

# *Fione Tan Reveals* How to Start a **Million Dollar** Internet Business Mini eBook

2009  
Edition



**Fione Tan, eOneNet.com CEO**  
**Internet Marketing Coach with 8 Figure Sales / year**  
**Interviewed by CNBC, Bloomberg, Channel NewsAsia**

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**[www.eOneNet.com](http://www.eOneNet.com)**

## **FIONE TAN'S SECRETS**

### **How To Start A Million Dollar Internet Business**

By Fione Tan, eOneNet.com CEO

Achieved 8-Figure Sales Per Year

Interviewed by CNBC, Bloomberg, Channel NewsAsia etc

Ranked Top Internet Marketing Coach in search engines

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**\* Only Available in Full Version Download free at**  
<http://www.eonenet.com/eoneclub/intro.htm>

## **Chapter 1 How did I get started on the Internet?**

Have you always dreamed of being your own boss? Love to be able to travel the world on business class, enjoy holidays in exotic locations or simply wished you can spend more time with your loved ones? Guess what? More and more people are enjoying their dream lifestyle after succeeding in their online business. Have you started yours?

Before I proceed to share with you the secrets of my multi-million dollar internet business, eOneNet.com, I want to assure you that when I started off in 2000, I was not in a better situation than you may be now.

After graduating from USA with double majors in Management and Marketing, I joined a public-listed financial services company as a Marketing Executive. After working for two and a half years, I woke up one morning and just didn't want to go to the Office. Only then did I realise that I was in a dilemma, where I was in a safe and stable job, but in reality I HATED MY JOB!

It was choosing between a stable paying job versus chasing after my dreams of starting a business on the Internet. I took the plunge by quitting my job and decided to start a dotcom company called eOneNet.com.

With just 4 pages of A4 business plan, I managed to entice investors to fork out US\$26,000 into my pet Internet project. These shareholders were just new acquaintances I met in seminars, with no "special" connections and I didn't have any strings to pull.

Over the years, the company has grown tremendously and now has offices regionally in Malaysia, Singapore and Hong Kong and growing from strength to strength, despite the global financial crisis.

Apart from being able to buy luxurious properties in Malaysia, and Hong Kong, I also get to enjoy great vacations such as hot springs spa in Tokyo, skiing in Seoul, and staying at the exclusive resorts such as The Marriotts and Ritz Carltons. As a matter of fact, I've just finished the "Spa on the Rocks" private villa ocean spa therapy this morning at the Ritz Carlton Bali Resort. Writing this exclusive ebook, I'm now enjoying the ocean view club lounge here in Ritz Carlton Bali and hopefully, you too will be able to enjoy your dream vacation in 60 days after reading this ebook.

## Chapter 2 Why Internet Business?

There are many ways you can create wealth, such as investing in stocks, purchasing properties, starting a conventional business, buying a franchise, and more. However, why would you consider an Internet Business versus other ways of making money?

Each person would have different reasons for starting their online business, but what would be yours? Check out the BENEFITS of an Internet Business below, Fill in your name and then Tick the applicable answers below.

I, \_\_\_\_\_ want to start an Internet Business because

- It has a low start up costs
- It is a worldwide business
- It is a growing trend for the coming years, despite financial crisis
- I can start a website business even from home, without renting an office or physical store
- I can start this business immediately
- I can start a website business part-time even while I'm working full-time or running another business
- I can earn US\$, Euros, RMB and more
- I can work from anywhere
- I can work anytime and have more time control
- I can make money even when I'm sleeping, travelling, shopping and enjoying a SPA
- I can be competitive with companies that are bigger than me
- I do not need to get additional paper certification to start this business
- I do not need to report to another boss
- I do not need to meet "tough" customers in person
- I do not need to hire any additional staff
- I do not need to pay high rental, and suffer long hours in the office or store
- If I do not start an Internet Business, my competitors will
- I can spend more time with my loved ones
- I can start realising my "dream" passion and venture into other areas of interest
- This is one of the easiest and achievable way for me to create wealth
- Any others (write it here) \_\_\_\_\_

## Chapter 3 Make Money Online Business Models

Now that you've got it clear as to the unequal benefits the Internet Business can bring to you, let's get started to learn how you can make money online NOW!

There are many entrepreneurs and business owners making money online. However, 80% of people who attended our Internet marketing seminars (whether in Hong Kong, Malaysia or Singapore) don't know what to sell.

### Research the demand first

Most people decided what to sell and then source for the products, and then do try to do Internet marketing but with no results. This is the wrong way to start! The correct way is to research on the demand, i.e. how many people are searching for your proposed ideas or products first. Only if there are sufficient demand, e.g. more than one million searches per month, should we consider selling this product.

**Tips #1 Do research to check the no. of searches in Google and Yahoo, and the hot selling products in eBay**

Here are three main business models for your website.

### 1. Sell Physical Products – B2C and B2B

This is very similar to starting a retail outlet, but faster and with little costs. If you are currently having goods or merchandise on your hands, then you can just put these physical items for sale on your own website.

Physical products can be obtained from:-

- a. Manufacturers
- b. Wholesalers
- c. Suppliers
- d. Retailers
- e. Made by yourself

What needs to be done is to take nice photos of your products and come up with the item descriptions as the customers will not be able to touch nor try on your products prior to purchasing from you. Common items descriptions include

- a. Product name (any specific brands)
- b. Materials used to make this product
- c. Number of units included
- d. Size (in common US or UK sizes)
- e. Weight
- f. Length
- g. Colours available (with photos for each colour)
- h. Clear picture of the product
- i. Price in US\$
- j. Delivery costs per unit or per order

Do you need to buy the inventory of the products before selling this on the Internet? Not really! All you need are the product photos and information. After you receive the order, then you can make the order from your partner or supplier.

**Here are the products I researched with high demand**

(Fill up the information below after doing the research)

Products Type	Google Search No	Yahoo Search No	eBay Popularity Yes / No

**Successful case study – [www.2Sars.com](http://www.2Sars.com)**

This is one of the many making money websites of eOneNet.com, and a good example of website selling physical products worldwide even without having any stocks. Look at the screen shot below and you can see that this is a website created by us during the SARS outbreak period and the product being sold is the N95 model masks from the USA.

When there was the SARS outbreak back in 2002 / 03, there was a surge in the demand for protective face masks and WHO (World Health Organization) recommended the model N95 masks, which became the most popular SARS mask. Looking at the trend and high demand, we immediately sourced for N95 masks and negotiated for the prices.

We purchased one box of the N95 masks to check out the packaging, and snap photos to be used on our website. Yes, there were alternative cheaper versions of such masks but rather than concentrate on the cheaper brands, we decided to sell quality items, which health conscious customers would demand.

Rather than sell piece by piece, our minimum order was one box containing 20 pieces. Our profit margins were above 100% per box and we even charged the delivery for each box for delivery to other countries.

After putting the product information into the website, we linked in to the online credit card order form for payment in US\$ and started to market via the popular search engines. At that time, we have already mastered the techniques of getting top rankings in search engines for free.

It took us less than two weeks to get top rankings in Google and Yahoo for N95 related keywords. Results? We started getting orders from Japan, Taiwan and USA!

The best part is we don't have to purchase and keep stocks. When we received the clients' orders and payment (immediate via credit card online), then we will use a partial amount of the funds received to purchase the products from our suppliers for wrapping and delivery to the clients worldwide. This means that with Internet business, we can make money online without having to pay for excessive stocks on hand.

So we can save money by not having inventory nor warehousing costs. Moreover, it is very easy for us to switch to new products or alternative products using little turnaround time.

**Tips #2 Do NOT purchase stocks especially you are new to the Internet business so as to reduce costs and risks**

After the SARS epidemic ended, what could we do to this current website? Well, there is very little maintenance costs (just hosting and domain name fees of about US\$100 per year in total). However, we soon found a new way to boost the sale of this product.

One of the recent disease epidemic was a "flu" - it's the Bird Flu (also known as Avian flu). Therefore initially the website was selling SARS masks and now we positioned it as selling Bird Flu Mask. SAME product, SAME website, but NEW ORDERS!

**Tips #3 Don't just sell the products. Sell the benefits of the products, or what problems your products can solve.**

One of our biggest orders for the bird flu masks was a Corporate Purchaser from USA. First order was for 25 boxes (with delivery, this was already over US\$1,000) and subsequently after being satisfied with our service level and products, they engaged us into becoming their corporate supplier. This was an multi-national company with offices worldwide (each subsidiary requiring from hundreds of BOXES of masks).

Initially this website was geared towards selling B2C (business to consumers, with small no. of quantities), and now it has expanded into selling B2B (business to business, selling in bulk quantities).

The interesting points about this case study are that:-

- a. We didn't even have the physical products to start with
- b. We were not even the manufacturer or distributors in the market
- c. Customers were ordering from the USA where the product is made in USA, but we are based in Asia. Plus customers paid the delivery fees!

Up until today, this product is selling by itself on the Internet as we have secured free top rankings in the search engines for related keywords.

### **Frequently Asked Questions about Selling Physical Products**

#### **1. How do I send the products to the customers?**

- You can use the regular post office services for the delivery and the turnaround time from Asia to USA ranges from 14 to 21 days or less.
- If you sell expensive items, then you can choose to use courier companies like DHL.

#### **2. What if the customers do not pay me?**

- With Internet business, it is normally on prepaid basis meaning that before you deliver the products, you have already received the funds or received the credit card approval code for this amount. Therefore, the merchant (seller) is quite protected.

#### **3. What if the customer is dissatisfied with the product?**

- It depends on whether your company or website has a refund policy and under what circumstances. If you shipped the wrong item or a malfunctioned product, then I would advise you to send a brand new working product to the client and this effort will definitely build up your customers' loyalty.

- if you have a refund policy, you might charge an additional stocking fee and customers will pay their own return goods delivery charge

#### **4. What is the difference between B2C and B2B?**

- In B2C, you are selling retail or in small quantities to the end customers while in B2B, you are selling to a supplier or trading agent who will then redistribute this item to his network of retailers.
- Payment for B2C is normally via Credit Card while for B2B is via Telegraphic Transfer (TT, means funds transferred into your bank account)

#### **5. Why do customers buy from me and not from the manufacturer or product's official company website?**

- First of all, some manufacturers or brands will not sell direct from their website in order to protect their distribution networks (otherwise partners/distributors might get dissatisfied)
- The manufacturer or company's website could be having a poor search engine rankings whereby they could not be found on the top
- If you have are top rankings for this product related keyword in the search engines, then the potential will find out about your website and not the manufacturer's website, so your website will getting more traffic and sales (even if you are not the manufacturer).

## Want To Attend Internet Marketing Seminar?

**Recession Proof Net Profits**  
**2009 Marketing Blueprint**  
**To Earn Extra Income Online**

LIVE by Elone Tan, eOneNet.com CEO  
Top Internet Marketing Coach

**Million Dollar Websites Reality Show:**

- B2C** Within 2 months after attending coaching, I launched a website selling software and earned **US\$36,000** because my site is ranked **No.1 in Google and Yahoo!**  
Christopher Tan, KianCRM.com
- B2B** Within 12 months after attending eOneNet's seminar in 2008, I made more than **One Million HK dollars** online selling glass!  
Ruby Chan, Glass-Export.com

- ✔ How to sell products in 2009 and how to source (no need to buy stocks)
- ✔ 7 new ways to market your products / services online in 2009 (absolutely FREE)
- ✔ How to rank your website No.1 (FREE)
- ✔ eOneNet and students million dollar success case studies
- ✔ Covering both B2B and B2C, this seminar will give you **action steps** you can implement immediately to increase your revenue in the new year

Malaysia Seminar, register at <http://www.eOneNet.com.my>

Singapore Seminar, register at <http://www.eOneNet.com.sg>

Hong Kong Seminar, register at <http://www.eOneNet.com.hk>

## **Chapter 8 Internet Marketing Resources**

Read Internet Marketing blog & subscribe as free member

[http://www.eOneNet.com/internet\\_marketing\\_blog](http://www.eOneNet.com/internet_marketing_blog) - international

[http://www.eOneNet.com.cn/internet\\_marketing\\_blog](http://www.eOneNet.com.cn/internet_marketing_blog) - simplified chinese

[http://www.eOneNet.com.hk/internet\\_marketing\\_blog](http://www.eOneNet.com.hk/internet_marketing_blog) - traditional chinese

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Fione Tan internet marketing tips:

<http://www.Twitter.com/1internetcoach>

Join Facebook & become a fan of eOneNet.com at

<http://www.facebook.com/pages/eOneNetcom/66058467867>

To attend basic Internet marketing seminars, go to

<http://www.eOneNet.com>

To buy Advanced Internet Marketing DVD home study course, go to

[http://www.InternetMarketingCoaching.com/internet\\_marketing\\_course.htm](http://www.InternetMarketingCoaching.com/internet_marketing_course.htm)

To join hands-on practical Internet Marketing Coaching workshop, go to

<http://www.InternetMarketingCoaching.com>

Wishing you success in your Internet Business!

Regards



Fione Tan

President & CEO of [www.eOneNet.com](http://www.eOneNet.com)



## How To Find The Right Coach?

StarSpecial, TUESDAY 12 JUNE 2007

SEMINAR & CONVENTION 5513

# THE RIGHT COACH

By PANG HONG YEE

**H**ERE are some tips from Fione Tan, President & CEO of eOneNet.com on how to choose the best Internet marketing coach for your website and online business ideas.

The first factor to consider is whether the Internet marketing coach is making money online, and if so, how much? There is a huge difference between someone making a few thousand and another making millions, each year. You don't need a coach who can just teach you the theory of making money online. If a coach claims he has made a lot of money online, can he prove it with his online payment statement? Beware of bogus claims. It helps if you can check their office facilities and track record.

Is the coach practising what he preaches? Many self-proclaimed Internet marketing coaches are "overnight" gurus who have made some money by selling ebooks on how to make money online. Even if a coach can prove he is making money online, find out what is his main source of income. Most Internet marketing coaches' main income comes from selling information. If they claim you can make millions of dollars without selling anything, or even without doing any hard work – beware.

Search for the key phrase "Internet marketing coach" or "Internet marketing coaching" in Google or Yahoo. These keywords represent the industry and their top rankings are monitored by millions of Internet marketing coaches globally and are therefore extremely competitive. If a coach's website cannot be found on page one of the search results, beware.

It's funny to see certain websites claiming they can teach you SEO when their sites can only be found in sponsored links such as Google AdWords (meaning they are probably teaching you search engine advertising and not free search engine optimisation techniques).

What kind of coaching support does the coach offer?

Be careful when choosing an Internet marketing coach

Due to limited resources and manpower, most of them only offer email support, which is the lowest degree of support. You should find a reputable Internet marketing company, who has perfected an online support system, such as online members' area with uploaded course materials, online ticket system for asking and answering questions, plus support from the technical team. It will be better if the coach can track your learning progress via an online tracking system, e.g. whether you have submitted the assignments online or attended any online meetings. Can the coach offer you regional support, in particular,

if you want to target the China market? Does the coach has regional physical offices in other countries? Is he able to show you top rankings in local search engines in China and Hong Kong, and even Chinese rankings in top China search engines?

Has the coach groomed any successful Internet entrepreneurs, in selling different products, services and information? If yes, how successful are they? Has any of their coaching participants made millions online? You may read eOneNet's Internet marketing blog at [www.eOneNet.com/internet\\_marketing\\_blog](http://www.eOneNet.com/internet_marketing_blog) on various Internet business models that successfully generate income, including case studies on Internet newbies turned full-time online entrepreneurs.

Is the coach teaching you most of the things you need to learn how to make money online during the seminar or coaching? Or is he only interested in selling you other more expensive seminars, programmes or websites?

If there are two Internet marketing coaches – one fulfills ALL the above criteria, and the other fulfills none but is charging only one-third of the coaching fee compared to the first one, which would you choose?

Learn more about Fione Tan's advanced Internet marketing coaching programme at [www.InternetMarketingCoaching.com](http://www.InternetMarketingCoaching.com) or attend the basic online marketing seminar at [www.eOneNet.com](http://www.eOneNet.com).

You may contact eOneNet.com Malaysia's office at 03-7710 5618 or 012-232 8878.



Source: The Star newspaper, 12 June 2007

Here are some tips from Fione Tan, President & CEO of [www.eOneNet.com](http://www.eOneNet.com) about how you should choose the best Internet Marketing Coach for your website and online business idea.

1. The first factor to consider is to ask whether the Internet marketing coach is making money online, and if so, how much? There is a huge difference for someone making a few thousands and another one making millions of dollars, each year. You won't need a coach who can just teach you the theory of making money online.
2. If a coach is claiming he has made a lot of money online, can he prove it, by showing his online payment statement? On the Internet, beware of a lot of bogus claims. It helps if you can check their office facilities and track record.

### 3. Is the coach practising what he preaches?

Many self-proclaimed Internet marketing coaches are overnight gurus who have made some money by selling information such as ebooks on how to make money online.

Even if a coach can prove he is making money online, find out what is his main source of income. Most of the Internet marketing coaches main income is by selling making money information, and then by teaching. And if if they claim you can make millions of dollars without selling anything, or even without doing any hard work, you better beware.

If you want to sell physical products, and if the coach cannot prove he has sold physical products successfully, how can he be qualified to teach you to do so?

4. Search for the keyword [Internet marketing coach](#) or [Internet marketing coaching](#) in Google or Yahoo. These keywords represent this industry and their top rankings are eyed on by millions of Internet marketing coaches globally and are therefore extremely competitive.

If this coachs website cannot be found on page 1 of the search results, but he claims he can teach you how to be on top of search engines, how can he be qualified to do so?

Its funny to see some websites claiming they can teach you SEO, when their sites can only be found in sponsored links such as Google AdWords (meaning they are probably teaching you search engine advertising and not free search engine optimization techniques).

5. What kind of coaching support is the coach able to offer you? Because of limited resources and manpower, most of them can offer you only email support, which is the lowest degree of support.

You should find someone, or rather a reputable Internet marketing company, who has perfected an online support system, such as online members area with uploaded course materials, online ticket system for asking and answering questions, plus support from the technical team.

It will even be better if the coach can track your learning progress via an online tracking system, e.g. whether you have submitted the assignments online or attended any online meetings.

6. Can the coach offer you regional support, in particular, if you want to target the market in China? Does the coach have regional physical offices in other countries? Is he able to show you top rankings in local search engines in China and Hong Kong, and even Chinese rankings in top China search engines?

7. Has the coach groomed any successful Internet entrepreneurs, in selling different types of products, services and information??If yes, how successful they are? Has any of their coaching participants made millions of dollars online? You can read our Internet Marketing blog at [www.eOneNet.com/internet\\_marketing\\_blog](http://www.eOneNet.com/internet_marketing_blog) on many Internet Business models that are successfully generating income, including case stories of Internet newbies turned full-time online entrepreneurs.

8. Is the coach teaching you most of the things you need to learn to make money online during the seminar or coaching? Or is he only interested in upselling you to other more expensive seminars, programs or websites?

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[eOneNet.com](http://eOneNet.com), ranked the No.1 Internet marketing company Asia in top search engines, is headquartered in Malaysia with the regional offices in Singapore and Hong Kong. It is the only Internet marketing seminars, training, and one-stop ecommerce solutions to business worldwide who wish to expand to Asia, or vice versa.