

Ewen Chia's

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**An Exclusive Underground
Interview With
Patric Chan**



Ewen Chia



Patric Chan

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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.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 Patric Chan:

Ewen: Patric, thanks for being here today, can you first tell us a little about yourself and your businesses?

Patric: Well, Ewen ... I started online marketing back in March 2003. Prior to that, I was involved in marketing self-improvement seminars in the offline world. My first online business is in the self-improvement niche and I've grown it since then. You can get success resources, tips and ideas at <http://www.esuccessmastery.com>

After getting online, I decided to stop my offline seminar business simply because I was making much more money with lesser effort on the internet.

It's also less stressful compared to what I have to do to make an offline business profitable. That is how I started <http://www.automateinternetmarketing.com> to teach others how to achieve online success too without going through the hard-knocks I've experienced.

Other than that, I'm an ordinary guy living in Malaysia who earns the same income as a CEO or managing director of a multi national company here.

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

Patric: Hmmmm ... Let's see. My big break came when I started working for Mike Chen managing his customer support dept. That was where I got the chance to learn first-hand how real internet marketers run their businesses and how they think.

When you observe a real marketer at work, you'll learn 10x more than any ebook or course that you read.

But I think the real 'big break' started when I've created my own internet marketing product, **5-Step System To Make Money Online** at <http://www.sellingonlinesecrets.com> recently.

It created a turning point for me because with your own product, you'll have more leverage to promote products and negotiate with joint venture partners.

Ewen: True I've always advocated creating your own products too. Now in your opinion then, what do you think are the real 'secrets' to becoming wildly successful online?

Patric: There are just too many. And it all really depends on the right timing as well.

There are people who became successful from scratch because of their excellent products. Then, there are people who became successful because of the right 'connection'.

So there are really no 'secrets'. But if I have to choose one, **TAKING ACTION** will be the real secret. No matter what kind of products or 'connections' you have, you won't be successful without taking MASSIVE ACTION. From there on, all you need to do is to improve your results.

Problem is, most people continue to search for this 'secret to success' when all it takes is to TAKE ACTION. And sometimes, people get disappointed whenever they come across the same 'secrets' in different ebooks. Now, what does that tell you? It's probably because that technique works!

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

Patric: Selling info-products and using the direct-response website concept.

If you don't know what this means, go to my website at <http://www.sellingonlinesecrets.com> to have a look. This site is selling an info-product with direct response marketing techniques.

Why an info-product?

- i. High profit margin since the product is delivered digitally or low cost medium such as books or cd's.
- ii. Can be automated if you're selling digital products.

Direct response is a good strategy unless you want to build an Amazon.com online business. But if you're low on budget and want to see results in the quickest time possible, then direct response marketing will be able to do the job!

Ewen: Excellent tips. Can you tell us which 3 'skills' are most important to an Internet Marketer?

Patric: This is tough ... But I'll try to answer you. ☺

i. Being able to communicate and build rapport with other internet marketers

Let's face it ... though you're not communicating directly with a customer, but the fact is, there's a real human behind the computer doing business with you!

ii. The ability to write great copy that communicates with prospects and subscribers

It's words that sell online, not the graphics. If you want to buy an info-product, do you buy based on how the cover looks like, or the text description of it?

iii. The ability to take action each time he learns a new thing

Many marketers suffered from analysis paralysis. If you can just take one action from an ebook you read each time, imagine how much results you'll get over a year.

Ewen: Now what is the fastest way to get targeted traffic for free or on a shoestring budget?

Patric: Use Google Adwords to drive traffic for low-bid keywords because this strategy is not affected by other criteria. Joint venture is a great strategy, but how easily can you get a JV partner to say 'Yes' if you are new everytime?

When you advertise on Google Adwords, you can see results in less than 15 minutes and start to improve from there.

Ewen: Patric, what do you think is the most critical factor for long-term business survival and success?

Patric: Consistently creating new original and valuable content products for your subscribers/customers.

Imagine this, if the author of Harry Potter stops writing new books, what will happen? Her fans will get really disappointed! At one stage, it'll be your duty to come out with valuable products to help your customers and subscribers.

Ewen: Do you have any gifts for our readers they can take advantage of?

Patric: Yes, it's at <http://www.automateinternetmarketing.com/ewengift.html>

Ewen: Great 😊 thanks again for the interview!

Thanks for reading!

To Your Incredible Success,

Ewen Chia

CEO, UndergroundInterviews.com

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