

Ewen Chia's

**UNDERGROUND
INTERVIEWS**

**An Exclusive Underground
Interview With
Rob Taylor**



Ewen Chia



Interviews



Rob Taylor

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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:

- [Striking It Rich Online](#)
- [Web Advertising Secrets](#)
- [Mini eBook Secrets](#)
- [Resale Rights Secrets](#)
- [Website Conversion Secrets](#)
- [Stuff Your Inbox With Cash](#)
- [Underground Sales Letters](#)
- [Become An Expert In 30 Days!](#)
- [7 Days To Profits](#)
- [Power Affiliate Marketing](#)
- [Unlock Your Empire](#)
- [Midas Touch Marketing](#)

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

Underground Interview With Rob Taylor:

Ewen: Hey Rob! Appreciate you doing this interview for us, please tell us a little about yourself and your businesses?

Rob: Back in the early 1990s I worked as a customer service representative in the international mail order division of a national UK bookstore chain.

During that time I started taking Stuart Goldsmith's [Inner Circle](#) training. Stuart is a real life multi-millionaire. Someone who has truly been there and done it. Gary Halbert described him as "The second best copywriter on the planet!"

At the end of my [Inner Circle](#) training Stuart set an end-of-course project, which was to come up with a profitable business idea, and **stick with it** until it made money.

I chose information publishing because it is the easiest, cheapest way to get into a business.

However over the years I've also sold personal development tapes, offshore debit cards, personal protection equipment, art prints etc. etc. And I don't mean as an affiliate.

Information publishing is simply the most profitable business I have found... apart from investing in property, but that's another story.

The mark-ups in information publishing can be huge! If it was a choice of sticking my money in the bank or starting an information publishing business I'd do publishing every time.

I use banks only when I have so much of the stuff hanging around my house, that I need somewhere to keep it safe!

Sure over a lifetime and with compound interest banks can make a nice, safe "little bundle" for you. But if you want returns in the thousands of percent look at info-publishing, because you simply won't get the same returns by putting our money in the bank.

Plus information products can carry a "high perceived value". I've personally sold a single page directory for \$1500... now that's what I mean by "high perceived value"!

When I was learning from Stuart I was getting loads of magazines from the US to study mail order adverts.

You see in the UK most magazines don't have traditional lineage classified ads, they have display classified. To study lineage classified ads I had to go to the US. So I bought a bunch of them, got my bright yellow highlighter and circled the ones that made me respond.

I saw this advert for a directory of "secret sources" and was intrigued. I sent the guy a money order, and received about 15 really badly photocopied pages that simply listed companies' names and address and what they sold.

I thought I could do a far better job and greatly expand the report he'd sent me, so I did. I took his concept and improved on it.

You see for years I'd been a collector of data about individuals and companies that sold weird and wonderful gadgets for all kinds of things. Anything from lock picks, stun guns, life extension products, to heavy duty government surveillance equipment that could tap 3000 phone lines at one time. It was great fun to compile and I added my own personal reviews of the companies.

That simple little directory went on to generate over \$400,000 in sales.

Since then I have gone on to publish numerous directories (and still do), all of which have made me handsome profits. I show folk exactly how to brainstorm, research, create and publish their own profitable directory in my new video course called...

[Directory Profits](#).

Many folk tell me that they have found more value in Directory Profits than in those over-hyped \$1000 courses...and you know what, they're right. But I'm biased <grin>.

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

Rob: I wouldn't be exaggerating when I say that Stuart's [Inner Circle](#) *completely changed my life.*

As a result of taking the course, I learned the fundamental principles of direct response marketing, as well as the **real** mindset required to succeed.... in any business.

And believe me, the success mind-set that Stuart Goldsmith revealed is virtually the exact opposite of the usual touchy-feely, "think pretty thoughts and you can have it all" claptrap that gets peddled to the naïve and un-suspecting as "wealth creation" or the usual "how to succeed" type of stuff.

The course was extremely challenging and forced me to re-evaluate much of what I believed and assumed. It was a real wake-up call. In fact when I first took the course this part of it completely freaked me out, because it was so revolutionary. No one else was teaching this kind of stuff. And very few do even now.

But as I progressed I realized that these were the very success principles that had been missing from my life. And as soon as I integrated them into my thinking and acted on them, it was like a door to hidden treasure opening up.

Naturally once I "got" Stuart's message and applied it to my own fledgling business I quit my day job pronto, and have never looked back.

Ewen: *That's cool...now in your opinion, what are the real 'secrets' to becoming wildly successful online?*

Rob: Start building a mailing list **immediately** by "giving before you get". You've most probably heard a million times before that the "money is in the list". Well it's true!

When I say "give before you get" I mean to offer something of **real value** for free. Something that you could actually have charged for. Give it away for free in order to build your mailing list. Then send out sequential autoresponder messages with other high content material that is useful to your subscribers **before** you ever start trying to hard sell them.

By doing this you start to build a relationship with your subscribers. I want you to realize that trust is **never** a given. **Trust has to be earned.**

Too many people assume that because they create a product, then put up a website that somehow they are entitled to instant trust, credibility and sales.

Wrong!

With so many crooks out in the world, people are cagey about believing what you say. And quite right too. Why should they trust you? After all the chances are they don't know you from Adam.

That's why building a mailing list is so important. They're so simple to set up that most folk forget about doing it in their desperation to make a buck.

It reminds of the story of two bulls sitting on top of a hill looking down onto a field full of young, virile cows.

The young bull says to the old one "Hey Fred, let's rush down and mate as many of those cows as we can". And Fred turns to the young bull and says, "No, let's casually stroll down and make love to them all".

Desperation to make money is the quickest way to fail in business. Folk pick up on it almost unconsciously, and it's a real turn off! They shut their wallets and leave. The exact opposite of what you wanted them to do.

So it's your job to prove to your subscribers that you do actually have their best interests at heart. Sure you are in business to make money, but you'll only make the really big bucks by showing your prospects that you are actually there to "help them instead of just sell them".

Most folk I see are just into grabbing the cash as quickly as they can, then moving on. You see this all the time in the internet marketing community.

They jump from one project to another project, never giving each one a chance to really develop into a profit-stream. That is truly bonkers from where I am standing. And what's worse, they jump from one unrelated project to another completely unrelated project.

Now that might work short term, but if you want to make a nice six figures a year for many years to come you need to think long-term, and stop hopping like a demented rabbit from one project to the next.

If you want to see how to do what I am talking about properly, sign up to Stuart Goldsmith's free report [Double Your Way To A Million](#), and watch how I convert my prospects into happy customers. I have folk on my customer lists who have been with me since I started. They've become evangelists for my company, and the products I sell.

With everyone else so desperate to grab as much cash as quickly as possible, it's refreshing when a prospect finds someone who does **actually** want to help them, and is in business for the long term.

[Double Your Way To A Million](#) teaches you to "think like an entrepreneur". Most people don't know how to do that. The chances are that they have worked for someone else most of their life. So when they try to set-up a part-time business from home, they are operating from the thinking of an "economic slave" as I call it. Someone who has always been told what to do in their job. Someone who has always relied upon others for a job.

You need to break out of this kind of thinking and start seeing yourself as a wealth producer, a wealth creator. And that is exactly what [Double Your Way To A Million](#) teaches you.

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

Rob: Direct response... no ifs, buts or maybes. The internet is the **ultimate** medium for running a direct response business, whether you're selling information products, vitamin supplements, music whatever it is.

Why?

Because 80% of running a direct response business online can be fully automated. Which means you free up an unbelievable amount of time to focus on the important part of running your business which is... **marketing** it!

Those of us who are making the big bucks online have mastered direct response marketing. Like I said earlier. I learnt direct response marketing from Stuart Goldsmith's [Inner Circle](#).

Ewen: Ok Rob, I gotta ask you...what are the 3 most useful 'skills' an Internet Marketer must have?

Rob: Well I'm going to give you five...

- Learn, master, integrate and apply the principles of direct response marketing to your business.
- Master the art of copywriting. Again I learnt how to do it from Stuart Goldsmith. Using the principles he taught me in [Inner Circle](#) I wrote my **first** sales letter which generated over \$400,000 in sales.

- Strategic thinking... not following the herd, learning to think outside the box.
- Find your own unique voice when you communicate with clients... be who you are.
- Balls of steel... I don't mean to be crass here, but you're going to need them when faced with many folk who will try and pull you down to their level. Avoid nay-sayers and other negative types like the plague. Believe in yourself.

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?@*

Rob: Well before you start out, **do not** try and sell to the internet marketing crowd. It's a hyper competitive marketplace, so cut your teeth on something easier and less competitive if you're just starting out.

For traffic on a shoestring budget buy ads in ezines and use pay-per-click search engines. This way you can test your sales process and discover how well your website converts, as well as finding out your visitor value.

For example if you send 100 clicks/visitors to your site and pay 5 cents a click those hundred visitors cost you \$5. Now if one person in a hundred clicks buys a \$50 product where you earn \$25 commission/profit, then each of those 100 clicks is worth 25 cents to you.

So you now know you can afford to spend up to 24 cents a click and still make a profit. And that is not even taking into account the lifetime value of your customer and the backend profits they generate for you.

Only after you have tested your sales process and found out your visitor value should you set up an affiliate program or find joint venture partners... the ultimate in free targeted traffic, because you only pay when a sale is made.

However it's an insult to find affiliates and JV partners and then use them as guinea pigs to get your sales process correct... that's the wrong way round, and one of my pet peeves when I see folk doing it.

You'll also destroy your credibility quicker than you can blink when they find out they have simply "been used".

OK, I don't mean to be rude here, but I also don't believe that you don't have enough money to put into your business. If you live on the streets of Delhi, maybe, but if you live in the capitalist West you're deluding yourself. I hope that statement has made you wake up and pay attention.

Without money you are doomed to failure...so... read the article at the end of this interview, and be prepared to have your emotional "buttons" pushed.

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

Rob: Never ever give up or stop learning.

You might not realize it yet but you have a gift to give to the world. It's a crying shame when I see people give up on their dreams. The world is made beautiful and free by powerful individuals like you.

Yes there will be days when you've been beaten down and just want to throw the towel in, but cut yourself some slack, take time out, and do something different for a while.

You've a lifetime to be successful. If you make millions great, if you don't so what. Providing you can pay your own way, live the life you desire, then you'll leave a legacy behind for others to follow. Be a silent inspiration. They say angels come in many disguises... hmmm... I wonder when you last looked in a mirror?

Ewen: *Lastly, do you have any gifts for our readers they'll benefit from?*

Rob: Besides the free report [Double Your Way To A Million](#) report I've mentioned, here's the article I promised.

(Note from Ewen: this is a GREAT 'wake up call' article, thanks Rob.)

I'm Broke, How Can I Afford... Copyright © 2005 Rob Taylor. All rights reserved.

I'm still amazed every time someone comes to me complaining that they don't have any money to put into their business and that they're broke. I mean what have you been doing with your money man?!?

Plain Truth: If you don't have any money you won't make it my friend... it's that simple. You have at least got to have some money. Say \$200-\$500. I don't care what the self-styled slick gurus tell you. If you're flat out of cash you're dead in the water before you can even start.

Now let me tell you another thing.... **I DO NOT BELIEVE THAT YOU ARE BROKE!** You're a liar and a self deluded one at that if you think you are.

I mean how many Starbucks or soda do you drink a day?
How many beers a week do you drink?
How many cigarettes do you smoke?
How much meat do you eat?
How many new clothes have you bought in the last month?
How many "gifts" have you just had to buy?
How many magazines or newspapers have you bought this month?
How many CD's?
How many snacks?
How much candy do you eat a week?
How many TV dinners?
How much fast food have you been eating?
How much did you spend on the lottery?
How much did your TV cost you?
How much are your monthly car payments?

So these are really essential to living are they?... No they're not, they're self-indulgent habits! Nothing wrong with that if you can AFFORD them. But you tell me you're broke! Wake up! Ding-dong!

I used to walk the streets with no-more than \$3 bucks in my pocket to last me the day. Yes I did that for months on end until something happened. I got mad, real mad. Not at the world but with myself.

You see I have always had a dream of being personally free, being self-reliant, totally in charge of my time and cash flow, beholden to no-one... not government, not masters, not gurus.

Now walking around with \$3 bucks ain't much fun. It hurts in the pit of your stomach. And when I only had \$7 a day to feed my family (yup there were others my pathetic state was impacting) I can tell you, I felt at times of doing something pretty dumb to my body and mind... and occasionally did.

If you live in the Western world, you live in the richest part of the planet with the most opportunities the world has ever seen at any point in the history of the human race.

If you want to see poverty take a trip to India or any other developing country. I have, and what I saw made me realize my \$3 a day "poverty-trap" was simply an ego-trip. Kids working from 5am to 10pm every day for crumbs of bread. Rags and bones. So please don't tell me you're broke and poor, you don't know the meaning of the word.

But now I'm not broke, now I'm not looking like a tramp feeling sorry for myself.

How did I change it, and get the money to start my information publishing business. I'll tell you. It's real simple... and I want you to do it too:

Every single time you buy something, I don't care how many cents or pennies or bucks it might have cost... you MUST ASK FOR AND KEEP THE RECEIPT!

At the end of the day in a small note book or on a scrap of paper, total up what you spent your money on. Now ask yourself: "Was what I bought today absolutely essential?" If not, take it back for a refund, you have the receipt after all.

Now put that refunded money in a pot or a jar and label the jar "My Business Building Fund". Better still, don't buy the goodie, treat or trinket in the first place and save the cash.

If you really want to get in control of your finances you absolutely, positively must raise some working capital, and the only way to do that is to stop buying crap and investing the money in yourself.

I mean do you really need that coffee or will water do? Do you really need that steak or will beans or rice suffice along with some healthy cheap vegetables thrown in?

"But I want to have a coffee, beer, steak" I hear you say. Well don't tell me that you're broke then. All you've done is exchange what little cash you have for something else other than investing in your business building fund.

No-one forced you. No-one but yourself is to blame for where you are right now.

You are in the situation you find yourself because of the choices and decisions you have made during the course of your life Stop pointing your fingers outside yourself.... You are the problem, and as such YOU ARE THE SOLUTION!

So stop spending money on useless trinkets, and superfluous goodies and snacks.

Bread, water, vegetables... you don't need anything else to eat. Chances are you have a wardrobe full of clothes already so you don't need anymore of those... correct? Sell your TV it spews lies anyway. Use TV time to learn, surf the web looking for opportunities etc. Sell your car? Either take public transport, which in the long term is cheaper than a car or get a bicycle. And yes it's gonna pop your skull with frustration.

But use that frustration to get your act together and absolutely commit to get with the program and learn how to become a self-reliant cash generating human being. And when that day comes, you'll be able to walk into your bosses office, smack a cream pie in his/her face and walk off to the beach knowing you are, at the end of the day, an immensely and supremely powerful individual.... You simply forgot!

Thanks for reading!

To Your Incredible Success,

Ewen Chia

CEO, UndergroundInterviews.com

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