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**UNDERGROUND  
INTERVIEWS**

**An Exclusive Underground  
Interview With  
**Tinu Abayomi-Paul****



Ewen Chia



**Interviews**



Tinu Abayomi-Paul

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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](http://www.EwenChia.com).

# Underground Interview With Tinu Abayomi-Paul:

**Ewen: Hi Tinu, thanks for the interview. And especially since it's the first time you're giving one it's a real treat for us. In my opinion, you're one of the Internet's best 'free traffic' experts! Can you tell us about yourself and your businesses?**

**Tinu:** *A little about myself...*

I come from a second level corporate technical support background, and I also dabbled in computer sales. I used to work for an organization that is part of the United Nations in DC, when I was based on the East Coast. I also worked for a short period of time with the corporate side of one of the biggest casinos on the Strip out here in the Las Vegas area. Absolutely loved my work, met all kinds of people.

Before that I was in government computer sales. During that time period I was sent out from the DC area to California to train at the Cisco campus and do some training with the Remedy Corporation. Wow, I probably sound like a super-geek right now, don't I?

But that's just as well. I've always loved fiddling with the software side of computers. My father got us an Apple computer very early on. When I went to college, a guy I was going out with showed me Gopher and then later the Mosaic browser.

*A little about my businesses...*

The little known thing is that at about the time I picked up computers I also picked up performance poetry. When I first came online, I saw it as a vehicle to propel my writing career, which it did. Under a pen name I became widely published online and it definitely helped my offline career. I've been slacking there, though. My last public work was in the Def Poetry Jam book, Bum Rush the Page.

I still own partnership interest in a group of websites that are poetry communities. They don't bring in the same money as before banner advertising prices began to plummet in the late 90s and earlier on this decade. At one time, my former partner and I were bringing in about \$600 a piece just in banner ad revenue. Back then, that was all I was looking for, really.

I had a full time job and I was happy with it. It was about then I began to advise other webmasters and site owners about the different ways they could bring visitors to their site and stick them there that I started other groups of websites and businesses.

My most successful venture to date, <http://www.FreeTrafficTip.com> actually started out as FreeTrafficDirectory.com - I actually opened it as part of a bet.

Some friends and I were talking about generating traffic. At the time they were far more successful than me at making money off the web. It was late 2003 and they

were having a discussion about getting into Google.

And I said...

*"I don't see what the big deal is, I can usually get into listings for fairly good terms in about 7 - 14 days". (Now I've got it down to a day, but that's really another story. ;-D)*

They looked at me like I was crazy. Then they actually began to point and laugh.

So ... insert me and my big mouth...

I bet them each a thousand dollars that I could have a commercial site up and running, in Google, with a product that sells, in less than 90 days on \$100 budget.

I couldn't advertise and I had to get all my clients organically. If they lost they had to promote my book. I won my bet in 34 days of course. And the rest is history I guess.

I also own a partnership interest in <http://www.LeveragedPromotion.com>, a medium to corporate business level promotions firm with Rodney Rumford, the owner of PodBlaze.com. We've actually been working together informally, cross-promoting and providing services, for about a year now. The site should be freshly opened when this goes to press.

In all I own around **100 sites** that are all their own mini-ventures. About 20% of them are live, the rest are currently in development. **Most of them have nothing to do with internet marketing specifically.**

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

**Tinu:** My big break... hm. Well there were two actually.

The first one was during that bet. I figured the *fastest way would be to pick a market related to mine and write an article*. I had \*no\* clue that the article that got press was going to be so huge.

In fact, my first article sucked.

The concept was good but the way I unfolded it was confusing. I was going to give up when I noticed that I seemed to be getting crawled by more search engines and more often.

I figured that even if that was the only benefit, I was on to something. At the time I was studying things that Allen Says references in regards to marketing with articles. (Back when I was just doing the poetry sites, I'd become a member of the Warrior forum. Great resource.) So I decided to do something that was more closely related to search engines, but not directly.

I wrote up some observations with Alexa that I submitted here and there. One of them was published in Web Host Industry Review, (through both their main site, and ArticleCentral.com) bringing my site about *15,000 visitors over a two week period*.

The same article was picked up almost a month later by Site Pro News, sending 7000 visitors my way in a single day.

It didn't amount to a great deal of sales initially because I made the mistake most people do when they set up their sites - the way I captured interested visitors for hobby and non-profit sites was not well suited to sites that are more commercial in nature.

*The important thing was that my name was out there, though, and in a big way.*

Around that time I was just providing a service - helping people get crawled by Google, and then, more importantly, teaching them how to get listed for the terms they wanted in a less stressful way than most approach it from. I call it "*climbing from the bottom of the tree.*"

The main concept is this:

**Fill the content deficits first.** Once you fill a narrow void, you can leverage that toehold to climb into higher rankings for more competitive terms. OR expand widely into the crucial areas of searchers where the buyers are.

The original clients and testimonials from that were enough to show me that I was on to something, but not enough of an income to quit my job.

The **second big break**, the one that started bringing me enough money to make a living, and not just traffic was after fate forced my hand a little.

I've had on-going problems with my back that have forced me to go on short-term disability on more than one occasion. (This is why I'm not on any major lecture circuits yet, though I'm delighted that folks keep asking me to speak at events!)

I'd been doing great with solutions that were more natural than the surgery option that was presented to me for a while, maybe about two years, and I was almost back to my old self when I suddenly took a turn for the worse and had to take another break from what was then my day job.

Around the same time I'd put in for time off to go to my sister's wedding. Then at the last minute, they "reversed their decision" to approve my request. Right about then, I was making more money with my part-time internet business than working full time with them. So I gave notice.

There's no way I was going to miss my sister's wedding... besides, I could see their point. It was just better for everyone for them to give a position to someone who really needed them and was adaptable to that kind of environment.

I had enough money not to work for a few months when I went home and after I came back, but I didn't want to eat up all my savings. So I put just a little money into advertising my current product and looked for another solution to expand my list and increase my traffic.

There wasn't anything wrong with the number of visitors I was getting then, using my own methods. I just realized that because of the influx of clients, I didn't have the same amount of time to spend with the techniques I used to get good positions

in the search engines.

I needed to use that leverage to get myself better traffic, with a method that would take *less work and time*. I knew there was a more automated way to increase my traffic, capture that traffic and turn it into more sales with a lot less work than I'd been doing, and still not have to spend a fortune on advertising.

During my quest, I noticed that whenever I published an article to my content management system, I'd seen an additional bump in traffic.

I wasn't promoting it anywhere, and it was really geared towards my members anyway - I never talked about it until it was time to do a newsletter. For a while I just went with it, and published some of my own articles just for that area.

Still, it was driving me crazy that I couldn't figure out why there was such a dramatic influx of visitors at that time. I knew if I wrapped my head around it, not only could it benefit me, but there was probably some way to show others how to use it.

Then I remembered some research I was doing on Google which led me to investigate RSS Feeds a little more deeply. I went back to the research and realized that it was the extra feeds I'd added that were bringing in more traffic than usual. More study showed that the feeds - not the pages that the articles appeared on - were linked to, on other sites.

I started paying really close attention to it and gathering some notes, and noticing that some of my minor blogs were getting more intensive coverage as well.

Long story short, I tracked it back to Yahoo and a couple of other places.

For weeks, I didn't write about it.

I'd just create a new feed on a different topic, attach a revenue stream to the site in question and watch my sales go up. I experimented with different things, until I hit pay-dirt - I tied in some special tweaks to the way I set up my feeds that also had search engine benefits. That, I could write an article about. So I tested it on some client sites, and began to put together an article series about.

*Last July I wrote an article about how fast it was then to get **Yahoo rankings** with this special method, and it got picked up by several major online publications.*

I really started seeing a real boost in traffic on Independence Day weekend, a holiday here in the States, and decided to write a short guide about it that I'd be expanding over time. It was really meant to be a short overview but people kept asking me for more, and having questions about it. So I expanded it to **Marketing Success with RSS**.

The articles I wrote about RSS and Blogging really pushed a demand for additional products to author. Some of them were viral. One of them was **Blog About This!** which I offered master resale rights to, and it became an even bigger seller than Marketing Success with RSS and really spread my name out into corners of the web I'd never expect to see a marketing-related guide show up in.

Both of those books are still selling today.

**What made the big difference was that there was a more efficient way to capture leads and prospects, through email and the feeds.**

With the information I supplied, I developed a core group of ... not just readers, almost followers, who would buy any book I put out in the topic of their interest.

So I call that my really big break because at that point I had a group of people who'd write and say "I'm a really big fan of your work." I do special projects just for them, my repeat clients and make them as happy as I can.

People ask how I make money giving away **free information** without realizing - that isn't all I do. Yes, there are over **6000 pages** on just my main site that give away free information, some of which are good enough to make money on.

But all that information is maybe 10% of my knowledge. It's those couple of dozen sales pages that generate income for me.

And if someone likes what they get for free, joins my list or adds my feed, after a short courtship period, they will learn that to get at another 60% of my knowledge on a particular topic, they'll want to buy my books.

And the last portion of applied knowledge, the most valuable type that can tie in their specific needs to a custom solution requires consulting or training, or an on-going service.

At the same time, if they haven't used the free information to leverage themselves into a buying position, that's great too. Stay on my list and keep reading my tips, and tell all your friends. The people who will never buy anything may either make money off my products (which still of course, makes me money in the short run) or become a walking, talking promotional service (which will make me money in the long run.)

*That's where the key is for me, continuing to provide solutions for that core fan group.*

When I can show them how to make more money, generate more sales, and increase their traffic, with what they're doing, they talk about me to other people and even publish my articles.

Since many of them aren't internet marketers themselves, or are in different areas of marketing, they don't see me as competition, and rather just as another resource they can share with their audiences. Then in turn, I make more money, generate more sales and increase my traffic.

It's this symbiotic relationship I have with people I have helped with solutions that has made a real difference in my business. Not just directly, but through the other opportunities those conversations then lead to, such as networking through blogging, referring clients to each other, building relationships that lead to joint ventures, further publication, contributing content to other resources...

*All of this started with branding myself, being responsive to that core list of avid readers and partners, and sharing information or opportunities.*

**Ewen: Tinu, that's some EXCELLENT advice. In your opinion, what are the real 'secrets' to becoming wildly successful online?**

**Tinu: Understand The Web as a Real Business Marketplace**

First should come the realization that the Internet isn't like some magic elixir that makes the principles that make sense in the offline world go away.

Yes, the Net works a little differently than face to face in-person interactions. But so does a conference call over the phone or a letter in the mail, or a fax. Just because you're on the Web doesn't mean you're not in the real world.

You're just experiencing a different side of real life - the Internet isn't a dream world where all of a sudden left is right and up is down.

I say that is the major secret because so many of us treat Web businesses like hobbies or approach their business solutions as if common business practices don't apply.

For example, sometimes I turn down clients who want me to help promote their sites because the way they've set up their sites don't make sense from a business angle, and getting them more traffic isn't the solution to their problems.

When I say we, I include my early days. I thought that I could add internet marketing affiliate products to a site about my poetry, my logic being that after all, I'm on the internet, and the world is my market.

After further analysis, I realized that offline, I'd have two separate stores, one on each topic, because they aren't related, So I should have two different sites and target separate markets with each site, instead of leading all the traffic to one place and having confused prospect.

**Confused prospects just go away.**

Yes, the rules *apply* differently. But the same basic rules still apply.

**Know When to Use a Free Method and When and Why to Open Your Wallet**

The second rule of the game, as far as I'm concerned, is that everything isn't free, and it shouldn't be. I know that must sound a little crazy coming from someone who educates on the topic of free traffic. But think about it for a minute.

Sure, the costs of doing business online are almost *ridiculously* low. But *there are still costs*. Sometimes you'll pay in sweat equity. Other days you may pay in time spent.

There will still be times you should pay by cash, check or charge. Free has a cost - it's like what Chris Anderson stated in the Wired.com article, [The Long Tail](#).

As Steve Jobs put it at the iTunes Music Store launch, you may save a little money downloading from Kazaa, but "you're working for under minimum wage." ....

So free has a cost: the psychological value of convenience. This is the "not worth it" moment where the wallet opens.

That wallet opening moment is where I make my sales - from people who understand the value of their time. If you make \$50 an hour from working on your business, why spend time on an activity that would take you ten hours to do, when you can pay a programmer \$100 to do it in two hours?

Why spend ten hours a week for three weeks hunting information down piece by piece and taking notes on how to become a Super Affiliate, when Ewen has a resource compiled that will teach you how to do it in two hours over two weeks? You can't look at it as, "wow, that's another \$97 I spent". You have to look at returns on investments too and say, "He can teach it to me faster and better. I made \$4000 more over the last three months, and saved 24 hours of time."

If you spent that time generating traffic, for example, and over that 24 hours over three weeks, that traffic led to only 25 affiliate sales in which your profit was \$30 each, that's another \$750 on top of what you made from the resource. It might not sound like much, but think about all the things you try to do yourself because it's cheaper without looking at the potential value of your own time.

One of those costs of doing business is setting aside a budget to invest in better resources, educational materials, and the services you'll need, including advertising and purchasing special reports or software that will save you time or money.

Some of these costs you can even write up - don't take my word for it, call up your business attorney or tax professional and ask them if you can write off the trip you took to a seminar or an informational product you bought to improve your business.

I'd be delighted if some of my books are in that library, of course. But that doesn't change the fact that the honest truth is this: if you're not willing to spend money on your business, what you will end up with is not really a business. It's a hobby that might generate income for you from time to time.

And if you just want some part time income so you can have enough for an extra car payment, that's great. If you can't afford to invest in your business yet, but plan to, that's fine too - just leverage yourself into a buying position as quickly and efficiently as you can.

If you aren't going to be serious about your business, no one else is.

So I'm not just talking about picking up a resource I might suggest that would interest you because it could give me some sort of kickback. It applies to so many other things - look at your web host.

If you have a business site, why have it on a free host? Would you buy a computer from someone who only sells them in a corner of a public library? Wouldn't you wonder why, if they are a real business, why they don't have an office, even a small one?

Even if you're an affiliate, why do what everyone else is doing and just drive traffic to the affiliate link?

Why not spend \$9 for a domain name, and \$10 - \$25 a month on a robust business web host, and build a list - capture that visitor into your own list before you send them over to the affiliate link - and tell them about other things they might be interested in down the line?

Even if all you're ever planning to do is affiliate marketing, being just a little different will help you immensely down the road.

Indeed, be careful with your expenditures and budget - you don't want all your hard-earned money to fly right out the window. But once the cost of doing it yourself or doing it the free way gets too high, pay someone else. In the end you're not just saving yourself money with a great paid resource - you're making money as well.

### **Build Relationships and Get Partners**

Not just JV partners and mastermind groups. Start talking to people who are in the income level you want to be in and listen to them avidly, let them elevate your thinking. Don't stop there. Teach them some of your techniques and show how they can be more successful as well. They'll often turn right around and refer you to their clients or other people they know.

Another important and really key issue is that it's so much hard to get up and running on your own. Even if you manage to attain some measure of attention for yourself, you'll want to build relationships deep within your own market and wide with related markets. At bare minimum, you want to build tight relationships with your present buyers, and turn them into repeat buyers.

It's harder to get new clients. Ideally you should do both. But having a core audience that you know is going to snap up your products the instant they come out is crucial to any type of long-term success.

Beyond that, you want to build bridges between you and people who are selling complimentary products - even interactions with people who are directly competing with you who might have a similar product or site. You never know when the chance to cross-promote could come up, or if you can JV one day in the future on a larger collaboration that would build more money for you separately than you each would be able to do apart.

At first it might not seem to make sense - why would you want to introduce your treasured audience to a competitor's product?

Well, maybe you don't want to lead people who haven't bought from you directly to a competing brand. However, if your current clientele might find some additional value from getting your competitors product at a discount through you, or be willing to pay more for a seminar or multi-media product that includes you both, why not?

It's more value for your clients, and more money in both your pockets.

For some, it may take a while before you feel like you can go outside of your comfort zone enough to make your competitors into allies, and that's understandable. For now, maybe it's time to look at people whose products compliment yours, but don't compete directly. If you are selling ebooks on how to start an internet based

business, and you know someone who sells a guide on web conversion or search engine marketing, that might be an ideal partnership.

So where do you find these people and how do you access them?

*Join their lists, or go where they go.*

When you join a newsletter, you normally get an email address where you can get directly in contact with the publisher. Same thing when you buy a product and end up on their buyers list.

And if that doesn't yield progress, you can also go where they go, or where they already are. It's the same way that you target your audience. You know the clients you want are posting in certain forums, so you start to post there.

One of the forums I swear by is the *Internet Marketing Warriors forum*. I've been a member since 1998 - if you look on the testimonials page you'll see my full name listed with a site I used to promote back them.

Many of the concepts I used when I was first launching my business came straight from Allen SAYS. He was really nice to me even though I lost my login information a bunch of times. I would lose the login, and then the email information for retrieving the login after a couple of computer crashes.

Every time, he was really nice about it, and with the template email he'd send to me would be these encouraging messages. The first affiliate products I sold were through his site. When I write to Allen directly he still sends me personal emails. I got that touch from him.

The member list of the forum reads like a Who's Who of not just internet marketers, but online software service providers, and prominent people who market on the internet, just not necessarily to internet marketers alone.

There are several other meeting places. You can network with people through comments on their blogs, by being introduced through a mutual acquaintance, etc.

I met Rodney Rumford, who owns Podblaze.com and MyRSSCreator.com, because he picked up a copy of my book on RSS and decided to call me. He introduced me to people like Andy Seidl and Bill French of [MyST Technology Partners](#), who led me on to even more opportunities.

Rodney and I share information, contacts, and tips all the time. He was one of my first premium clients for my [High Profile Article Marketing Seminar](#) series. I showed him a few things he could do with articles the evening of June 28<sup>th</sup>, and on the 29<sup>th</sup>, about 12 hours later, he was on Google News.

Then we turned the same article around again on the 4<sup>th</sup> - by the 7<sup>th</sup> he appeared on Moreover. Just yesterday (August 10<sup>th</sup>, 2005), it appeared on Web Pro News.

A few weeks ago, he showed me how to turn some of my web content into residual income, with a tip I just never would have thought of on my own. Another stream of income, just because I had a conversation with someone who knows someone else.

Not all of the networking connections you make may work out. But when they do, it's worth the wait.

You just never know who the people you know are going to take you, be they client or colleague. And you never know how the favor you did for them is going to be paid back to you one hundred fold in advice or referrals.

### **Brand Yourself**

Whether you're working full time or part time online, if you're the only one in your niche or there's ten other people out there selling the same thing, from the time you start out as primarily an affiliate marketer to the time when you may decide to build products of your own, differentiate yourself from other people online.

If you want to really get some attention, brand yourself.

Not just your company, whoever is the "face" of your company. Associate yourself with your specialized area as an expert with proven results, then do what you do five times more or five times better than the competition.

They're posting one short article to their blog every day? You do two short ones or a long one. They have audio? Have online video. They have online video? Have a DVD they can order. If they get back to their clients same day, you get back to them in 12 hours. Make a name for yourself, and while you're doing it, find a way to show how you care more, do it faster, better, with more detail, whatever it is.

### **Dominate a Niche that has a Content Deficit**

Everyone is sick and tired of hearing about Niche marketing - everyone, that is, but the people who are making ridiculous amounts of money by dominating a small niche market that most people don't even realize exists.

My one twist to that would be to do some light search engine research on the Niche you'd like to expand into, using the Lucrative Keyword Research I talk about in my blog and in Search Engine Guide.

When you find an area that has a lot of minor terms that don't have quality results, that people are searching for, or use the keyword "buy" with, there's a book by Stephen Pierce, a free one I don't remember the name of at the moment, that tells you more about how to concentrate in that area to sneak off and make a bundle of cash marketing to some small group of people that no one is giving solutions to because they're in a small corner.

Even though I get all kinds of general press related to internet marketing and search engines, my specialty is actually helping a certain group of small business owners with website promotion. People ignore these guys because they think everyone already knows the beginner level search engine tactics - and don't have the expertise to continue helping them as they begin to gain knowledge. In the area of search engine marketing, I don't even take on new clients any more - my roster for them is full.

So I feel comfortable telling you what so many often forget - there are new people on the Internet every single day. And not just in the United States, Canada and other

English speaking markets either.

It was Bill Cosby who said something to the effect of, "Only 1 - 2% of America has to like you to become rich in this country."

On the web, if you can build yourself a client base of even 2500 people, who would subscribe to get your new \$10 product every month, you'd make \$25,000 a month off some little product or group of products that consumers found useful.

Maybe it would take a year to build a client base of 2500 *buyers*, as opposed to regular *subscribers*. But even if it took three years it would be worth it in the end. And it wouldn't be particularly hard to do if you just found a consumer audience that was under-served and spends that much a month on their hobby anyway. It would just be taking the time to build up to that, and ensuring that your message had a 100% delivery rate (one of the things that makes me love RSS so much.)

### **Adapt**

Speaking of adapting. Another important thing that you must grasp is that even though it's for the sake of enforcing the same basic rules (for example spam, whether in search engines, or email), the way to play the Internet game will constantly be changing.

If you lucked yourself into a first page ranking for your terms, but aren't following the trends, the next month may meet you with a drop from the first page of the search engines. Or you could lose your email list from a server crash, even your whole site, and have to start over if you haven't been saving changes.

If you rely only on blogging and RSS to bring you visitors, but don't tweak them to get you good search engine placement as well, a few weeks of being too busy to blog could have people removing your feed.

Or you could do article marketing the way the rest of the crowd does and end up with lots of links but no traffic, when a few simple adjustments and slightly more frequent submissions could have sorted you to the top of the pile and launched you into Internet Fame, and some of the fortune that comes with it.

Keep up with the new technologies - at least know what they are. If you find a way they can fit your business, don't wait three months for all the other slow adaptors to catch on while you learn to understand it.

You can pay someone else to do it and leverage their knowledge into greater profits.

You can trade a favor with someone in your networking circle who knows what they're doing to implement for you.

You could research who has the best guides out there and teach yourself more quickly.

I know folks say things like this all the time, but if you haven't heeded their advice before, ponder this.

Let's say you go and visit a friend of yours who has a nice job and is making fairly

decent money. You decide to check in on him because you wouldn't think a young, single guy who is quickly climbing the corporate ladder should be missing work so often.

You get to his place and see a spiral of smoke shooting up into the sky from his backyard. Thinking he might need help, you run into the backyard.

And you find him on his hands and knees, cooking a wild boar on a spit.

"What the hell are you doing?" You ask him.

He tilts his head, looks up at you and says, "Making dinner of course." As if it's completely natural for him to catch boars in the wild and roast them over an open fire. You decide to ask him a few more questions to see if he's all there.

"So, uh, I noticed you haven't been at work much lately. You know Jones is gunning for that promotion you're supposed to be getting."

Your friend replies, "Yeah, I know. It's a shame that I have to miss work to cook this chicken. If I don't start it in the morning, it won't get done. And I have to sit here and keep turning it or it won't cook evenly."

You can't believe what you're hearing. "Why don't you just toss something in the oven?"

"Oh, well it's broken, and I have no idea how to use that new-fangled microwave thingee."

You see where I'm going with this, right? If your oven broke down, you still have so many other options before you go caveman, don't you? You could get it fixed, learn to use the microwave, get the oven replaced, go out to eat - the point is, you'd figure out some way to leverage your income to solve the problem of eating until the oven was fixed.

Doesn't make much sense does it?

But on the Net, we often refuse to use the same common sense. (Don't feel bad now. Just stop doing that. :- ) I used to do it too, so again, when I say we that include me. )

If your search engine results suddenly drop off, and you can't afford to buy advertising, you can find other options to promote your site. If there's a new way to capture names or deliver information, test it for yourself to see if it works for you before you just fall in line with the conventional wisdom.

Some of the Net's top experts say that podcasting has zero potential as a way to generate an income.

A product I made \$1000 on last week has updates delivered via password protected podcast. The day after I do a podcast that is relevant to my product, I always see an increase in sales. I normally have 100 downloads that day of the mp3 file. I don't do a fancy "show." I just try to deliver a tip in audio every now and then. In so doing I reach people I might not otherwise have had access to, who might not have become

clients if they hadn't listened.

Whether you like Rush Limbaugh's politics or not, can you really ignore that profit strategy of charging \$49.95 a year for a podcast?

There are other podcasts out there charging for people to run commercials in their broadcasts. I sponsored one myself a few weeks ago. The exposure is permanent, and ever since I did it, I've held steady at around 80 listeners a day, up from 65 a day. And I haven't done a new audio tip in weeks.

You think my old listeners are just re-downloading the same 7 mp3 files? I'll bet you they aren't.

So at its worst, podcasting is another promotional tool. At best it could be a new stream of income. You'll just have to follow the new developments and pay attention as it gets easier and more simple to do.

This goes for any of the new ways to reach an audience, or compile an ebook, or information product. There's no need to drop email just because you're using RSS. But don't say no to it just because you don't understand the technology fully.

Never stop learning and growing. The latest new thing might hold your next fortune.

**Ewen: *WOW, those answers are stuffed full of 'million dollar' advice! Which internet business model would you recommend for maximum success?***

**Tinu:** Different models work for different businesses.

You could concentrate on building a huge audience and be sustained by advertising, if you have some well of never-ending content and know what you're doing with Google AdSense. You could be a merchant, providing a product or service, or you could be an affiliate. Some businesses are brokers, as intermediaries between the buyer and the seller, or even marketplaces like eBay or Amazon.

For the entrepreneur, and those who want to go beyond working for themselves into owning a business they can walk away from for months at a time, and still come back to profits, I don't necessarily believe that the success is tied to the business model.

There are affiliates who are wealthier than most people who create products for a living. And there are marketplaces that have money on paper, but have high overhead, and thus, very little cash flow.

So to me? *It's all in how you make that business model work.*

I have some sites that do better as resources, others are destined to be mini-sites. Some of my products are ebooks, my latest one is in audio, video and text. I normally favor products over services you have to provide manually, but I personally love consulting. The joy of my day is often in talking to people and helping them with their problems. It makes me feel more productive.

The ultimate model, as far as I'm concerned, is one of the areas where I'm still in development, and that is providing **automated service solutions**.

The kind of thing where you might hire a programmer to build a tool, then on a monthly basis, charge access to the tool. Maybe access is \$20 a month, or even \$20 a year. But then all you'd need to do is keep adding customers, and keep the current ones happy. You satisfy a market desire, and bank your subscription fees every month. You do less work, yet there are more happy people.

For example, I happily give my little \$20 or whatever it is to Aweber every month. I could do that myself and I have. But why? The price of their system is well below my threshold, and beyond that, it's a bargain for the kind of services you get and the options you have.

Of course, I'm not going to abandon any of my other models completely when that time comes.

I like to write. Let me not lie - I **love** to write. It's a passion for me to provide information or entertain people with words. So I'll probably always be releasing books, business ebooks, plays, business guides, white papers and the like.

But when I retire, it will be from a useful service I've built.

Yet on the other hand, I don't think it's so much about the business model of delivery, as it is about creating both multiple streams of income, and at least one source of residual income.

For myself, I never saw the logic of building one site and thinking it was going to go beyond paying my bills and giving me a life of luxury. Come to think of it, I've never had just one site, product or service, even though my models were incorrect at times.

Instead, I have several *smaller streams of income*, a couple of big streams, all in three or four areas, and many within those small areas that I can cross-promote. It's a mixture of products, and services at this point. Then I have another tiny stream of affiliate and advertising dollars that pad my wallet from time to time.

Anyway, the short answer is, pick the model that best suits the way you do business, one that you can afford to sustain the costs of in leaner times at first. Then over time keep your eye on building more than one source of income, and at least one that is residual in nature.

That doesn't necessarily mean a monthly or yearly fee. It means that you create something that keeps earning you money long after inception - every time someone accesses it; money goes into your pocket. This can be an informational product at the most basic level.

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

**Tinu:** These are really good questions (That's what I say when I have to ponder an answer to buy time).

**1. The ability to duplicate another person's success.**

Not copy their product, duplicate the success they've had. If you build a relationship with someone who begins to act as your mentor, you'll want to learn to study what

they do, why they do it and how they think. Then apply that for yourself, perhaps to a different market. They may not be able to sit there and hold your hand the whole way, at least not for free. So you'll want to be able to absorb as much as you can and follow their example.

## 2. The ability to duplicate yourself

Meaning, having hundreds of versions of you promoting or selling your products or services at the same time.

If you blog, how do you make your blog part of a conversation so that everyone is talking about you, or you're taking a unique spin on what everyone is talking about? If you use RSS, what are unique ways in which you continue to promote your feed so that whenever you update it, it's capturing new subscribers? How can you make your ezine personable, so that when it goes out to thousands of people, all of them feel like you're talking directly to them?

When you market with articles, how can you get more than link-back benefits out of it, and get people in hundreds of different sites, email publications, blogs, article RSS feeds, in Google News, in Yahoo News, in Moreover, all listening to you at the same time, over the other content that is being pushed to them?

## 3. Attitude

That covers everything from a dose of humility to perseverance in hard times, all the way through to being able to still provide good customer service to someone who is being rude to you.

I believe in the Law of Attraction - not that it wouldn't work if I didn't believe in it.

But believing in it helps me better notice its effects. If you have a wealthy attitude, it's only a matter of time before wealth becomes attracted to you. If you want to be great, I believe you have to carry yourself with greatness first.

It even works when I'm not feeling well. If I'm sick and someone asks how you are, I always say "fantastic!" or some such thing. As I'm fond of saying, if you tell yourself good lies in the morning, by afternoon they become the truth...

**Ewen: *Makes perfect sense Tinu. Now coming from you direct, what's the fastest way to get targeted traffic for free or on a shoestring budget? ☺***

**Tinu:** For free short-term:

**Article Marketing.** But you have to do it in a way that doesn't just have someone read your article, or visit your link. By the end of the experience that starts with an article, you should ideally either have a new fan, or get an existing fan existing one excited about you all over again.

If you really know what you're doing, you can turn something as simple as Article Marketing into wide and deep exposure in your market, not to mention the search engine benefits and permanent links back to your site.

A **JV** is also fast if you already have a group of partners you work with whose efforts

you can coordinate.

For free long-term:

**RSS.** The easiest implementation of RSS is blogging but it's not, by far, the only one.

If the Internet Explorer 7 integration is as great as it could be, it could be better than bookmarking. You want to be ready when someone dumb the entire process down for regular people like us and our sisters, brothers and parents. When they don't have to know what RSS is to know that they can subscribe to their site from your browser, if you're in position, the traffic increases you have seen already from your current RSS implementation will be nothing.

Because comparatively speaking - no one is really using RSS to near its full potential.

I use RSS and podcasting for product delivery, automated updates, and of course, to generate traffic to a new site. It has search engine benefits, implemented correctly, and of course, 100% content delivery.

On a budget:

**Overture, AdWords** or the **new pay per click venture** at <http://www.isedn.org/> if you know what you're doing.

**Ezine ads** if you don't have much of a clue about pay per click - you can really end up spending more than you wanted to if you don't learn how they work first.

Especially on ezines that appear on the web, on blogs or are delivered through RSS as well - more of them get through. And those who get newsletters via email that are delivered in multiple formats are often run by publishers who go through extra effort to make sure their email subscribers are getting their newsletters.

With a solo ad, you can rent a whole new group of eyes to go over your offer. A top sponsor ad can also get you pretty good results if you can be succinct yet appealing in your offer.

**Ewen: *Well said...what's the most critical factor for long-term business survival and success?***

**Tinu:** If you always keep the **determination to succeed**, and the **willingness to change** to get to success when it's necessary, the only other item you need to be concerned about is **focus**.

Even if you never had a fresh idea in your life, with enough determination to keep failing again and again until you make it, changing whatever is wrong the last time you didn't make it, if you're focused, success is only a matter of time.

It's kind of vague to just say "be focused", because that begs the question, "on what".

The answer is still a little fuzzy, but here goes.

*Your focus should be on the money thing.*

Every day you should be doing a little of that activity that cranks out the dollars. Sometimes you might have to throw most of your day into a meeting, or some other activity that is time-sensitive, and as such is urgent, but not important.

But set a little time apart every day, at the start of your day, to do at least one thing that will have a direct effect on your sales. Maybe it's promotion, or testing new sales copy in hopes of a better conversion rate.

We all get distracted and sidetracked. I spend a whole day writing a free ebook or putting together blog posts sometimes. But I never forget to take ten minutes to place a new ad for one of my other products, or release an article, or add a link to my blog post that leads to the start of my sales process.

And it's that ten minutes or one hour that put the most direct cash in my pocket.

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

**Tinu:** Always.

- A Free Course on [Article Marketing Tips](#).
- A Free Copy of [Lucrative Keywords for Lucrative Blogging](#).
- There are always Free Traffic Tips [in my main blog](#), which you can also subscribe to [via RSS](#) or get [weekly email updates](#).
- Free PDF download of the essay [Compensation](#) by Ralph Waldo Emerson in a format you can print out and enjoy repeatedly.
- [Free Online Success Software](#). I swear by the premium edition of this when setting new goals.
- Web Site Promotion tips that go beyond free traffic in the blog at [LeveragedPromotion.com](#).
- Updates about [Podcasting as Business tool](#) at Podblaze - not to mention free trials of hosted [Podcast](#) and [RSS Creator](#) accounts.

Thank you for your time, and thanks Ewen for asking me for this interview. I know it's longer than you had in mind... but I'm just having too much fun.

**Ewen: *Not at all Tinu ☺ I'm really glad you can do this interview with us. Thanks again you've been great!***

To Your Incredible Success,

*Ewen Chia*

CEO, UndergroundInterviews.com

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