

INTERNET MILLIONAIRE MINDSET 2

Digital Empire Millionaire

Simple yet Powerful Mindset Principles
with MUST-SEE Techniques and
Blueprints that Will Attract Millions to
Your Online Business

DERRIC CHEW

Kanyin
PUBLICATIONS

● ● ● CONTENTS

Special Dedication		5
First Thing To Do..		6
Testimonials		7
Preface		12
Introduction		16
Chapter 1	Internet Marketing - Mindset I : The Essential Success Ingredients	22
Chapter 2	Internet Marketing - Mindset II : Formulas That Take You to Triumph	50
Chapter 3	Real Money Making Online Business Models	86
Chapter 4	Finding Lucrative Niche Markets - A Must-Know	118
Chapter 5	Designing Money-Making Websites	158
Chapter 6	Master Search Engines For Loads Of Free Traffic	198
Chapter 7	The Essential Guides Of Selling Online	226

Chapter 8	NLP In Internet Marketing	266
Chapter 9	The Power Of Social Media Sites	296
Chapter 10	Other Powerful Online Marketing Strategies	342
Conclusion	The Final Secrets Revealed	374
About the Author		377

Special Dedication

First of all, I would like to thank all my students and those who bought my first book *Internet Millionaire Mindset*. They were the ones who constantly inspired me to bring my second book to life. To all my students and readers, thank you very much from the bottom of my heart!

A big thanks to my parents, especially my Mom who consistently makes sure I'm doing fine in terms of health. She would always remind me, "There's no point in being wealthy if you are not healthy." I love you, Mom.

I would also like to thank Adrian and his team from Kanyin Publications for their great and professional effort that made my second publication possible.

First Thing To Do..

1

Subscribe to..
www.DerricChew.com

2

Connect with me on..
[Facebook.com/DerricChew](https://www.facebook.com/DerricChew)

3

Join us at..
[Facebook.com/InternetMillionaireMindset](https://www.facebook.com/InternetMillionaireMindset)

Preface



Preface

After completing my first book “Internet Millionaire Mindset” in the summer of 2012, a voice inside my head told me to produce a second book as its sequel. This second book is ideal for those who have read my first book or those who have fundamental knowledge in Internet Marketing/Online Business. It is also ideal for those who intend to move on to more advanced Internet Marketing/Online Business skills and are really serious in their quest to design a whole new exciting lifestyle for themselves. I think this is a lifestyle with financial and time freedom that anyone would welcome with open arms. Thus I decided to take on the challenge that gave birth to this second book one year later, which I aptly named “Internet Millionaire Mindset 2 - Digital Empire Millionaire.”

I am very excited about this book because it is my second book. I was very proud when I published my first book a year ago, and now to have my second book published, I feel like I am on top of the world. That excitement is really inexpressible. As I have found my million doing online business, now is the time for me to give back to society gradually by producing this Internet Marketing/Online Business manual to help others like you to earn some serious life-changing income via setting up your own online business. Many people out there may still be stuck and struggling with their rat-race salaries

trying to make ends meet and may not realize that they do have a choice to opt themselves out from their present situation. Indeed, they must make a choice for themselves while I am providing a tool for them to work their way up to success. Strictly speaking, I am not the inventor of Internet Marketing/Online Business for that matter. I am just a facilitator to guide you into the correct path or rather golden pathway to riches and freedom – a path that I have already been through myself.

I am far from done in teaching you with my first book as it was just the beginning back then. Now with this second book of mine, I can say with even more confidence that you will be more complete and ready to start earning some real online money for yourselves with the materials that I have covered within this book.

Many people may not realize that there is an avenue for them to make a living with Internet Marketing/Online Business. Most of us have fixed our minds with the thinking that working for other people or doing a conventional high-risk, brick-and-mortar business is the way to live. If you do not change your mindset now, you will live a miserable life earning a pathetic income doing a job that you hate most. So why not give yourself a chance and test out this Internet Marketing/Online Business model which has boundless potential in terms of earning capacity with low and minimal risk that will not lead you to bankruptcy as compared to brick-and-mortar businesses. Well, you may be doubtful and feel worried if Internet Marketing/Online Business is something new

to you. There is nothing to lose as the risk is very low and you will not lose a huge amount of money doing it. Secondly, there are many living examples out there who have made it with Internet Marketing/Online Business and I am one of them! Finally, I would like to take this opportunity to thank everyone involved in this book project including my publisher Kanyin and especially to the one who is picking up this book and reading it.

Introduction



Introduction

Welcome all to Internet Millionaire Mindset 2 - Digital Empire Millionaire. Before I begin, let me answer one simple question that might be hovering in your mind. No, it is **not just another Internet Marketing/Online Business manual!** This book was written especially for hungry people out there like you, who want to make Internet Marketing/Online Business their **ticket to financial freedom.** I am producing this book after seeing the need for my students to get a more updated version of what the Internet Marketing/Online Business world has to offer. Internet Marketing/Online Business is indeed a very fast-paced subject, ever changing and evolving every day. Just like my first book, Internet Millionaire Mindset, we will begin our exciting journey in this book by covering the most crucial of all points that will virtually bring you to the half-way mark of your soon-to-be-successful journey. I am introducing **more powerful mindset success theories** for you to make use of in your Internet Marketing/Online Business journey. Most people have underestimated the power of having a strong and positive mindset when they begin their online business, thinking that it is the idea and the Internet Marketing/Online Business skills that they have which will propel to a successful business endeavor. Unfortunately, 9 out of 10 - if not all - who go into this online venture without a proper mindset will find themselves at the knockout corner of the ring! They

will fail miserably without even realizing what had struck them! That is why I emphasize highly on equipping oneself with a strong, rock-solid mindset prior to commencing your Internet Marketing/Online Business journey. I have two chapters solely on Mindset which takes up 20% of the book - a double dose of success potion just for you!

We then move on to cover some **exciting business models** that will help you to decide which type of business you prefer or which would suit you the most. Different people have different interests in different things. Some may like to sell existing products, others might be motivated to create their own merchandise while the rest may like to educate people with their membership sites. It is entirely up to you to decide. This is followed by a chapter on **how to discover highly-lucrative niches** that will make your online business cashing with money non-stop. The book is great in terms of the content flow as we move from equipping yourself with a strong mindset to deciding what business model to embark on, followed by identifying a lucrative niche for your online business. I will then take you on a **comprehensive strategic planning** stage whereby you will learn some marketing strategies, effective web design, the all-important SWOT analysis, how to model other successful Internet Marketing/Online Business People and some advanced web development as well. The book will provide some **marvelous action plans** for you to lock in your success as you reach the middle of the book.

We will learn more about Search Engine Optimization or SEO - what Google likes, and other advanced SEO techniques in which you can use to your advantage. This is followed by a whole chapter on selling as I feel that you will never be a good Internet Marketer unless you know how to sell and **sell your way to success**. I will teach you how! Then, we will touch more on NLP in Internet Marketing/Online Business. There are some **very powerful secrets on what NLP can do to your Internet Marketing/Online Business** which I will reveal in this book. Dive into the book and find out for yourself! In this book, I have dedicated an entire chapter talking about **the power of social media** in Internet Marketing/Online Business. In this chapter, you will discover various marketing techniques that people have been using in social media services like Facebook, Twitter and LinkedIn. I have also included two latest additions to the social media family which is growing so quickly to a point of overtaking the 3 giants in social media. Again, you have to dig in to find out.

I end the book with a closing chapter of even **more money 'ka-ching-ing' marketing techniques** that you can use to boost your online success. Some of which you may not have heard of prior to this. I have added some **important steps in the techniques** so that you can follow and use in your online business endeavor rather than just reading and knowing without learning to apply practically. This is what I truly emphasize in both of my books. I want the people who read my book to not only have head knowledge but able to use the

information I have provided by applying it practically in their online business thus achieving success. I don't want my book to be a NATO book: NO ACTION, TALK ONLY! ***Only actions will give birth to results!*** Without action, all these words will amount to nothing. Finally, I'm taking this opportunity to congratulate you on taking your first action in getting this manual to guide you to your Internet Millionaire Mindset 2 - Digital Empire Millionaire. I'll see you later in the book!

1

Internet Marketing - Mindset I
: The Essential Success Ingredients



Understand What It Takes



Internet Marketing entails the promotion and selling of products or services over the Internet. Because of the sheer volume of people using the Internet nowadays, that is, around 1.8 billion worldwide, opportunities for doing Online Business are virtually limitless. News and publicity about Internet gurus and some ordinary people who earn up to seven-figure monthly incomes with rich-and-famous lifestyles have got many people excited and have made them want to get involved in this business too. Little do they know that Internet Marketing/Online Business is not as simple and easy as the Internet Gurus make it out to be.

Why is that so? We can see that more and more people are embarking on Internet Marketing/Online Business recently, hoping to make a quick buck. However, most of them resort to giving up after a few months when they cannot see actual or sustainable money being made.

You may ask, "Why do they fail?" or "How come some of them are so successful but yet many cannot make it past the first hurdle?"



The answer lies in the Mindset of the Internet Marketers themselves. Most people start their Online Business with a Mindset that they are just trying it out. With this uncertain Mindset, they are bound to give up when they face difficulties. This is mainly because they are not committed to what they are doing. People with committed hearts will do whatever it takes to succeed. They may face failure the first time, second time or even up to the tenth time. The point is that they never give up. This is the mentality that one must have: if I fail this time, I will be a step ahead when I try again as I have learnt something from my previous venture.

With this never-give-up attitude, one will always try to find a solution for whatever problem one is facing. For example, Thomas Edison, the inventor of the electric light bulb, failed over a thousand times before he finally succeeded. If he had given up after only a few attempts because of failure, I think the world would still be using candles or oil lamps to light up their homes. The moral here is that when you start your Online Business, never give up so easily. Understand what it takes to be successful.

Most of the successful Internet Marketers worked hard at the beginning of their career and have usually met

failure more than once. One Internet Guru that I know had dedicated four hours daily after his day job to study and research how to make his Online Business better than anyone else's! Every day, he would come back from work, have dinner, fulfill his family commitments and then start working on his laptop. He did this from 11:00 p.m. to 3:00 a.m. every day at that time.

I guess he must have made tons of mistakes and met with lots of failure in the process before he actually saw money being generated from his Online Business. With his credit card debts and monthly commitments mounting, he had created a hunger within - a hunger for success.

That hunger was so great and intense that no obstacles could stop him from moving forward. That motivation and burning desire to have a better life for his family and himself kept him going for a period of five years before he finally won success. So you can see that setting up an Online Business is not a one-or-two-day affair. Do not expect to see success overnight.

Master Your Mind



Master your mind or your mind will master you. What does this actually mean? Well, almost 95% of people in this world let their minds control what they do every day. They are like slaves to their own thinking and beliefs. Many of the not-so-well-off people have been influenced at a young age predominantly by their parents to think that studying hard and earning a degree in their studies is the key to a well-paid job and secure future. Little do they know that they have set a trap for themselves, which is the rat-race trap of society! After they are trapped inside this ever-revolving, working-for-somebody cycle, it is very hard for them to come out of the cycle as there will be lots of issues in their enslaved minds such as, "if I start doing Internet Marketing/Online Business, will the income be able to sustain my current living expenses?", "What if I fail and lose a lot of money?", "I won't be able to compete with all the existing big guns anyway?", or even "I haven't got the expertise to start such an unstable business." The questions may go on forever. All these limiting thinking will go on to prove that you are the slave of your own mind!

So why don't we snap ourselves out from this limited thinking pattern and wake up to a whole new set of beliefs and possibilities? As the old saying goes, 'what we think is what we become'. Just imagine if the late Steve Jobs thought like the 95% of us, well, we may not be using any iPhones or iPads today. In the same way, I will not be using Bill Gates' product to write this book and will still be using a manual typewriter instead. You may not have heard of any Warren Buffett, let alone be reading about his remarkable billionaire life journey as a stock trader in his memoir. If college dropouts like Bill

Gates can start a mega billion empire in the name of Microsoft, why do we think it is impossible for most of us who are better educated than Mr. Gates, to do the same thing or even better things? The secret lies in our own minds. If we believe we are capable of achieving great things in our lives, we will inevitably send a signal to our mind, telling it to do what we want and be a slave to us instead of the other way round. The mind then, upon receiving orders from the master - which is us - will start to form positive mental pictures, which lead to the urge to generate valuable ideas, goals, plans and actions. These chain reactions will cause a positive physiological vibration in the form of taking non-stop actions, a strong willpower to face any failures and a higher intellect to solve any problems that we might encounter until success becomes a reality to us.

As we can see from above, when we take control of our minds, all things become possible. We are basically allowing our minds to function in the most positive and optimum way and this will let us achieve things that we never believed was possible before. Let us look at how powerful our minds really can be. There was once a test carried out in a hospital on the effect of the patient's belief system to their healing speed. A group of high fever patients were informed that they were given a strong medicine that will cure them in just a few hours. Little do they know the super medicine they took was in fact just sugar pills. Another group of patient was given actual, normal fever-relieving medicines. The result shown was astonishing. Patients who were told that they were having miracle pills in fact recovered from their fever faster than those having the actual fever-relieving

medicine. This shows that when a patient was actually made to believe that they are taking super medicines, their own positive self-belief will actually boost their body immune system and thus recover speedily.

The example above really gives a wake-up call for us to start mastering our own minds and take control of our lives in the direction we wish to go. So why not let this Internet Marketing/Online Business journey be a fruitful one and always believe that you can do it!

NLP in Internet Marketing

People would always say, "Be Positive," as advice for starting a business. Well, today I am going to teach you a really powerful technique to succeed in business. It can change your Mindset from the most negative ever imagined to a perfectly positive one which will spur you on to achieve greatness. Have you heard of Neuro-Linguistic Programming or "NLP"? NLP is the study and modelling of best human behaviour. In layman terms, it means observing the behaviour of people with excellent qualities or results in order to mimic them. In this way, our inner resources are realigned and we are thus able to produce the same results as these people did.

The most basic requirement for success in Internet Marketing/Online Business is to have a brilliant idea. As the old saying goes, "Ideas make money." So the question is, how do I come up with good ideas? Can creativity be learnt? Here is how you can tap into creativity using NLP. We have to relax ourselves to the point where our

mind is in 'alpha state'. The alpha state of consciousness allows us to tap into our amazing capabilities including creativity.



Every Internet Marketer would love to know how 21-year-old college student, Alex Tew, got his Million Dollar Homepage idea. This boy made history by selling his 1 million pixels at \$1 each in a website he created. And yes, he got his idea when he was lying on his bed relaxing well into the night on one warm, summer evening in August 2005. Relaxing and controlling your breathing pattern can help to bring the best out of you!

Most Internet Marketers will experience a feeling of having lost all hope when they do not see any money coming in despite the amount of work they continue to put in. All these are only in the mind. When people have worked hard for something but do not see any visible results they tend to have a negative perception of what they are doing. If this is not corrected immediately, it will lead to failure. Well, this negative habit can be changed by using NLP.

First, we need to identify the problem that we are facing. For example, it could be the feeling of drowning because we have lost hope. Then, we assess the trigger for this

feeling. It could be the realization that our finances are low or that we are running out of money. We then have to stop thinking about this negative trigger and rather, focus on what we want to achieve instead. For example, to be a successful Online Business person who enjoys financial freedom. We now use the “Swish Pattern” to make the transition from the negative trigger to the desired state. With this method, we can get rid of our negative unconscious state and replace it with a desirable one.



NLP persuasion skill is a very powerful technique that involves the profiling of prospects and creation of responses that cater to the individual's personality. With this personality profile, we can generate persuasion patterns that are targeted to specific prospects which will lead to a higher conversion rate. Utilizing this technique in your e-mailing list is extremely effective because your targeted prospects will be educated frequently by your emails. As this continue, their willingness to trust and buy your products will grow even more.