → Backend → Duplication

It's not over yet; I've got more things to share with you...

The Importance Of Focus

Why is it important to focus on the big system in this report?

There's a very simple reason, this is because...

Once you've got the broad, bird's-eye view of *how* business works online, you can go into *any* market, with virtually any business model, and achieve success.

It also allows you to tweak your business model to your own needs, so that you can maximize your returns without having to veer off and do something drastic.

Also, remember when I talked about information overload and marketing 'fads'?

You won't succumb to either of these when you've got the big picture.

In fact, you *might* even be able to *capitalize* on some of it.

Let me explain why...

Most of the new products or fads you see introduced these days are simply *variations* or *additions* to some part of established business models. In fact, there are some products that focus on just *one* part of the marketing process, say, email marketing.

Much of this information can be useful IF you know what *precedes* it, ie, what all of it is based upon.

A good example of this is the craze that developed around *Google Adsense*.

Everyone was telling you that you could rake in big bucks by setting up a simple, content-based website and covering it in Adsense advertisements.

In order to really succeed with that idea, you'd need to already know about *affiliate marketing*.

Adsense is basically a form of affiliate marketing, in the sense that you get paid whenever a visitor clicks on an Adsense advertisement.

However, this particular approach to earning money through referred traffic is not a true business *model*. At least, that's my opinion.

Those who do this kind of marketing frequently might claim that Adsense is just one of dozens of methods of capitalizing on pay-per-action programs, and that their business is the business of buying and selling traffic.

Either way, imagine how hard it is for a beginner to earn real income with something like this - when he or she doesn't first have an understanding of market research or how to deliver the right types of content to the market.

Not to mention, there are very few marketers who attempt to make their sole income from these types of sites...

Instead, they usually have an existing affiliate business, and things like AdSense arbitrage are simply added on for some easy, extra revenue.

The above is one of the reasons why I've stayed clear from and had NOT recommended to my subscribers many of the major internet marketing product launches in the last 6 months since September 2006.

You Can Plug The Big System Into ANY Business Model

The big system can truly be plugged in to virtually any business model.

It doesn't matter whether you are doing *affiliate marketing*, *information marketing*, *eBay* or *running an online store* to sell physical products...

The 5 steps in the big system are your foundation for long-term success.

Remember: **Market -> Offer -> Traffic -> Back End -> Duplication**

Let's look at the formula in the context of each business model I mentioned above...

Affiliate Marketing

Step 1: Research and target a market.

Step 2: Find an affiliate product to offer to that market

Step 3: Send traffic to your landing page, collect opt-ins, and drive traffic through your affiliate link

Step 4: Follow up with your list by offering other affiliate products or your own products.

Step: 5: Repeat the process in a new market.

Information Marketing

Step 1: Research and target a market

Step 2: Come up with an offer for that market, and develop the product.

Step 3: Send traffic to your landing page, collect opt-ins, drive traffic to your sales letter.

Step 4: Follow up with your list and offer your new products, or affiliate products.

Step 5: Repeat the process in a new market.

Also, start your own affiliate program for that product, or consider selling duplication rights to your business via private label or resale rights.

Ebay

Step 1: Research and target a market.

Step 2: Source products for that market. Can be information products or physical products you get from wholesalers, drop shippers, local sources, etc.

Step 3: List products on eBay. Traffic source built in, but you can also drive traffic from your own website, through pay-per-click, etc. Get visitors/buyers to your auction to opt-in to your email list, so that you can alert them whenever you have more products up for auction.

Step 4: Create your own info product or source an affiliate product that is related to the items you sell on eBay, and direct your eBay traffic to those alternative offers.

Step 5: Repeat in another market.

An Online Store

Step 1: Research and target a market.

Step 2: Decide what you will offer the market. A product or service? Source or develop your product.

Step 3: Drive traffic to your store through a mix of free/paid advertising, as well as starting your own affiliate program.

Step 4: Get customers onto your email list and follow up with them. Alert them to new products, sales or discounts and additional products that may interest them.

Step 5: Repeat in another market.

Simple? It is.

Making money online IS simple once you know the system.

I may also be doing a workshop called “*Autopilot Internet Income*” in Singapore, probably on April 14th-15th, to present a brand new model called the “*hybrid money-making system*” if all goes well...

Look out for it if you’re interested in learning more.

Mastering The Big System: Required Skills And Knowledge

Each of the 5 steps in the big system requires a certain level of mastery. There are some skills and knowledge you may need to acquire before you begin.

While it is impossible to list everything in detail, I've created a quick reference chart for you which highlight the primary *basic skill sets* involved in each step.

Read through this and mark down anything that's unfamiliar to you as an area for further education.

There's a plethora of *free* Internet marketing “how to” information available online which can teach you these basics - remember, Google ;-)

Let us look at the basic skills you need:

Market	Ability to conduct key word research. Ability to determine market profitability. Requires looking at hard data, but also some intuition. May require you to 'survey' the market.
Offer	Requires you to understand market needs. Ability to hunt down quality affiliate products or create your own products.
Traffic	Requires at least a modest advertising budget. Understanding of how to set up Pay Per Click campaigns. Understand search engine optimization. Ability to write/create content.
Back End	Requires sourcing related products – your own or affiliate products and creating new offers.
Duplication	Successfully running at least one business using the big system approach before you move on to duplicating in additional markets or horizontal product lines.

Requirements Of A Successful Internet Marketer

Internet marketing success is based (in addition to the 5 steps) on the unique skills, knowledge and resources you bring to the table.

Survey a wide range of internet business owners, and you will find all manner of educational backgrounds and life experiences...

Some will have pulled themselves up from near poverty, while others may have started out with obvious advantages. Some will have degrees, while others may never have completed high school.

What holds true for *all* of them, though, is that they:

- 1. Learned the skills necessary to start and run an internet business.**
- 2. Learned how to use the tools necessary for their internet business.**
- 3. Know when to *delegate* time-wasting tasks, and search for answers to anything they don't understand.**

Let's talk about points #2 and #3 as they are critical.

First, every internet business will require the appropriate tools in order to run successfully.

These tools include things like: web hosting, autoresponders, keyword research tools, web page templates, graphics or page design software and, of course, an internet connection.

You absolutely *must invest in these types of resources*. These sorts of tools are to your internet business what a physical store front and employees are to a traditional offline business.

Knowing when to delegate is also crucial to your success.

Take a look at some of the busiest, most successful internet marketers. How are they able to come out with product after product in such short amounts of time?

How do they manage to create products, design web pages, set up payment processors and all these other tasks, many of which have a learning curve involved, and still have time to eat, sleep and be with their families?

THE ANSWER: ***They don't try to do everything themselves.***

Listen, if you absolutely hate designing web pages, *hire someone else to create one for you or spend the money to buy a pre-made template.*

There is absolutely no reason to waste six months starting your business simply because you don't have the technical skills required to create a web page.

At some point (once you've got money rolling in) you can take the time to learn how to use one of the 'visual' web page creators, but *don't stall your progress struggling with the things you aren't good at.*

The same thing applies to other areas of your business too.

Do you need more content for your business than you're able to create on your own?

Hire someone to help you. You can establish a relationship with a good freelance writer through services like elance.com and rentacoder.com

Anything that gets in your way or takes time away from you focusing on the most important aspects of your business is something you'll be wise to delegate.

Taking that pressure off frees you up to focus on what you really *enjoy* doing, what you're good at.

You'll be more energetic and more creative, and this is what truly helps you get ahead at breakneck speed.

Focus, Action, Commitment And Education

Running a successful business requires what I like to call the **F.A.CE.** Formula:

FACE = Focus, Action, Commitment and Education.

Let's look at each of the four factors, and why they are *essential to your success*.

Your Focus:

There are no great achievements absent of focus.

In order to succeed, you must have a clearly defined goal you're striving towards.

Rather than mixing up your business models (eg, trying to do both affiliate marketing and information marketing at once), you should focus on *just one* business model, and really work it until you've mastered it.

It is also important to set “**mini goals**” for yourself. These are the steps you need to take along the way to get you to your ultimate goal of profiting from your business.

For example, you might create a list like this:

- **First 6 Weeks:**

Find a market. Develop offer for that market and locate product. Develop affiliate content (follow up emails, special reports, articles). Set up web page and autoresponder.

- **Second 6 weeks:**

Begin advertising and driving traffic to landing page, collecting opt-ins and presenting offer to list.

- **Third 6 weeks:**

Progress check. Find new sources of traffic and ways to boost conversion rates. Start developing the back end. Set new income goal and develop plan to reach it. Reinvest (leverage) existing profits into any needed tools, education, additional advertising.

Having a plan like this helps you focus on exactly what you need to be working on for the time being in order to get where you want to be 1 month, 6 months or even a year from now.

All successful businesses implement this type of **strategic** plan for growth.

Your Action:

Success also requires consistent *action*.

This one should be a 'no-brainer', but you'd be surprised how many people have difficulty taking action.

It's not because they don't want to succeed.

Instead, it is because they are having difficulty with their *focus*.

You see, it's not about just taking any action. You need to take the *right* actions, at the right time and in the right order.

The only way to do this is to have a clear *plan for focused action*.

When you have a plan, you're able to take action steadily, rather than go between the extremes of doing too much or too little at a time.

Your action plan should include at least *one* step you can take every day towards your goal.

Your Commitment:

More often than not and often neglected, is the fact that **success requires commitment.**

Ask yourself:

“Do I really want my own profitable internet business? Am I willing to put in the work it takes to succeed, and will I take my business seriously?”

This is important.

A lot of people just 'play' at internet marketing or do it as a hobby, then wonder why they aren't making real money. You see...

Running a business isn't a game.

Yes, internet marketing can be a lot *easier* and even a lot more fun than running a traditional business, but it still takes work. It still requires commitment to a clear goal.

If you have any doubts about what you're doing, I strongly urge you to take the time to sit down and work through those doubts *before* you begin.

You might find you just need more self-confidence, or you need additional education before you're ready to make the leap.

Go ahead and address those issues first, so that you can feel excited about your business and ready to commit to making it work.

Your Education:

Finally, continued education is one of the 'secrets' to sky rocketing your success.

There will always be *something* new to learn, or something you already do which you can learn how to do *even better*.

Whenever you come up against one of your 'weak spots', make a note of it in a journal or on a sheet of paper you keep just for jotting down your questions and concerns.

For example, you might come up with a list like this:

- *I'm having trouble writing ads. Where can I learn more about copy writing?*
- *I think I'd rather learn to create my own graphics than pay someone else to do them.*
- *I need to learn how to optimize my site for the search engines.*
- *How do joint ventures work? How do I approach potential partners?*
- *What are some ways I could create my own products faster than I do now?*
- *What is blogging all about, and how could I use it in my current business?*
- *I understand pay-per-sale marketing, but what about pay-per-lead?*

Then, you can start looking for more information.

You might decide to attend a marketing seminar or workshop to enhance your skills, and to network with new people. You might invest in some e-books or home study courses.

Education is a lifelong continual process.

And of course, no matter what you do to increase your education, the important thing is to...

Use what you learn.

The goods news is that, *this time*, you'll know exactly what you *need* to learn, and you won't be consumed by information overload.

Achieving Success – For Real

I hope you've gleaned from my report that achieving success is not a matter of finding a 'magic pill', but is instead a multi-step process of learning, focusing, taking action and, as a result, learning even more.

The big system of Market, Offer, Traffic, Back End and Duplication give you a proven framework for achieving success.

It is important that you keep these steps always at the forefront of your mind.

Every market contains its own variables, whims and eccentricities. It is unavoidable that, at some point, you're going to be drawn in to the finer details of how your market operates.

These details are just as important as understanding the big system, but it is very easy to get bogged down in them as well.

For example, let's say you decide on a target market like “weight loss”. You choose an affiliate product like, say, an e-book that features 'low carb' recipes.

Then, in a moment of madness, you try to advertise on too wide a range of keywords - unrelated things like “fat burning exercises” or “weight lifting”.

STOP - and go over the 5 steps in the big system again.

What's your offer? Why are you including those very general weight-loss related key phrases, when *your offer* is focused strictly on the *low-carb* approach?

You realize your error and refine your advertising. Your conversions go up 10-fold.

That's why the 5 steps of the big system are so crucial.

They return your focus to the big picture – yet, in doing so, they also help you *laser* focus on the exact tactics you need to apply to the business you're in.

Any time you start to feel lost, confused or otherwise off-track; all you need to do is review those core principles again.

Remind yourself of the big system.

Doing so will make it clear to you which details are necessary to your process, and which ones are simply clouding the picture unnecessarily.

And if you will learn and apply these core principles with focus, action, commitment and education - you *will* achieve real results, real success.

Here's to your success...

Respectfully,

Ewen Chia