

Ewen Chia's

**UNDERGROUND
INTERVIEWS**

**An Exclusive Underground
Interview With
Marty Foley**



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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 **Marty Foley**

Ewen: Marty, it's great to have you with us here today, thanks for doing the interview. Please tell us a little about yourself and your businesses first...

Marty: Ewen, I think I've wanted to be an entrepreneur since I first learned what the word meant.

Before I started doing business online, I was interested in mail order, or direct response marketing. The potential of selling products around the globe from the convenience of home fascinated me.

As the Internet came along I could see the powerful marketing advantages it offered. It still boggles my mind how it offers such vast marketing reach and leverage, and for such low cost in comparison to offline business.

So I got online and started experimenting with the Internet as a business tool. I went full time at it on August 28th of 1998 and haven't looked back since.

Now I enjoy the freedom of working for myself from home on my own terms, and I've tried to help others avoid frustrating pitfalls in doing the same.

My main specialties are generating targeted website traffic, and converting more traffic into cash. As you'll see, these are the top three ingredients for most online business success.

Ewen: When did your 'big break' come and what was the turning point that changed everything?

Marty: I can't think of any one particular turning point. It is more a matter of getting a number of things right, which I'll share with you in a moment.

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

Marty: First let me describe a basic three part success formula, applicable to most any business.

The first ingredient is offering a product or service that people want to buy. Too many fall in love with a product or service without really knowing whether there's a market for it.

The second ingredient is targeted lead generation. Whether building an opt-in list, driving traffic to your web site, or otherwise getting your message in front of your target audience.

The third ingredient is conversion. There needs to be an effective sales process in place that effectively converts a profitable percentage of leads into sales.

Again, just three key ingredients: Product or service, targeted lead (traffic) generation, and conversion. That's it in a nutshell.

This brings up the importance of focus. One of the biggest keys to success is simply taking action. Consistent, focused action, on things that really count.

Usually, your most critical business tasks should revolve around those three key areas. And not much else.

With the information glut bombarding us from all sides, online and offline, this is a constant challenge.

To the extent we allow them, "analysis paralysis" and time-wasting distractions will hold all of us back from achievement, to one degree or another. Not only in business but in every aspect of life.

Within those three areas are related powerful "secrets" such as copywriting, a/b split testing and multi-variate testing to improve your sales process, and the use of marketing leverage to maximize results while minimizing investment of your own resources.

Ewen: *Which internet business model would you recommend for maximum success then?*

Marty: There are a number of successful business models. One is to acquire or develop your own products and services. Another is to promote others' products and services.

Or you could do a combination of both.

While I generally prefer this particular business model for higher profits, greater diversity and long-term success and control, it's possible to be highly successful with any of these models.

Another model is to act as a middleman between a product or service provider and a list owner, as a JV broker.

Or act as a middleman between advertisers and their target audience, such as through the Google AdSense program.

Ewen: *Which are the 3 most useful 'skills' an Internet Marketer must have?*

Marty: Actually, since you can delegate or outsource much of what you need done to others, you personally don't have to be skilled in many different areas.

But of course, those to whom you delegate or outsource must be skilled in them. Again, the most important skills are related to the three key areas.

Actually once you have a proven product or service, only two of those three key areas, targeted lead generation and conversion, usually need to be top priorities.

Ewen: *Ok Marty, what's the fastest way to get targeted traffic for free or on a shoestring budget?*

Marty: In my opinion, three excellent ways are through articles, ebooks, and joint ventures.

But I wouldn't overlook paid advertising, in particular pay per click advertising through Google Adwords. It can be quite profitable.

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

Marty: At the risk of sounding repetitive, I would say it's not just one thing, but only a critical few things.

In addition to the top three factors described above, another important factor is delivering solid value to your customers.

Ewen: *Agree! Lastly, do you have any gifts for our readers which they can benefit from?*

Marty: Yes, Ewen. It's a valuable report based on my presentation at a recent seminar, entitled "**How To Convert More Traffic Into Cash!**".

Formerly the only way for you to get this was to pay at least \$495.00 for an Early Bird ticket to the event.

But now you can get a free copy here:

<http://www.undergroundinterviews.com/cklist.pdf>

Ewen: *Marty, that's an excellent gift! Thanks again for the interview, we sure enjoyed it!*

To Your Incredible Success,

Ewen Chia

CEO, UndergroundInterviews.com

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