

Ewen Chia's

**UNDERGROUND
INTERVIEWS**

**An Exclusive Underground
Interview With
Jason Lewis**



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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.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 Jason Lewis!

Ewen: *Hey Jason, thanks for doing this interview for us...can you tell us a little about yourself and your businesses?*

Jason: Sure Ewen, I have been marketing online since 2001. It started off as a bit of a hobby for me, and got more serious last year. I now run my Internet business full time and love every minute of it.

Early in 2004 I published my first ebook '**Website Not Required**' at <http://www.WebsiteNotRequired.com>, which is aimed at people who are fairly new to Internet marketing, and helps them get started, even if they don't have a website.

My main website is at <http://www.BusinessBrainwaves.com> where I publish my free business and marketing ideas newsletter. I enjoy writing original content and looking at things from a different perspective. I have also created an archive of all my back issue newsletters, going back to May 2004. This makes it easy for my subscribers to refer back to them whenever they want.

In addition to writing my newsletter, my main focus right now, is on creating and developing content-based websites for various niche markets. I enjoy the process of building a website, designing the graphics, setting up the software scripts, and then rolling out the marketing to bring in the traffic. And then there's the really good bit of studying all the statistics and making improvements.

Earlier this year, I created a series of downloadable training videos called '**Find Stuff Quickly**' at <http://www.FindStuffQuickly.com>. They teach people how to find all sorts of information using Google.

More recently, I've just re-launched my **drop capital images system** at <http://www.DropCapitals.com>. Through split testing, I discovered that using a drop capital increased my sales conversion rates. I've created a simple system, so that other marketers can easily create a drop capital effect on their own web pages.

I definitely wouldn't consider myself as a techie. However, as I've been doing this a while I have covered a lot of ground, and picked up and learned a lot of different skills along the way. I know I should outsource more stuff for other people to do.

However for me, it's not all about making more profit. I still do most things myself because I enjoy it so much. Sad, but true. ☺

Ewen: *One thing for sure Jason, your 'Business Brainwaves' newsletter is truly outstanding and one of the very few I look forward to, congratulations on a job well done! Now what was the turning point and 'big break' that changed your Internet Marketing career?*

Jason: Thanks Ewen. If I had to pinpoint one turning point, it was when I embraced the importance of **building a list**. Even though I knew building my own list was important, it still took some time before I gave it my full attention.

I would like to credit [Dave Vallieres](#) for showing me the way on this. It was after reading Dave's newsletter for quite a while, and taking his online marketing course, that I decided to start my 'Business Brainwaves' newsletter.

That was back in April 2004, and things have looked up ever since then.

I'm now spending the majority of my time building **content websites** for various niche markets.

Rather than building loads of junk type content sites with the aim of making money fast, I am building sites with quality content, and developing them with a solid long-term plan in mind. A big part of my strategy is also based on building a targeted list for each market.

I really enjoy building these content websites and find it very rewarding. You could say that this has been a big turning point in my business, because I have found something I love doing, I can't wait to jump out of bed and get started each day. 😊

Ewen: *That's great Jason. Now what do you think are the real 'secrets' to becoming successful online?*

Jason: Testing

One of the biggest secrets to being a success online is '**testing**'. I am as guilty as the next man in that I don't test enough. However, as I become more disciplined I am testing more and more.

A few small tweaks here and there, and you can see your profits double overnight. This is what testing can do for you.

There are a ton of software programs on the market, which will help you to track virtually every marketing activity you do online. It's very simple to set up two versions of your web page, and see which one converts more sales for you.

If you haven't properly tracked and tested something in the first place, you have nothing to measure any changes against. You won't know if your changes are having a positive or negative effect on your profits.

Start testing, start making more profits, it's as simple as that.

You Need a Clear Direction To Follow

I like to study what successful marketers are doing, as well as what they are saying. There are certain things which you don't find written about in Internet marketing courses.

When you first start looking into Internet marketing, you may consider certain people as your mentors.

As you study more and more people your pool of mentors grows larger, with some mentors being dropped in favor of others. In time, this list of mentors is refined,

until you have what you consider an 'A List' of people you study, watch, listen and learn from, at every opportunity.

You might also have mentors for particular areas of your business. Specialists on certain topics.

You shouldn't try to model yourself or your business strategy on any one person. Instead you should create a perfect image of how you want to run your business, by using a compilation of how your 'A List' of mentors runs theirs. Combined with your own concepts, ideas, vision and personality.

Once you have this image in your minds eye of what you want to be like, how you want to operate and how you want to be perceived in your market...you then have a direction to follow.

Not having a clear direction to follow can leave you paralysed, and effectively running on the spot for years, without getting anywhere.

With so many marketing products being shoved in front of us all the time, it's very easy to get pulled in different directions each day.

That's why it's so important to try and stay focused on one thing, and put all your energy into completing it, before moving onto something else.

Ewen: Excellent tips for sure! Ok I'm going to ask you: "Which internet business model would you recommend for the highest probability of massive success?"

Jason: Well Ewen, like anything in life, what suits or works for one person, may not work for the next.

However, if I had to choose one Internet business model that offers the biggest chance of success, it would have to say **building content websites for niche markets.**

The level of skill required is much lower than in other Internet business models. It's actually an area where if you can follow simple instructions and are willing to put in some hard work, you have a very good chance of becoming successful.

With other areas of making money online, there are more determining factors that have a say in how successful you can potentially be.

For example, let's say you wanted to set yourself up as expert copywriter, graphic designer or something like that. With those businesses, hard work alone will not ensure your success. To do really well at them, and stand out in the crowd you will need a certain level of skill, which some people just don't have or can't obtain however hard they try.

With content websites, I believe that there are **far less barriers** for the average person to become successful. It's actually an area where sheer hard work will bring you a degree of success.

The key is in developing a system, which you can replicate over and over again.

I have designed my own web page templates, which I can easily adapt, and use for different content websites in other niche markets. I suppose you could call them modular.

I can change the logo, the color of the site and even the layout of the site very easily. It's then just a matter of adding new content. The main thing is, I don't have to spend ages fussing over the design of the new site, because I already have that done.

With a system like this in place, it's much easier to get a site set up and making money. It did take me a little while to get the first site done, but that is something you can always outsource for someone else to do.

Content websites also provide you with 'passive' income. If you choose to, you can run them virtually hands free indefinitely. This is great when you are first starting out, because you will probably be trying to juggle working on your Internet business, with a full time job.

Like anything though, the more effort you put in, the more money you are going to make. If you actively develop and market your content sites, your profits will continue to rise.

I believe that this is one of the best ways to become extremely successful, by simply creating a system of building websites and duplicating it in different markets, again and again.

Ewen: I agree with that 100%. Which 3 skills are considered the most important to an Internet Marketer in your opinion?

Jason: First would be **the ability to write good sales copy** -

In almost everything we do, the skill of being able to write and present ideas in a convincing and persuasive way; is extremely valuable.

Obviously, for bigger projects you may decide to hire a professional copywriter, to write your sales copy for you. However, unless you have a seriously big wallet, you won't be able to hire a pro for everything.

This is why it is so important to have at least a basic knowledge of copywriting.

Whether you are writing articles, an e-mail to your list, a pay-per-click ad, a forum post or whatever, if you know how to string a few words together that will inspire people to **take 'action'**, you will have a serious advantage over your competitors who don't.

I have studied courses, read a ton of books, ebooks and articles by some of the world's greatest copywriters from past and present. I have also written many sales letters, ads, and articles myself, which have done very well for me. And yet, I am still hungry for more knowledge on how to write sales copy more effectively. I will never stop learning about copywriting.

Most people only associate copywriting with sales letters, where someone is selling a product for money. The thing is; good copywriting skills can help you in a whole manner of different ways:

- Writing joint venture proposals
- Writing job descriptions
- Writing letters of complaint
- Writing letters to recover debt

The list is endless.

Time management –

This is a skill that I have been constantly trying to master for some time. I am glad to say that I have become much better in managing my time more recently.

There are so many distractions, which eat up your day as an Internet Entrepreneur.

E-mail is probably the biggest time stealer. I am still guilty from time to time throughout my day, but for the most part, I now try to only check my e-mail a few times each day.

It's very easy to keep reading those e-mails, every time that little sound tells you their something new in your inbox. This just drags you away from the important stuff you were doing.

At best you lose your concentration, at worst you might never finish what you were you were working on in the first place.

I work from home, and combine running my Internet business full time, with looking after my two boys, aged 2 and 4, as my wife goes out to work.

Because of this, I have to be very strict with myself on how I manage my time. There are certain (but not many) parts of my day when I have the luxury of peace and quiet. It's at those times that I have to do things that require the most concentration.

If I waste time answering e-mail, or reading and posting on forums during these peak productivity times, I will never get anything done. I know, because this has happened to me.

For other people, it could be that they are juggling their Internet business with their full time job, and or family commitments.

Time is one thing that an entrepreneur can never have enough of.

To help myself manage my time more productively, I analyzed my typical day, and drew up a time sheet on a spreadsheet. By doing this, I was able to identify the time pockets where I could get the most work done.

I am now very conscious of these time zones throughout my day. My e-mail software is closed down; my phone is put on answering machine and visits to forums are banned.

By being stricter with myself like this, I am now getting so much more done.

Good Research Skills -

Whatever Internet business model you decide to follow, research will play a large part in your success.

For example: If you are creating a product to sell, you must research your chosen market, so you can ascertain if there is a demand for that type of product, and if people are prepared to pay for it.

If you want to create a content website, you need to know how you are going to make money from the content you to create, and if enough people are looking for that type of information.

Are there any good targeted products with affiliate programs, which you can promote to your website visitors?

If you put AdSense 'pay-per-click' ads on your web pages, will you earn a decent amount per click?

Sometimes, a particular market might not have many high paying keywords to target with AdSense. However, it might be that you can get a ton of traffic quite easily for this market. This means that you might still be able to make a decent buck, because of the higher amount of clicks on the ads.

If you don't carry out your research, you are simply running around and entering markets with a blindfold on. Even just basic research, can prevent you from wasting valuable time and resources, on markets that are not viable.

To improve the efficiency of your research you can use things like keyword research tools. You should have a dedicated folder for 'research' in your favorites folder. In there you should bookmark useful research portals, which you come across as you surf around the web.

I like to use Yahoo, Google, Amazon and eBay a hell of a lot for research. But I also have dozens of other lesser known directories and information portals, which I visit for research. It all depends on the markets I am looking into.

For some 'hard to find' but essential information, you can even pay human researchers to find out things for you, by using services like 'Google Answers'.

One thing you need is some sort of process or a system for doing your research. If all the boxes are ticked and checked, you can then look at entering that market.

Like everything in business though, your research will not guarantee your success in a particular market, but it will help you to find more winners than losers.

Ewen: *What is the fastest way to get targeted traffic for free or on a shoestring budget Jason?*

Jason: Writing and distributing articles on your chosen topic.

You can write as many articles as you want and it won't cost you a penny. All it's going to cost you is your time. Even if you decide to get someone else to write them for you, you can still get them done very cheaply at places like elance.com.

At the bottom of each article, you should have an: 'about the author' resource box. This is usually between 2 to 4 lines, and includes a link back to your website. The copy in the resource box should entice the reader to click through to your website. A good tip is to offer a useful free report related to your article.

You can then distribute your content rich articles, to article directories and ezine owners. Website owners and ezine publishers are constantly looking for new content. It's a sweet deal. They get to use your great content, but you also get credited for the article and a link back to your website.

Your articles can very quickly end up on hundreds and even thousands of websites in a matter of days.

On every one of those web pages is a link back to your website. It's a great way of getting traffic quickly and on a shoestring budget. These one-way links back to your website will also help boost your search engine rankings.

If you get one or two big list owners to include your article in their ezine, you could see a flood of free traffic hitting your website within just a few days.

Obviously I have simplified the process considerably here.

One key factor is that your articles should always contain **popular keywords** that you want to target. The **headline** and **description** of the articles are key areas where you need to have your most important keywords. But you should also have them woven into the body of the article as well.

People use search engines to look for information on a particular topic. They type in keywords to find what they are looking for. If your articles contain keywords in the headline, description and body, which relate to your target market, they stand a better chance of being found in the search engines.

If you are going to distribute a number of articles over time, you need to automate the process as best you can.

There are a number of article submission services on the market; who will submit your articles to article directories for you. This will save you a ton of time. Another option is to use software like [Article Announcer](#). I have found this software very useful, and it also comes with a very comprehensive course on how to write and create articles.

In my opinion, it's the complete package for anyone who wants to get traffic from articles.

Ewen: *Very sound advice. What then is the most critical factor for long-term business survival and success?*

Jason: I would say **building your own list** and **developing a good relationship with the people on it.**

Your website could disappear from all the major search engines tomorrow. The sales of your main product could dry up overnight, because of new competition or a change in the market.

However, if you have your own list and a good relationship with the people on it, you can easily set up shop with a new website, and have people visiting your new site and buying from you almost instantly.

Your list is your number one business asset, and you should treat it as if it were the last piece of gold on earth.

Ewen: *Do you have any gifts for our readers which they can benefit from?©*

Jason: Yes I do. I have put together a report on 5 different 'Business Brainwaves', which I think your readers will find very interesting and inspirational. It's called '**5 Hot New Business Ideas To Copy And Profit From**'.

It's a bit different to the norm, with some alternative ways to make money.

Download it free here: <http://www.businessbrainwaves.com/5hotideas/ewen.html>

I hope you find this useful,

Jason

Ewen: *We sure do Jason, and thanks for that excellent free report! (Folks remember to download it)*

To Your Incredible Success,

Ewen Chia

CEO, UndergroundInterviews.com

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