

**Ewen Chia's**

**UNDERGROUND  
INTERVIEWS**

**An Exclusive Underground  
Interview With  
**Larry Dotson****



Ewen Chia



Larry Dotson

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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 Larry Dotson:

**Ewen:** *Hey Larry, it's great to have you with us here, thanks for sharing your knowledge with our readers, can you tell us a little about yourself and your businesses?*

**Larry:** I've always been interested in computers but before my Internet career I worked at a restaurant and did some light factory work. It wasn't too fun or rewarding but it paid the bills at the time.

I first began marketing on the Internet back in *December of 1996*. Since then I've authored and co-authored *over 40 e-books/products* and *150 articles* on business-related subjects that have been published in countless e-zines and web sites.

My main web site is <http://www.ldpublishing.com> It's mainly an opt-in and content site now.

My new product is called "[Instant Private Label Publisher](#)". But I'm only selling 500 copies of this package. Hopefully, there will be some left by the time you read this. As you may know, Private Label Content is one of the hottest selling products right now! [You can check it out here.](#)

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

**Larry:** Well, I've had many small and big breakthroughs at the beginning. One of my biggest breakthroughs was when I read Joe Vitale's ebooks, Hypnotic Writing and Advanced Hypnotic Writing. After reading them, it made me want to learn more about hypnosis and how to apply it to advertising and marketing.

So, I read and studied a ton of books on hypnosis and related subjects. But I still didn't know exactly what I was going to do with my freshly-stored knowledge. After reading the ebooks and other copywriting articles, I got an idea... It would be cool to create a product that combined copywriting tools with a sprinkle of hypnosis.

I wrote an ebook called "**The Hypnotic Swipe File**". The term "swipe file" was coined by copywriters who collected sales generating words and phrases throughout their careers to use in their own sales letters.

I first thought of selling it myself. But I kept feeling like I was stepping on Joe's shoes a little, because he was the only author I knew of who was known for the famous "hypnotic" business titles. So it hit me... I'll ask Joe to take a look at the swipe file, and maybe he'd like to co-author the book with me. He said yes.

I knew that Joe's series of "hypnotic" e-books was already branded and famous. When you think of hypnotic writing, copywriting, and marketing, you think of Joe Vitale, 'The World's First Hypnotic Writer and Marketer'. That first book was

eventually titled "The Hypnotic Writer's Swipe File" And the rest is history. Since that first ebook, Joe and I have co-authored 7 more hypnotic business ebooks.

**Ewen: *Wow...so in your opinion, what are the real 'secrets' to becoming wildly successful online?***

**Larry:** *Networking and building business relationships.*

Over the course of your business life you'll come in contact with a number of other business people. They could be marketers, business services, suppliers, customers, etc.

These people are important to your business in more ways than one. If you hired them or they bought your product or service, you can also gain their business knowledge, experience, ideas, and advice. How do you do this? Stay Connected! Network! Networking is when two or more different businesses stay in contact on a regular basis to build and improve each others business.

Consider all the benefits you'll gain from talking to other business people:

- Knowledge or information that you didn't have before
- Advice on how to solve a current business problem
- Leads to a new business project or opportunity
- Joint ventures and cross promotion deals
- Learn important skills that you didn't have before
- Constructive criticism that improved your business
- Brainstorming that sparks a profitable business idea
- Encouraging and motivational statements

There are many ways to meet business people. Join business clubs and associations. Participate in on-line business-related forums, e-mail discussion groups and chat rooms. Go to business expos, seminars and trade shows. Use your creativity to come up with even more ideas.

Networking is a surefire way to build a successful business. I have used it countless times and will continue too. I have also met a lot of business people online and offline who are now some of my closest friends.

**Ewen: *Very true Larry...which internet business model would you recommend for maximum success?***

**Larry:** The **Information Product Model.**

Of course, this business model could be divided up into a ton of niche modals.

You can write an info-product or content, have someone else write it or get permission to use someone else's information. It's one of the most versatile products you can create and market.

Here are a few ideas:

- Sell the information.
- Sell the resell rights.

- Sell the branding rights.
- Sell the master resell rights.
- Sell the private label rights.
- Give it away (with ads)
- Allow others to give it away.
- Publish it on your site. (Adsense)
- Publish it in your e-zine.
- Etc.

These are only a few ideas, the income streams from information and content are absolutely endless.

If you need some content, my new product is called "[Instant Private Label Publisher](#)". But I'm only selling **500** copies of this package. As you may know, Private Label Content is one of the hottest selling products right now! You can check it out on [this page](#).

**Ewen: Excellent, well guys go grab that package <grin>. Can you tell us which 3 'skills' are most important to an Internet Marketer?**

**Larry:** I would say the "3R's" like most of us learned in school...

**(R)EADING** - You should always be feeding your brain new, profitable information. Never assume the marketing strategies you're successfully using now are going to work a year from now. It's fast, always-changing Internet world.

**W(R)ITING** - You should do a little writing to keep your name out there. It could be articles, reports, ebooks, etc. If you don't want to write you could use online audio or hire a ghost writer to write for you. People buy quicker from recognizable or brand names.

**A(R)ITHMATIC** - You should keep track of the numbers. You want to test all your marketing strategies, sales materials and advertising. For example, you don't want to buy expensive advertising with an ad that doesn't pull enough sales to make a profit.

**Ewen: Well said! Now what's the fastest way to get targeted traffic for free or on a shoestring budget?**

**Larry:** This is an easy question. It would have to be teaming-up with other marketers to do joint ventures.

A joint venture is when two or more businesses join together to work on a project for a set period of time. Doing joint ventures with other businesses can increase your chances of beating your competition, increasing your sales and increasing your profits quickly.

Here is a small list of some of the types of joint ventures I've done in the past:

- Co-authoring ebooks and other info-products
- Contributing to free giveaways and fire sales
- Promoting other's affiliate products and opt-lists

You can find businesses to joint venture with online or offline. I try to find businesses that have the same target audience, but are not direct competition with my business niche.

Once you find a business simply e-mail them your proposal. Tell the business owner the benefits of the joint venture. Explain to him or her why it would be a win/win situation for both of your businesses. Give them a lot of compliments about their business, Web site, products and services. Using all three methods above will greater your chance of constructing a profitable joint venture.

**Ewen: *Great stuff, I agree with you totally Larry. So what's the most critical factor for long-term business survival and success?***

**Larry:** I could say "building your list" but I'm going to say "*adapting*".

The Internet marketing world keeps changing at a lightening fast pace. New technology and laws are being created all the time.

If you want long term success you need to adapt to these changes or won't matter how big your list is. You may not be able to use it successfully in the future without staying updated with new technology and laws.

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

Yes :) Let's lighten up things a little bit. Here is a free ebook called "**You Might Be Addicted To Internet Marketing If...**" It's a funny ebook about the humorous side of marketing your business on the Internet. It will have you rolling on the floor laughing...lol

Go here, it's free:

<http://www.ldpublishing.com/imfree.html>

**Ewen: *Perfect 😊. Well thanks again my friend, you shared excellent stuff with us here, appreciated!***

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Thanks for reading!

To Your Incredible Success,

*Ewen Chia*

CEO, UndergroundInterviews.com

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