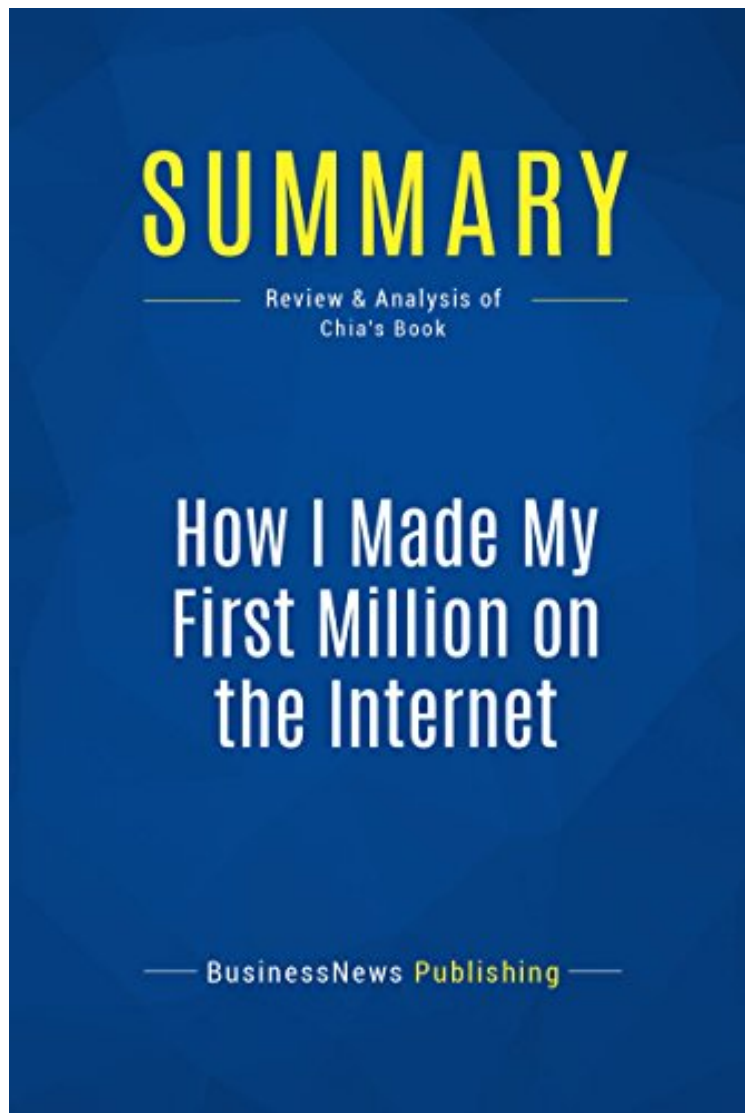


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## Summary: How I Made My First Million on the Internet: Review and Analysis of Chia's Book

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**BusinessNews Publishing : Summary: How I Made My First Million on the Internet: Review and Analysis of Chia's Book** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: How I Made My First Million on the Internet: Review and Analysis of Chia's Book:

2 of 2 people found the following review helpful. Lot's of missing pieces.By ozoneThis book was more like a two star book. It is very much like a lot of get rich books where the author gives you hints and sort of beats around the bush a

bit. You distinctly get the impression he doesn't want to give away all of his secrets. Read on to see why I gave it three stars.

**The Pros:** The author does tell you how he made his millions on the internet and how you can too. Sometimes books like this are filled with vague advice like, "Think like a winner. Wake up every morning thinking about how you are going to improve your bottom line." Statements like that don't really help you get started. This book does a little of that but it also tells you that he made money by creating affiliate websites, that linked to big sellers, like . In a nutshell, if you set yourself up as an affiliate and someone sees a camera, for instance, on your website and they click on that camera and it takes them to the seller, in this case, and they buy that camera, knows that that buyer came from your site and gives you a cut of the money. It's free to you and you don't have to sell it, ship it, refund it or do anything further. You basically collect a referral fee. He also explains a little how you can sell your own products. That's about it. You don't get a lot more information. The book is only about 35 pages since it is a summary. I read the first couple or three chapters of the full book and I can tell you, you want the summary. The other book had a lot of fluff and was typed with double spacing, presumably to increase it's volume.

**The Cons:** There is little in the way of examples and the author often mentions things like, ". . . if someone buys your product and . . ." This is fine if you have a product, but if you are running the affiliate website, like I mentioned, your product is only a link to someone else's product and what follows can be confusing since the example sounds more like a physical product. So I'm left wondering was he referring to the example where you actually have products or the affiliate program. He wasn't clear. There is also a key piece of information that is just skipped over. You have to have a website. If you cannot create a website, then you have to have someone else create the website. There is no guidance for that whatsoever. However, you can make Ewen Chia richer by creating one using one of his websites, which does just that. I went to the website: [myfreewebsitebuilder.com](http://myfreewebsitebuilder.com) and it is the kind of website you want to run from immediately. It is the internet equivalent of one of those \$19.95 TV commercials. Lot's of loud flashy sales pitches like this one straight from the site: "My Free Website Builder Is Easily Worth \$197.00 But It's Yours Absolutely \*FREE\* For A Limited Time Only!" Plus it annoyingly starts with a video you cannot turn off. If someone is going to tell me that I make money when people click on my "products" because it takes them to a place where other people do the work, I'd like to see a screen shot of a website that does that. I would prefer a hint as to the best way to present that product, since it's not mine. Do I write up my own review? Do I just put a picture there and say, "Buy this awesome camera?" The same goes for the affiliate agreement. He warns about understanding it before you sign up, not after, but it would be much better if he used one, even a fake one as an example for WHAT to look for. He mentions that you can keep your customer's attention by offering them something in return. For instance, if they buy a \$99.00 item, you could offer them a bonus online course for free, a value worth \$197.00. Good advice. . . but. . . um where does this \$197.00 come from? Do you need to develop a new online training skill? Do you just lose a hundred dollars to get that particular sale, which is clearly not a winning strategy over the long term. I could go on and on, but I'll spare you. In conclusion, if you are a beginner and want to know how you can earn your first million on the internet. . . all you'll get here is an arrow pointing you in the right direction. You'll need to do a lot more studying. Why then did I give it three stars? I'm glad you asked. I gave it three stars because I have some internet savvy and some of the requisite skills and what I lacked was any knowledge of these affiliate programs. So I guess I only needed a little pointing in the right direction. He also provides a handful of helpful links on learning more. If I indeed make millions doing this, I will write my own book that will explain all the missing pieces. And hopefully you will buy it and make me rich because clearly this book is one of the may revenue streams of Mr. Chia. I hope he enjoys my contribution to his fortune.

The must-read summary of Ewen Chia's book: "How I Made My First Million on the Internet... And How You Can Too!" This complete summary of the ideas from Ewen Chia's book "How I Made My First Million on the Internet" shows that the Internet, though an extraordinarily powerful marketing machine, should be approached in the same way as real life business models. This summary suggests how to apply these measures to Internet marketing. Never go into a completely cold market, for example, but target a niche within a market that already exists. A profitable market will have the following online features: popular sellers on eBay/Amazon, they will be present on trend watchers such as TrendWatching.com, the business keywords will rate highly on search engines. Relationships are especially important in online marketing: people receive so many spam offers they want to be able to trust you before buying. Focus on the problem your product solves, rather than the product itself. When people contact you, be swift in your reply, even if that means they get an auto-responder first.

Added-value of this summary:

- Save time
- Understand key concepts
- Develop your business knowledge

To learn more, read "How I Made My First Million on the Internet" and discover the business models and how to apply them to the Internet marketplace, step-by-step.