

Ewen Chia's

**UNDERGROUND
INTERVIEWS**

**An Exclusive Underground
Interview With
Diane Hughes**



Ewen Chia



Interviews



Diane Hughes

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About The Interviewer: Ewen Chia



Ewen Chia has been marketing actively on the internet since 1997 and is the owner of *Instant Marketing Secrets Inc*, serving dozens of money-spinning websites in its network. He is also the CEO of *Midas Touch Marketing*, an internet/direct marketing consultancy powerhouse co-founded with copywriting king Jo Han Mok.

Earning the tag of **"The Super Affiliates' Super Affiliate"**, Ewen is widely recognized as an amazing affiliate marketer with the Midas Touch to turn seemingly normal affiliate promotions into goldmines!

As an expert information and direct response marketer, he is appreciated and respected for his unique content and value-packed products, winning praises from customers and fellow marketers the world over.

Ewen is also a master at producing massive cash windfalls online, often to the tune of **5 figures in 72 hours**. Many of his students have experienced breakthrough results using his teachings and strategies.

He has won accolades for providing top-quality, performance-based and non-hype information to people who needs them, see why below...

Range of products from Ewen:

- <http://www.GrabURL.com>
- <http://www.InternetMarketingFAQ.com>
- <http://www.StuffYourInboxWithCash.com>
- <http://www.StrikingItRichOnline.com>
- <http://www.WebAdvertisingSecrets.com>
- <http://www.Miniebook.com>
- <http://www.ResaleRightsSecrets.com>
- <http://www.WebsiteConversionSecrets.com>
- <http://www.UndergroundSalesLetters.com>
- <http://UndergroundInterviews.com/30expert.htm>
- <http://www.KeywordEmpire.com>
- <http://www.7DaysToProfits.com>
- <http://www.PowerAffiliateMarketing.com>
- <http://www.UnlockYourEmpire.com>
- <http://www.MidasTouchMarketing.com>

You can also find more information on Ewen at www.EwenChia.com.

Underground Interview With Diane Hughes

Ewen: *Diane, it's a pleasure to have you with us today, can you tell us more about yourself and your businesses?*

Diane: Sure, my name is Diane Hughes and I've been doing business on the net for several years now.

Many things have changed but one thing has remained the same... building a responsive and loyal list.

I did this from the start and have been running my newsletter for many years -- many of my first subscribers are still with me and it's the main and most fun part of my business.

I am most known for my marketing newsletter, ProBizTips at <http://www.ProBizTips.com>.

I recently started a premium paid newsletter/membership site and it's become my newest venture and passion... <http://www.NetProfitSecrets.com>.

Ewen: *Excellent, when would you say your 'big break' came and what was the turning point that changed everything?*

Diane: To be honest, I don't know when my 'big break' came.

It all began and keeps going because of my newsletter. I became known through my newsletter and word-of-mouth, basically... participating in the forums, forming business relationships, etc.

Because I built my list from scratch, I have very loyal and responsive subscribers. They trust me, know me, and most like to hear from me.

They trust my judgement so I don't recommend just anything -- just to make a buck.

When I do joint ventures and solo mailings, I always make sure that the business or product offered is legit. My one requirement is to be able to check out the product or service first before I do any joint venture.

Anyway -- the whole point I'm making... I let my subscribers get to know me. I'm very personable and available always. I think this brought my newsletter to the level it is today -- which allowed me to easily "break in" the marketing circle.

Ewen: *In your opinion, what are the real 'secrets' to becoming wildly successful online?*

Diane: I don't believe it's much of a secret anymore... LOL... I'm still big on 'the list.' It's what got me started and it keeps me going no matter how much has changed.

But you DO have to do it right. I don't suggest list building services. They just fill your list with freebie seekers or people who really don't want to hear from you. I suggest co-ops or joint ventures with other list owners.

The easiest way to build your list quickly? Have a pop-up or a way to sign up to your list everywhere on your site. You can see an example at <http://www.ProBizTips.com>. Bring in the traffic and see your list steadily grow.

Once you have them on your list, you also have to keep them. Make sure your ezine is information-packed. Don't go for the sale with every mailing you send. Make sure information is the majority of your ezine.

And be personable! Be a person -- let them get to know you... with that comes trust and with trust comes sales! :)

A close second? Forming business relationships so that you can run profitable joint ventures. Just participating in popular forums can help you meet the right people easily.

Here are some popular ones to check out:

<http://www.probiztips.com/forum/>
<http://www.ablake.net/forum/>
<http://www.howtocorp.com/forum/>
<http://www.williecrawford.com/cgi-bin/index.cgi>

Ewen: Now which internet business model would you recommend for maximum success in this case Diane?

Diane: Frankly, I don't have a 'model'. I go with my gut. It may be more risky that way but I find that I 'lose myself' if I try to go by any type of model.

For those that like some structure...

1) I suggest starting with affiliate sales first. This can give you many great FREE lessons in internet marketing...

<http://www.marketersdream.com/sastrategies/>
<http://www.marketersdream.com/sastrategies2/>

2) Then maybe get a website or 2 and start reselling some products. This takes a little more knowledge but it's an easier way to get started.

You can find many resale products here: <http://www.homeprofits4u.com/resale.html>

A good guide? <http://www.resaleprofits.com>

3) Lastly, once you get some experience under your belt -- try creating products of your own. Once you've been in eBusiness for awhile, ideas will come easy.

Ewen: *In this case then, which 3 'skills' do you think are the most useful for an Internet Marketer?*

Diane: The 3 are...

- 1) The most important in my opinion is being able to get along with people of all types. Good customer service is a big deal even with internet business... it can make you or break you.
- 2) Sales letter/writing skills: If you can't do it yourself, hire someone. It's very important for your web sales letters AND your email marketing... even to 'sell' a free ezine subscription.
- 3) Determination/Drive: Maybe more of a personality trait than a 'skill' but I DO think it can be learned... in turn, I also think it can be 'lost.' :P

Ewen: *Well you DO have a great personality Diane! What's the fastest way to get targeted traffic for free or on a shoestring budget?*

Diane: Free: Submit your sites to the search engines. If you can get your sales letter and metatags right, you can get great free traffic.

Also, try writing some articles and submitting them to ezine publishers. My favorite tool for that?

Ezine Announcer: <http://www.probiztips.com/go/ezineannouncer/>

Budget: Google Adwords

You can get traffic within 15 minutes from Google Adwords <http://www.adwords.com> .. works everytime. Just make sure your sales copy is good enough to convert all that traffic into customers and sales!

Ewen: *What's the most critical factor for long-term business survival and success?*

Diane: I feel like I'm being redundant but it's from personal experience... :)

List, list, list!

Also, something I didn't mention before but can be just as important -- name branding. You can get by with a few sales here and there as an 'unknown' but to really succeed and make bigger money, you have to get your name out there. The easiest way to do that?

Participate in online forums... sooner or later, you will have a recognizable name.

Both are equally important. Without either, you won't last long in the internet marketing circle. There are many talented internet marketers out there and they will take your customers out from under you if you don't stay competitive. Keep up, stay focused, and be alert!

If your a newbie and need some help getting started, take a look at Success Launch at <http://www.SuccessLaunch.com>.

Ewen: *I hope so too! Now do you have any gifts for our readers which they can benefit from?*

Diane: Sure...it's a complete video package on how you can run your own ezine for free! Here's the [download link](#).

Ewen: *Thanks Diane, we appreciated you very much!*

To Your Incredible Success,

Ewen Chia

CEO, UndergroundInterviews.com

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