

Ewen Chia's

**UNDERGROUND
INTERVIEWS**

**An Exclusive Underground
Interview With
Rebecca Hagel**



Ewen Chia

Interviews



Rebecca Hagel

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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>
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- <http://www.UnlockYourEmpire.com>
- <http://www.MidasTouchMarketing.com>

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

Underground Interview With Rebecca Hagel:

Ewen: *Hey Becky ☺ Thanks for the interview, tell us a little about yourself and your businesses please!*

Rebecca: Hi Ewen, I'm an evolutionary psychologist turned Internet marketer. Friends and family cock their eyebrows at me these days, wondering when I'm going to "start using that psychology degree."

By now they should realize that when I turned in my lab coat and scalpel for an Internet connection and a book on HTML, it was for good!

I first got started online while I was still in grad school. Being the proverbial "broke college student," I was constantly on the lookout for extra ways to make money. At that time I discovered eBay, and coupled with my interest in bayonets, I learned I could pick up some extra coin pretty easily by buying bayonets off various sites and selling them on others. Sometimes I bought them on one auction and sold them on another.

However, eventually I grew tired of the packing and shipping duties that go along with being an eBay'er. I figured there had to be an easier way.

I hunkered down and started reading everything I could about making money online. At that time the word "ebook" was on everyone's lips. I was intrigued. Within two months I had two ebooks out, and I was quickly learning the ins and outs of marketing online.

Soon this self-taught experience paid off, in that I was offered a position as the director of an online casino's web portal marketing department. In a very short amount of time I learned an incredible amount about online marketing.

It's true what people say – if you want to learn how to market online, see what the gambling and porn webmasters are doing, because they truly are the cutting-edge marketing leaders.

Eventually that business also became tiresome to me, and it was time to venture out on my own again... I am, after all, an entrepreneur at heart.

That leads me up to present day, where I create and market info-products across a variety of fields **including fitness, gambling, self-improvement, health, marketing, and more.**

You can subscribe to my "Missing Link" marketing newsletter at <http://www.marketingauction.com>.

Ewen: *Very interesting, so when did your 'big break' come and what was the turning point that changed everything?*

Rebecca: My "big break" didn't come because of a book that received mass attention, a clever website that became an overnight hit, or someone deciding to take me under their wing and mentor me to success.

My "big break" came because it HAD to.

You see, while I was in grad school and even shortly after I finished working for the online casino, I was more or less just "dabbling" online. Sure, I picked up some extra cash doing it, but my life certainly didn't depend on it. As such, I was having a lot of fun and still thinking of it as a hobby that paid me rather than my livelihood.

But then tragedy struck for me. In a very short amount of time I lost my health, my savings, and much of what I owned in the world. Soon I realized that I may never be able to go outside the house to work again. I HAD to learn how to make money asap. I had no choice but to get serious, because now my life literally did depend on whether I would be able to make enough money online to pay the rent, buy groceries, etc.

When I was stripped of the luxury of leisurely "playing around" online, everything changed. That was my turning point. That's when I realized that making money online requires a change in attitude as much as it does a willingness to learn, apply, create and test ideas.

Ewen: *That's a real inspiration, thanks for sharing it with us Becky. In your opinion, are there any real 'secrets' to becoming wildly successful online?*

Rebecca: As alluded to earlier, in my opinion one of the "real" secrets to becoming wildly successful online is **having the right attitude**. Some people are lucky in that they are born with the right attitude. Some people (like me) need to develop that attitude.

Sometimes there's a catalyst that changes everything. In my case, a health crisis was my wake up call that I needed to get serious. Others may find they can't live another day working for someone else. Still others have children and realize they can't bear to leave their kids home while they trek off to work every day.

Being serious and believing in yourself are two very good places to start.

Another secret is to remember that **relationships are everything**. Nurture your relationships with your colleagues, your customers, your newsletter subscribers, your web host and anyone else related to your business. Treat them all well, and they'll treat you the same in return.

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

Rebecca: Many people I expect would answer this question with a bias. In other words, they will automatically recommend the model that brought them success.

I personally think the model that will ultimately bring you maximum success is the one **you enjoy doing the most** at the beginning.

Now this doesn't mean you should cast aside other models. I enjoy playing with other models, experimenting, and at the very least creating another income stream by trying out different models. However, I consistently find that I make the most money doing what I love.

Let me give you an example...

Some folks are making six-figure incomes by quickly building niche sites and putting Google AdSense and affiliate links on the site. Their days consist of researching profitable keywords, quickly building a site (perhaps using automatic page generator tools), then getting it into the search engines and leaving it be to generate income for them. Rinse, repeat...over and over.

Yes that's very profitable, but only for the people who enjoy that sort of thing. I have a few of those types of sites, but I found that I just wasn't interested in churning out dozens (even hundreds) of sites. As such, my commitment to putting out X number of sites quickly faltered.

Personally, I am a person who likes to find a niche I'm interested in, and then really delve into it. That means creating products around the niche, giving seminars, creating multiple websites on the topic, etc.

In other words, I am most productive when I **focus** in on one thing for a while.

That's just me. *Find what YOU like to do, work with your strengths, and you'll be successful too.*

Ewen: Great answer! Now what are the 3 most useful 'skills' an Internet Marketer must have?

Rebecca: In no particular order, three of the most useful skills for an Internet Marketer include:

1. The willingness and ability to develop and nurture relationships with customers, colleagues, JV partners and other business associates.
2. The willingness and ability to set aside fear and step outside your comfort zone.
3. The willingness and ability to focus and work independently. If you market online exclusively, it can be a lonely life if you're an extrovert.

Ewen: This is a question everyone's interested in - what's the fastest way to get targeted traffic for free or on a shoestring budget?☺

Rebecca: The fastest way to get targeted traffic for free is to bring in **joint venture partners** and **affiliates**.

This product is a great example – Ewen has brought in several notable marketers to not only help him create the product, but market it as well. It's a fast, free way to jumpstart your business.

Ewen: Thanks for the compliments Becky; it's just something that I enjoy doing. Another question is: "What's the most critical factor for long-term business survival and success?"

Rebecca: Forgive me for sounding like a broken-record, but in a word: **relationships.**

As mentioned before, it's absolutely critical that you develop and nurture relationships with everyone you come in contact with relating to your business.

If you nurture relationships with your colleagues, they'll become JV partners. Take care of your JV partners, and they will send you traffic who will sign up for your newsletter or perhaps become a customer.

Be giving with your newsletter subscribers, and they will trust you and become customers.

Nurture your relationships with your customers, and you can sell them solutions to their problems "forever" -- it's far easier and cheaper to sell something to an existing customer than to acquire a new customer.

There are other relationships you shouldn't overlook. For example, let your web host and mailing list provider know who you are. If you are ever falsely accused of spam, having a good relationship with these providers means you can get the matter resolved quickly without crippling your business.

From your banker to your local Chamber of Commerce and everyone in between – develop relationships, because you never know when you can help each other out.

Ewen: You're forgiven 😊 Seriously thanks so much for the valuable information and personal insights you've shared with us here, we really appreciate it. Well folks, that's Becky, or Rebecca, remember to check out her site at <http://www.marketingauction.com>, you'll find tons of great stuff there.

Another of her excellent products is called "[Essential Business Success Package](#)", check it out!

Thanks for reading.

To Your Incredible Success,

Ewen Chia

CEO, UndergroundInterviews.com

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