



# **Summary: How I Made My First Million on the Internet - Ewen Chia: Taking Advantage of the Internet to Get Rich**

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**Complete summary of Ewen Chia's book: "How I Made My First Million on the Internet... And How You Can Too!"**

This summary of the ideas from Ewen Chia's book "How I Made My First Million On The Internet" shows that the Internet, though an extraordinarily powerful marketing machine, should be approached in the same way as real life business models. This summary suggests how to apply these measures to Internet marketing. Never go into a completely cold market, for example, but target a niche within a market that already exists. A profitable market will have the following online features: popular sellers on eBay/Amazon, they will be present on trend watchers such as TrendWatching.com, the business keywords will rate highly on search engines. Relationships are especially important in online marketing: people receive so many spam offers they want to be able to trust you before buying. Focus on the problem your product solves, rather than the product itself. When people contact you, be swift in your reply, even if that means they get an auto-responder first.

## **Added-value of this summary:**

- Save time
- Understand key concepts
- Develop your business knowledge

**To learn more, read "How I Made My First Million on the Internet" and discover the business models and how to apply them to the Internet marketplace, step-by-step.**



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