

# Money Making Nuggets

**“Discover The 14 MOST  
Powerful Money-Making  
Principles That Will Super-  
Charge Your Business Into An  
Instant Profit Overdrive!”**

**By Ewen Chia**

**Urgent: This Special Offer Will Expire At Any Time Without Notice**

**“Here’s Your Exclusive \*One-Time\* Discount To The Amazing “7 Days To Profits” Multimedia System!”**



Because you’re reading this now, here’s an **extremely time-sensitive discount coupon** for one of my *hottest-selling* products...

### The “7 Days To Profits” System

A complete **multimedia** system revealing how you can own a **\$100,000** per year internet money-machine in just **7 days...or less!**

Here’s just a tiny sampling of what you’ll discover...

- How to locate little known **rabid, starving markets** which have irrational spending habits (a crucial determinant of the profitability of your business. Get this wrong, and you’re screwed)...
- How to use simple blogging techniques to **instantly penetrate any market...**
- The **Google secret** that makes spider man looks bad...
- The **ultimate shortcut** to making a fortune on the Internet! You’ll **out compete** 99.9999% of all other websites with this method! (The beautiful thing is it simplifies your life by 350% or more...
- And way too much to list over here!

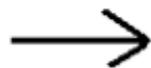
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The “7 Days To Profits” system is sold to the public at \$97 day in and out...however because you’re a valued reader, you can own this for a measly investment of just ~~\$97~~ **\$47 – an instant \$50 discount!**

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- A **20-page manual** revealing a simple formula to create 10, 20, or even 50 quality articles (on any topic) in less than a month **without writing a single word** and tap into profitable niche markets with little competition.

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## About The Author: 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 CEO of **Midas Touch Marketing**, an internet / direct marketing consultancy powerhouse co-founded with Jo Han Mok.

Having been called “**The Super Affiliates’ Super Affiliate**”, Ewen is recognized as a super affiliate marketer who delivers astounding results in affiliate marketing promotions.

As an expert internet and direct response marketer, Ewen has been widely acknowledged for his unique content and value-packed products, winning praises from fellow marketers all over the world.

He is a master at producing massive cash windfalls online, to the tune of **5 figures in 72 hours**. Many of his students have experienced breakthrough results using his teachings and strategies.

Ewen has won accolades for providing top-quality, performance-based and non-hype information, see why below...

### **Range of products from Ewen:**

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

## Dear valued reader and friend,

**T**hanks for downloading this short collection of *money-making nuggets* which I’ve personally used throughout my years online to massively grow my businesses.

It’s something which I want to share with you as you’ll find value in these powerful truths. They are nothing complex and they make perfect sense, and often it’s the simplest things in life and business that make sense.

These little nuggets can serve you well for a lifetime if you let them. Applied correctly, they will empower you to achieve greater financial independence, happiness and success all round.

### How you should use this:

Read them. Then re-read them again and think about what you’ve just read. Think about whether you’re doing any of the things they say, and if not, how you should apply them to your own business.

Then take out a **pen and paper**. Do not use the keyboard, use a real pen and paper. Write down the top 5 challenges you’re facing right now pertaining to your online business on the right column and on the left column, have a heading that says “Ideas”.

So you’ll have a “**Challenges**” heading on the right and “**Ideas**” heading on the left. Can you see it? Good.

Next, read the nuggets below and for each one, write down any ideas that come to you on how you can use it to better your business on the “Ideas” column. **Do this immediately** when it comes to you – no matter *how silly* they may sound now.

Take a short break and come back to your notes again and now try to refine these ideas into something more workable and concrete.

This will spark off some creative **brainstorming** and **focus your thoughts** on your goals.

Try it, always works for me...

## → Money-Making Nugget #1:

### **One of the most important ‘talents’ you must have when it comes to starting and growing an internet business is – FOCUS.**

Most people have a problem with being focused on completing a task – I did. While it’s a fact that focus is a critical ingredient for success and getting results, the **number one reason** why it’s hard to keep it when it comes to the internet is this:

There’re just too many opportunities hitting you day in and out! Added to that, most people are just too impatient and hate to do any ‘work’. Thus they jump from one program to the next thinking it’ll be THE ‘answer’. But guess what – it’ll NEVER be the answer! It’s a ‘**catch-22**’ situation.

No matter how good a program is, you’ll need to work at it and build it up to see some success. A simple example is writing articles for traffic, yes it’s boring but the thing is, it bring results. So how many people will actually do it? Not many I can assure you.

#### **Here’s how you can focus online:**

Decide on a *proven* program, a plan etc. and S-T-I-C-K to it. By this I mean you write down your goals on paper and stick it up in front of your computer so you’ll see it like a sore thumb. Stop jumping around and commit to your plan. Take action on the tasks at hand no matter how boring they are.

Have a **big picture view** of your plan and break it down to **smaller steps** and complete one step at a time. Commit at least an hour a day to doing real work, and stop the unnecessary surfing. Don’t be impatient as patience is a real virtue when it comes to achieving bigger things. Remember the ‘hare and tortoise’ story? There’s a lesson to learn from there.

*It also helps when you’ve a ‘burning desire’ to achieve something. It does not matter what this desire is based upon, but just having a real desire will motivate you like nothing can. It’ll push you to overcome the mundane boring things because you know it’s for the ‘better good’.*

## → Money-Making Nugget #2:

**When you don't know how to do something – either learn to do it *once and for all* or outsource it.**

You can't be good at everything, no one is. But don't let it get you down because you've really got choices. For example if creating a website is a challenge for you right now, commit a *one-time* effort to learn exactly how to do it.

Simply by spending a few days researching, learning from free tutorials and practicing, you'll be able to 'pick it up' rather quickly.

Again, you do not need to know everything just enough to be able to design a simple web page and make you 'dangerous'. Plus with tons of free web editors out there today, there's no excuse really.

Remember this 'learning experience' is a one-time effort which will serve and reward you over and over again. It's a lifelong money-making skill which will get better and better with practice.

On the other hand, you can always outsource the project to professionals if you've the money. Sites like [Workaholics4Hire.com](http://Workaholics4Hire.com), [eLance.com](http://eLance.com) and [RentACoder.com](http://RentACoder.com) are some examples of outsourcing resources you can use.

The 'time or money' rule is, if you've the time, learn and do it yourself. If you've the money, get it done by someone else.

There's always a choice.

## → Money-Making Nugget #3:

**You’ll make the most money when you’re able to provide the ‘WANTS’ that people crave for and want to pay for.**

It’s not entirely true when they say “find a need and fill it” – because it’s not exactly what people need, it’s actually what they want and attach their emotions to. You do not have to find a need as very often, *needs are already identified by your competitors*. You just have to provide the ‘wants’ faster and better.

So find out what people want and what they’re willing to pay for – the answers are EVERYWHERE online and offline.

For instance, browsing niche magazines in your fave bookstore. If a magazine has been published for a while with a wide circulation, more often than not it’s because there’s a good readership for it. Meaning there’s an existing market you can tap on. Better still check out the long running direct response ads in them. These sell products that people want.

What can you do with such information?

The internet provides an even easier medium for ‘spying’ on your competitors and for conducting secret market research. Major product portals like ClickBank.com, Amazon.com and eBay.com all contain information on hungry markets and products that people want to buy, go check them out and get some ideas.

## → Money-Making Nugget #4:

**You must learn the two most profitable and critical skills of all time in business IF you want to generate *maximum* profits – Copywriting, and Marketing.**

These two skills will make you wealthy beyond your dreams when you combine them with a hungry market and an in-demand product or service that you can offer.

Here’s an easy way to look at it...

Copywriting in a direct response style gets your sales message across to the prospects immediately and directly. This is what you want, getting your message across. Not only that, a good copy commands people to take action and get the sale.

You can have the best product in the world but if you’ve a lousy copy on your sales letter, you can be sure your target market will not act the way you want them to – **simply because the right message is NOT getting through to them!**

Similarly, once you’re equipped with the knowledge to advertise, promote and market your website effectively, getting targeted prospects to your site becomes easy. You’ll then be able to create a **list of ‘to do’ steps** and use it every time you want traffic or promote a new business.

So learn how to persuade with the written word, AND learn everything about promoting and marketing your business.

This way you’ll be able to depend on yourself for financial survival in a good OR bad economy.

## → Money-Making Nugget #5:

**One of the most valuable assets you can have in any business is in the ownership of databases. This applies online and offline.**

Online these are commonly known as ‘opt-in lists’ and these are basically databases of people who are *interested* in what you have to provide or share.

**Contrary to what many think, the list is not only made up of prospects and customers.**

You should build many different lists serving different needs, for example a joint venture list, an affiliate list, an article publisher list, a mastermind list and the list goes on (no pun intended).

However having a list alone won’t do you any good, it’s only part of the story. The ‘money is NOT in the list’; the money is in what you can offer to your list. It’s in the relationship you’ve with the folks on your list.

Do they trust you? Are they responsive? Are YOU responsive?

This is why it’s the **quality** not quantity that counts. It’s also why sometimes a list of 500 people can out perform one which is 500,000. 500,000 people who don’t read or respond are different from 500 eager fans that will.

Think about it.

## → Money-Making Nugget #6:

**You must own products you can leverage and control over.**

Notice I *didn't* say you must necessarily have your own products.

You just need to own products you can make **uniquely your own**. There IS a difference. Bear with me for awhile...

While creating your own products has become ridiculously easy and fast with the internet and available tools these days, some people will still avoid this route.

However the 'good' news is - you can still 'get away' with other people's products. Some examples of these are resale rights, private labeling rights, licensed ownerships and even affiliate products.

What you need to do is simply 'turn' these into **your own unique offerings** by doing some 'modifications'. For instance, you can either...

*Enhance them, change the way they look, fine tune or change the sales copy, presell with your own web page, create new marketing angles or even - something as simple as putting your photo on the webpage.*

The possibilities are only limited to your own creativity.

The important thing is, having your own products enable you to 'call the shots' and leverage upon them to create JVs, run affiliate programs, build lists, become famous...

## → Money-Making Nugget #7:

**In every activity, ALWAYS seek out opportunities to brand yourself. Listen, this is *more powerful than you think*.**

Your success can multiply many times over when your name becomes more recognized and people *in your market* know you. Similarly, it becomes easier to network, make money and receive privileges once you're more established.

Why? It's the law of 'association' at work.

When you're well known, you must be good, and when you're 'famous' people want to be with you because it makes them look good. But HOW do you get known?

Simply by getting your name out to your market.

One of the easiest ways to do this is to **brand yourself virally**. It's one of the many 'secret' strategies I've used myself. I'm not revealing it here because I want you to do some 'work' and think for yourself. The answer's pretty obvious.

Another powerful method of branding yourself is known as the '**piggy back**' way. This basically entails you associating with famous people and riding on the fame of experts in your niche.

For example, my friends who took us up on our Megapreneur Program have this powerful ability to use *leverage* for branding *themselves* on a massive level. It's a spin on the law of association I've mentioned before and it works like crazy.

## → Money-Making Nugget #8:

**The #1 cause of failure is often INERTIA, however the root cause of inertia goes beyond laziness, and it's more attributed to self-belief and confidence.**

You see I believe people will act if they know dosing so produces certain benefits and results they crave for. But most of us avoid doing something simply because of the *fear of failing*.

It's a real problem and it's hard to face, at least for me it was. But you've got to try to overcome negativism and excuses, one 'philosophy' I've always lived with is...

*“If I don't try, I die regretting and not ever knowing if doing those little things will make the difference. But if I DO try, at least there'll be a hope and zero regrets”.*

What have you got to lose - some time, effort or money? Achieving your dreams is *at least* worth some amount of sacrifice. That's the kind of 'kick ass' attitude any entrepreneur should have. Do your due research, thinking and planning. But do something with whatever you've now.

On the other hand, you may very well laugh at yourself for being afraid in the first instance, when results from your actions DO come about eventually.

In fact you'll feel **proud** of yourself for at least trying and doing what was required.

My point is, start feeling positive and get into action. At the very least, you know you've given it your best shot. Believe in yourself because success is MENTAL.

Your pot of gold is waiting at the end of the rainbow (has always been) – but YOU have to claim it, no one else can!

## → Money-Making Nugget #9:

**TWO of the most important words you should abide by in both your business and personal life are LEARN and APPLY.**

I'll be honest, call me a bad guy. It simply doesn't mean a hoot even if you've the 'secrets of the universe' in your possession.

It doesn't matter how many books you buy, how many seminars you attend or how many people you know, because if you don't learn, use and apply all this resources and knowledge acquired, you'll never improve or move ahead as much as you would like to.

A simple example many, including myself have been guilty of. Have you excitedly purchased the latest ebook only to have it collect computer dust in your hard disk forever after just 5 minutes?

Things could have taken a *different* route if you had just spent some real quality time in taking active notes and learning something from that ebook. I hate to say it but it's highly likely that the fault lies not with the product, but with you

(Of course there're crap products out there but for the sake of argument we'll assume the products purchase are actually good.)

By the same token, ACT upon what you've learned as “the real power of knowledge comes from its application”. Discovered the latest SEO technique for surging your site's ranking? How would you know if it works unless you apply it?

Learn and act. Act and learn.

Those are two sides of the same coin.

## → Money-Making Nugget #10:

### **The most targeted and best traffic you can ever get without spending either time or money is OTHER PEOPLE’S TRAFFIC.**

Here’s why: other people’s traffic is FREE (in most cases), highly targeted and pre-qualified primarily because of its endorsement nature. This means visitors are coming to your website direct from a recommendation by another site or list owner.

This is marketing leverage at its very best.

You can never achieve the sums of other people’s efforts and resources if you’d to do it all alone. No one is an island and this couldn’t be truer for the web business owner.

The simplest way to apply this form of leverage immediately is to set up an affiliate program for your products. Focus on recruiting affiliates and special joint venture deals as your main marketing thrust.

And if you’ve an existing list, an instant affiliate force could be yours simply by turning your subscribers into your affiliate partners.

What if you *don’t* have a list or product to begin with?

Well you could seek out multi-tier affiliate programs at <http://www.lifetimecommissions.com> and START building an **affiliate program announcement list** of your own.

This list will be a hotbed where you announce new multi-tier affiliate programs (where you’re on the first tier obviously) and make autopilot commissions from your 2<sup>nd</sup>, 3<sup>rd</sup>, etc. tiers of affiliates (people who have subscribed to your affiliate program list before and decided to join your recommended opportunity.)

This is a powerful form of leverage for creating multiple streams of affiliate income with literally zero work. You can similarly tap on other people’s traffic in the offline world. For instance, if you’re running a retail business, you can simply partner up with a couple of *related* retail owners and send traffic to each other’s shops.

There’s nothing to lose and everything to gain, plus it’s free businesses each owner wouldn’t otherwise receive. So it’s a win-win.

## → Money-Making Nugget #11:

**The next best method to generate *long-term* ‘self-building’ qualified traffic is by LINKS...and the way to get thousands of FREE incoming links is with articles.**

It’s a fact that incoming links into your website WILL generate tons of automatic traffic for you 24/7 for free. It enhances your search engine positioning, PageRank and each article ‘snowballs’ your exposure and traffic to astronomical proportions over time.

In fact you could solve your long-term traffic problems forever simply by focusing your efforts on this one strategy. Period.

The most effective and no-cost method for getting massive incoming links fast is through your own articles (with your websites’ URLs in both the content and resource box). This is also one of my most ‘secret’ traffic methods and I can tell you from personal experience that it works very very well!

There’s actual physical proof that articles can really boost your traffic, search engine rankings and sales. In fact my long-time friend Jason Potash has just completed a powerful and revealing audio interview on this.

This is for his new **Article Announcer** system ([sneak peek here](#)) and it’s great stuff.

You’ll hear from an “average guy” who released an ebook, *gave up* “optimizing” his website... *stopped* paying for pay-per-click advertising a few weeks later... and as a result, his sales conversion shot up to a healthy 3.5%, and he is making MORE money than ever before!

Within 0-60 days, this guy’s spending ZERO on advertising, doing no SEO stuff, but yet he’s making enough each month to easily cover his car payment plus a couple of nice dinners out with his wife. *How did he do it?*

Here’s the link to the interview. Just look under the “**June 20th**” post and you can listen to the MP3 audio interview. It will only take a few minutes, but it could mean a whole new possibility for you.

Click this link to listen now: <http://ewenchia.com/recommends/secretaudio>

## → Money-Making Nugget #12:

### **Leverage and monetize your existing content by ‘recycling’ them into different marketing weapons...**

A very simple way of leveraging your current content is by creating *multiple purposes* for it.

You can turn content that you already have into other formats and use these as marketing ‘weapons’ to increase traffic and profits without much work.

Let us take the article example again...what can you do with an article after you’ve submitted it for publication? MOST marketers will either file it away or at most, post in on their websites as web content...

Here’re just some ways to instantly ‘recycle’ or add on to this same article for more mileage and leverage:

- Turn it into a viral report
- Turn it into a lead generator
- Turn it into a bonus
- Turn it into an affiliate tool
- Turn it into an audio educational tool
- Turn it into a sellable private label product
- Turn it into a free CD for offline lead generation, etc.

It’s all about doing less and achieving more...

## → Money-Making Nugget #13:

**Don't just think 'online' because it's an online business...use offline promotional tactics to drive super qualified visitors which are incidentally, easier to reach!**

It seems natural to think online when you've got an online business, but using offline promotional methods is one of the easiest ways to drive traffic to your website.

This is because you get to reach your immediate market locally instead of struggling to find them by the internet.

Think of it this way...even if you're selling an info product online, there'll always be a market for it in your own town.

You should advertise offline and *point out that you're locally based as this increases trust, belief and credibility*, bringing you super qualified prospects.

Here're some offline advertising methods. And contrary to popular belief, they're not necessarily more expensive than online methods; some are really cheap and produces higher ROI if used correctly:

*Flyers, Bumper stickers, T-shirts, Business Cards, Brochures, Newspaper classifieds, Local newscast segments, Local websites, Joint ventures with local businesses, Public television and radio sponsorship, Charity sponsorships, Billboards etc.*

(I'll be covering more on offline advertising at a later time.)

## → Money-Making Nugget #14:

**In spite of the *thousands* of secrets being preached out there, ALL traffic generation can basically be understood and summarized into just **3 main components...****

It's true, don't confuse yourself.

No matter what the 'gurus' say and how difficult it may seem, all traffic can basically be generated through **3 grounding components**. Ready? You get traffic by:

- **'Stealing' it**
- **Attracting it**
- **Buying it**

I've already covered the first part, you can **'steal'** traffic by tapping on other people's traffic ie. Joint ventures and affiliate program. To **attract** traffic proactively, your focus would be on SEO, articles, press releases, viral reports etc. Last but not least, you can simply **buy** traffic through pay-per-clicks, ezine advertising, text links etc.

Each of these 3 traffic components serves very specific purposes in your overall traffic strategy. For instance, buying traffic would often be used for a **new site** or a niche site that has few opportunities for joint ventures.

On the other hand, 'stealing' traffic is both a short and long-term strategy, especially when you **capture** your joint venture partners' subscribers into your own list.

Hope you've enjoyed and benefited from these nuggets.

I'll talk to you soon...

Respectfully,

Ewen Chia

**PS.** Remember to subscribe to **“Instant Marketing Secrets”** if you haven't, do it now lest you forget!

==> <http://www.InstantMarketingSecrets.com>