

**Ewen Chia's**

**UNDERGROUND  
INTERVIEWS**

**An Exclusive Underground  
Interview With  
**Graham Hamer****



Ewen Chia



Graham Hamer

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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 is 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:**

- [Striking It Rich Online](#)
- [Web Advertising Secrets](#)
- [Mini eBook Secrets](#)
- [Resale Rights Secrets](#)
- [Website Conversion Secrets](#)
- [Stuff Your Inbox With Cash](#)
- [Underground Sales Letters](#)
- [Become An Expert In 30 Days!](#)
- [7 Days To Profits](#)
- [Power Affiliate Marketing](#)
- [Unlock Your Empire](#)
- [Midas Touch Marketing](#)

You can also find more information on Ewen at [www.EwenChia.com](http://www.EwenChia.com).

# Underground Interview With Graham Hamer:

**Ewen:** *Hi Graham, thanks for doing this interview for our readers, can you tell us a little about yourself and your businesses?*

**Graham:** Sure, my name's Graham Hamer. I'm a 50-something-year-old Brit, and I want to be an internet superhero when I grow up!

I spend 7-8 months each year with my PC on The Isle of Man which, if you have a large-scale military map of the UK, plus a powerful magnifying glass, you'll find in the Irish Sea between Scotland and Ireland. The rest of the year, I spend in France, with my wife and my other PC! The Isle of Man is a low-tax area. France is NOT (say no more!)

Actually there's also a sub-plot to spending most of the year on The Isle of Man... My mother lives there; she is 91 years old and needs a bit of support in her twilight years. I don't believe that we owe a duty of care to our parents by default, but if you've had loving parents, then it doesn't do any harm to pay back with a bit of love when necessary.

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

**Graham:** My "big break" came when I set up [Profit-Plan](#) in 2002, but you've got to understand that "big breaks" don't just "happen". They are worked-for and hard-earned.

Let me explain... I started planning and constructing [Profit-Plan](#) in mid 2002 (it actually launched in late January 2003). But before I could construct the site, I had to learn how to write HTML pages, and I began that process in 2001. (I still write my pages "by hand" in raw text. I just feel it gives me more "control" over how the page looks.)

So a journey that appears to have begun in January 2003 with the launch of Profit-Plan actually began in 2001 when I picked up a book about HTML code.

Profit-Plan was an instant hit, not least because the headline read... "*Make a profit today, or your money back today*" (which I guess shows the power of a great headline). You can see from the ClickBank stats below how the site earned me almost \$20,000 in just the first four months:

<b>2003-02-01</b>	<b>\$329.46</b>
<b>2003-02-16</b>	<b>\$364.14</b>
<b>2003-03-01</b>	<b>\$1586.61</b>
<b>2003-03-16</b>	<b>\$2531.64</b>
<b>2003-04-01</b>	<b>\$2479.62</b>
<b>2003-04-16</b>	<b>\$2323.56</b>
<b>2003-05-01</b>	<b>\$3220.77</b>
<b>2003-05-16</b>	<b>\$3207.90</b>
<b>2003-06-01</b>	<b>\$3190.56</b>

And you know what? ... though I've added more and more benefits to [Profit-Plan](#), the program remains essentially the same now as it was in 2003. It has also been in ClickBank's "Top 20" websites almost without fail for that whole period. Only one other website can make that claim.

I believe the secret of its success is a well-written sales pitch (I have to thank Ian Herculson for the idea), and the fact that I deliver a whole load more than I promise. All my members get extra bonuses worth \$'000s, which I don't make mention of on the web page. It means that I have one of the lowest refund rates at ClickBank, and that keeps everybody happy.

**Ewen:** *In your opinion, what are the real 'secrets' to becoming wildly successful online?*

**Graham:** I'm known for being a bit outspoken at times (when you get to be an ancient old warrior like me, you've already earned the right!!). One of the subjects on which I hold a somewhat 'firm' view, is when I'm asked "What are the real 'secrets' to becoming wildly successful online?", because I believe you can be wildly successful and fail catastrophically, or you can be wildly successful and go on to even better things.

Let me explain with two examples of three people who, coincidentally, all come from the same country - Singapore...

In March 2003, I was approached by a certain Joe Kumar who was putting together an eBook of answers from known Internet Marketers to questions he had posed. The concept was excellent and, thanks to the unpaid input of about 30 people like myself, Kumar had a raving success on his hands.

In October 2003 (just seven short months later) Kumar had insulted just about every major player, had accused honest people of fraud, had committed fraud himself, had started a very public brawl with another marketer..... in fact, he simply pressed a self-destruct button and ended up running away from his own self-inflicted demise (last known hiding place - India)

He may have earned \$100,000+ during his time on-line, but the guy is now completely washed-up. At the age of about 19, he is a total has-been, and will never again have the chance to build a future like he had in 2003... He blew it.

So there's an example of someone who was wildly successful and failed catastrophically.

On the other hand, if you look at the careers of Jo Han Mok and Ewen Chia, you'll see two very bright young men who have worked and worked, and have built themselves into long-term internet success stories by their own efforts and integrity.

These guys are in it for the long-haul and they give added value to all their subscribers (I know, because I am one!). So these are examples of people who are wildly successful and will go on to even better things.

Why? THEY GIVE VALUE.

Kumar only had one product which he hadn't even written himself. He sold and resold (and re-resold) the "exclusive rights" to as many people as he could get to part with their

money. He did not give any extra value. He screwed what he could, from as many people as he could, in the shortest time possible.

Ewen and Jo Han ALWAYS give extra value. You think you're buying an eBook; you get a free inflatable Barbie Doll to go with it! You think you're buying a series of reports; you get a year's supply of popcorn to go with it. Okay – I'm kidding, but you get my point... these guys ALWAYS give more than you thought you were getting.

End result? – A stable, growing, long-term business.

So, what are the real 'secrets' to becoming wildly successful online? – Simple... "Give first, to show your worth". Then people will grow to trust you, and buy from you.

**Ewen:** *Thanks Graham ☺ now which internet business model would you recommend for maximum success?*

**Graham:** The internet model which I believe ultimately gives maximum success is the "subscriptions" model.

One-off sales (like Profit-Plan) are fine and can provide a certain level of income for a while, but ALL programs have a limited shelf-life and the law of diminishing returns applies even to the best of them.

However, using a model which provides for a small, but regular payment from all participants can create a more stable long-term income.

The best example I can give is my own e-Book, [TheTrafficJam Formula](#), which I first released (for \$34.95) in September 2002. As an ebook, it was reasonably successful though, after affiliate commissions, I earned only \$19.95 per sale.

In April 2004, I re-released TheTrafficJam Formula as a fully-rebrandable web-based ebook. Resellers are free to charge what they want (within certain reasonable parameters) for the resell rights but, as creator, and for setting it all up, for providing marketing support, for providing resellers with the means to rebrand and resell, and to host their (ready-made) sales site on my dedicated server, I charge a miserly \$15 per quarter (\$5 per month)

The reseller gets to keep the whole amount for making the sale, and I get to keep my \$5 a month... Not much is it? ... Or is it?

I have over 700 resellers on two different products, and these bring me \$3,500 every month. If I add to that my own sales, my income from these two programs totals about \$4,500 per month, for very little effort on my behalf. I would have had to have sold over 200 copies of the original [TrafficJam Formula](#) every month to make an equivalent amount.

So, while \$5 a month is NOT very much to charge people for the rights to resell the product, by having a reasonable number of resellers, I can still earn a respectable "hands-free" income.

This model (100% resale income to the seller and a small quarterly payment to the owner) is, in my view, a way to please all parties. Resellers get to decide their own sale price, and keep all their earnings, and owners get a reasonable return for their efforts.

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

**Graham:** The three most useful 'skills' an Internet Marketer must have are, in my view:

1. *The ability to communicate clearly*
2. *The determination to keep going through the bad times*
3. *The ability to build your own web pages*

**The ability to communicate clearly** is never more obvious than in some of the emails I receive. Some are diabolical to the extent of being incomprehensible.

Look, I know we didn't all get 'A' grades in High School English, but it's no good kidding you; if you can't communicate clearly, you must settle for the fact that you will probably never have your own product, because the Internet is all about communication – and very little else.

So at least be honest with yourself. If your communication skills are below par, settle for selling other people's products (like TheTrafficJam Formula that I just mentioned). Otherwise, you are going to become frustrated and give up.

And, before you tell me that English isn't your first language, let me tell you that the finest copywriter on the planet right at the moment is a Singaporean called Jo Han Mok, whose writing skills are legendary. Jo Han could communicate with a Martian and make himself understood (in fact he would probably sell him a plot of land on Mars!!)

Communication is about a lot more than grammar and structure (though they're important). It's about feelings and emotions and fire in your belly, and passing that enthusiasm on to others.

**The determination to keep going through the bad times** is also vitally important. You think successful marketers haven't suffered bad times? I'll bet you there isn't one single success story that doesn't have a battle of some sort in the past (or even in the present).

Even now, as I write this, I am actually on vacation and trying to get to grips with two web sites that have gone down for whatever reason, one site that is doing strange things, one program that is dumping hundreds of emails a day on my customers, a programmer who can't be contacted and an internet connection that only works when it's a full moon.

Go to work on the beach? ---- BULL!

What shall I do about it? ... I'll work through each problem, one at a time, until everything's working okay again (and then I'll probably be faced with a whole new set of problems!!)

Don't think you're the only person in the world with a problem. In fact, think about the poor people in Africa who are starving or dying of AIDS through no fault of their own. Think about the innocent Iraqis who are being murdered by their "fellow Muslims". Think about the prisoners of conscience who may never see the light of day again, simply because they refused to acknowledge their country's current dictator.

You see what I mean? What relevance are my problems to you or anyone else? Just get on with it and get it sorted. Stop bitching and feeling sorry for yourself – move on and make tomorrow a better day.

**The ability to build your own web pages** rates high on my list of indispensable assets. I have a programmer to write all sorts of complicated scripts for me, but the actual web pages are all written by me in simple text format.

No, you don't need to learn basic HTML to build a web page. There are plenty of programs out there that will help you do it in WYSIWYG format (What You See Is What You Get). But if you are relying on others to construct (then update) your web pages, your business has slipped out of your control because you will be forever at their mercy.

So get to grips with it. I promise you, it's nowhere near as tough as you might think.

**Ewen:** *What's the fastest way to get targeted traffic for free or on a shoestring budget?*

**Graham:** Gosh, I could write a book on that. Oh yes, that's right - I DID write a book on it.

[TheTrafficJam Formula](#) has outsold (and surpassed) all other web traffic books including the gentleman with the Porsche and the big house! That's because it is ALWAYS up-to-date and ALWAYS full of fresh ideas. You can [read it for free here](#). Then, if you want to become a [reseller](#), you can do so here.

**Ewen:** *What's the most critical factor for long-term business survival and success?*

**Graham:** The most critical factor for long-term business survival and success is to **have a goal and the vision to persevere until you reach that goal** (which you never will, because you will increase and improve your target as you get near to it)

If you just want to make a few sales on the Net for pocket money, that's fine, but at least tell yourself that you need \$xxx per week/month and that you're prepared to commit xxx hours a day to achieve that result.

If you float around like jellyfish or, worse still, dart from one program to another like a demented wombat, you are NOT going to achieve anything (except an empty bank account). So focus on what needs to be done to reach the target.

If you want the Net to become a full-time living for you, then you need to be even more certain about your goals and how you intend to reach them.

Think of it this way... you own a large ocean-going cruiser. You tell the captain, "I want to go somewhere nice." The captain takes you to Rio. You say, "But I didn't want to go here. I wanted somewhere they speak English." So he takes you to Barbados. You say, "But it's too hot here, I don't like it too hot." So he takes you to Newfoundland and you say, "It's boring here." etc, etc.

If you want to get to the right place in the shortest possible time, tell your captain EXACTLY where to take you... "Hey, Captain, take me to New York, please". There's no ambiguity there!

Your subconscious is like that. The more clearly you define your goals, and the more often you remind yourself of those goals, the more chance you're going to get where you want to be with the shortest possible delay.

And if you hit a storm on the way, just wait till the weather settles down, and reset your course for that precise destination again.

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

**Graham:** Apart from TheTrafficJam Formula which you can [access for free here](#), you might also like to take advantage of a very special offer of a [free eBusiness Encyclopedia](#) which is available here.

If ever there was a case of "give first to prove your worth", these two gifts will prove the point. Their value is almost beyond calculation for those who study and take them seriously.

In addition, having had my arm severely twisted by Ewen, I'm willing to reduce my subscription to Bull-Free-Zone.com to a very meagre \$5 per month.

The normal web page for Bull-Free-Zone can be viewed here: <http://www.bull-free-zone.com> so you can see what it's all about. Then, if you would like to subscribe at this *ridiculously low rate* (it's normally \$15 per month) you can go direct to <http://www.bull-free-zone.com/TP.html> and do yourself the favour of a lifetime!

You can also subscribe to my renowned "**a-to-z newsletter**" at no cost. This benefit alone has turned internet failures into success stories almost overnight. The "a-to-z newsletter" is available from: <http://www.a-to-zinternet.com>

Good luck with your Internet Business!

**Ewen:** *Thanks again Graham, we really appreciate everything you've shared with us here! Guys, apart from the various resources mentioned in this interview, you can also find Graham's other websites here:*

[AffiliateDoublor.com](#)  
[Go-Ahead-Mailing.com](#)

Thanks for reading!

To Your Incredible Success,

*Ewen Chia*

CEO, UndergroundInterviews.com

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