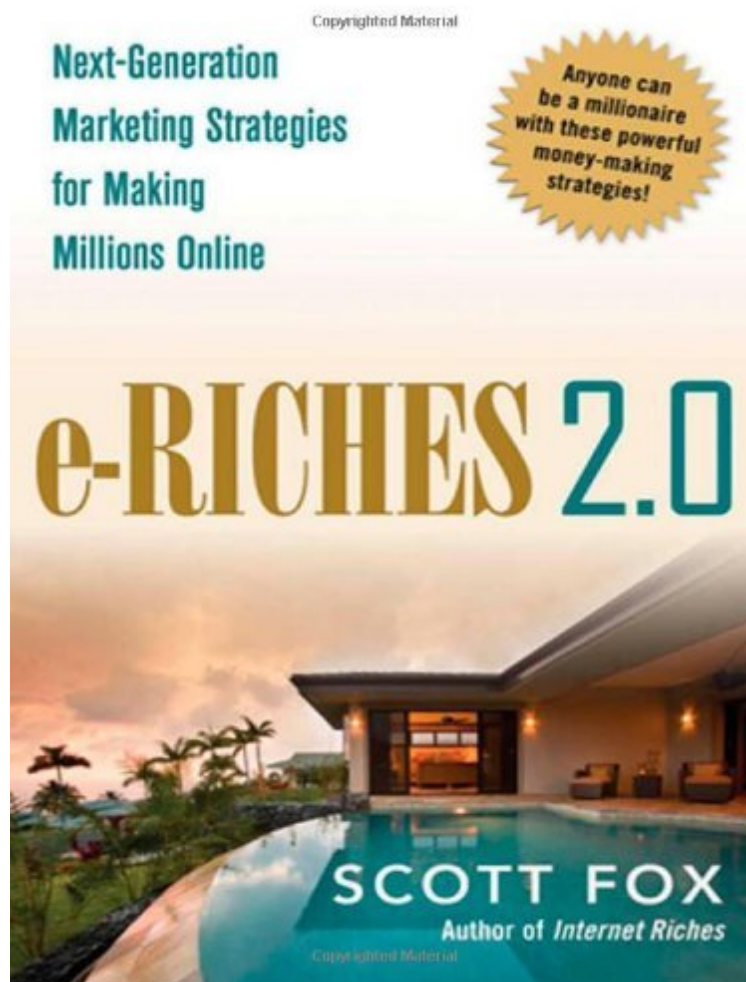


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e-Riches 2.0: Next-Generation Marketing Strategies for Making Millions Online

Scott Fox

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10 of 10 people found the following review helpful. An Excellent Book for the Affiliate NewbieBy Andrew RieckI bought this book about 8 months ago with a number of others after not having much success in Affiliate Marketing. In a way it was a new start. I read this book first and then went onto "How I Made My First Million On The Internet And How You Can Too!" by Ewen Chia. Both these books were excellent for me. I had bought a number of basic courses on the internet before this, but hadn't got it right or didn't understand what I really needed to be doing. I found out later a common mistake. Reading the books and doing it at my own pace helped a lot. At the time I had also bought Scott

Fox first book Internet Riches, however I found e-Riches 2.0 a little more up to date so if you're looking at purchasing both there is no real need. Since that time I use both E-Riches 2.0 and How I Made My First.... as my reference books when I start a new Affiliate Marketing Project. For me this has worked really well. Like other people who have reviewed this book I agree it is for the Newbie to Affiliate Marketing which makes it very easy to understand and follow as you gain confidence and momentum in this form of marketing. The book is not really for the more experienced to Online Marketing, but if you are experienced why are you looking for another book on the subject anyway? Some of the things I really liked about the book was the way it addressed developing traffic to your site, email campaign strategies, self belief and addressing Social Media Strategies. The book is about 315 pages long and is written in an easy to understand informal manner. If you are a Newbie to Online Marketing than e-Riches 2.0 will help you. 3 of 3 people found the following review helpful. Excellent Source for Internet Business Success, but NOT for beginners

By Itrain Having just read Scott Fox's first book, "Internet Riches", cover to cover numerous times, I bought "E-Riches" as soon as I knew it was available also. It doesn't disappoint. It provides more techniques in building a successful website in the same easy to understand writing style, without being overly technical in computer jargon, to those of us who aren't overly experienced in the internet medium. However, if you have NOT read his first book, "Internet Riches", it is suggested you start there first, to get the basics of website design down, because "E-Riches" is a continuation of "Internet Riches". It picks up where "Internet Riches" left off. Considering "E-Riches" is written almost three years after "Internet Riches", the Internet, like almost anything else, has evolved during this time. So, for someone like myself, a first time website building novice who just finished "Internet Riches" not very long ago, "E-Riches" can be a little overwhelming. For example, you will learn that to expect to focus and rely on Search Engine Optimization for business success, as in the past, is going the way of the dinosaur for those who aren't willing (or able), to pay for sponsored listings. In the book, Fox explains why and shows you other methods. Having said that, unlike the vast number of so called marketing experts who would have you to believe internet business success can be yours overnight, he doesn't state this. He DOES say that the possibilities for success in a medium that can reach 3 billion of the 6 billion people on this earth, can be had by YOU. It'll just take time to build your traffic. Fox's credentials and proven case studies shown in the book, should help you on your way for online success, if you're willing to put in the effort. Highly Recommended. 4 of 4 people found the following review helpful. Very Basic Tools for Marketing Your Web Business

By Jay Johnson The material in this book is very basic, how to use email, auto-responders, social media, network marketing, blogs, twitter, etc. I guess that I have read too many books on the subject to rate this book any higher. The author plugs himself throughout the entire book so that you go to his website. It got annoying. This book is for someone who has a website and is a beginner and doesn't know anything about marketing their website. If you have a website and you know what you are doing then this book is filled with basic marketing tools to promote your website. The book is not for someone looking for information about starting a web business. Unlike other books on the subject of e-commerce this book offered very little internet resources. Lastly, as boasted on the cover of the book, it is very unlikely that you will make millions and become a millionaire online using the author's marketing strategies presented in this book.

BONUS: Now get free trial membership in Scott Fox's MasterMinds Internet Lifestyle Entrepreneur Coaching Forum with purchase! Whether you're operating an online business or are looking to expand the Internet presence of your brick-and-mortar company, you'll need surefire marketing techniques if you want to keep your customer base growing and make the kind of money you deserve. This title is featuring inspiring and instructive success stories, as well as easy-to-implement, step-by-step methods. Packed with simple money-making secrets for Web 2.0, this book provides powerful e-marketing strategies for the next generation of business.

From Publishers Weekly Fox (Internet Riches), an e-business success coach (who lists Bill O'Reilly and Larry King among his client list), offers a beginner's guide to harnessing the Internet to help grow business. He presents succinct advice on how to attract customers online, arguing that marketing is no longer a series of one-way blasts at consumers but a two-way communications system, and that an increasingly personal approach is expected from online business; he urges marketers not to waste energy trying to get customers to their own Web sites, but to get online and find customers where they are already hanging out. He explains the best ways to utilize e-mail lists and newsletters, RSS feeds, online viral marketing, social networking (Facebook, LinkedIn), microblogging (Twitter), online video and radio/podcasts, tele-seminars and webinars, search engine keyword advertising and affiliate program advertising. Interviews with specialists and real-life examples round out the lessons. The book is aimed at absolute newbies, so while experienced Internet users may find this too basic, it will be a godsend to those who are intimidated by the digital revolution. (June) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "The book is aimed at absolute newbies, so while experienced Internet users may find this too basic, it will be a godsend to those who are intimidated by the digital revolution." --Publishers Weekly "e-Riches [2.0] is an essential book for anyone who does anything on the Web... If you plan to live and work in the connected world of today and tomorrow, this would be a great place to learn the necessary etiquette, as well as the rules of success." --Life

Insurance Selling "I found that Scott Fox's e-Riches 2.0: Next Generation Marketing Strategies for Making Millions Online was a very thorough overview. Don't let the name scare you into thinking it's one of those internet scams. I found it was useful for performing a complete marketing audit. I was able to evaluate inefficiencies and plan for the next six months." --Entrepreneur.com's Top Shelf Blog From the Inside Flap In good economies and bad, someone's still making lots of money. More money than you're making. And there's a very good chance that the success involves savvy use of the emerging Social Web. Today, your customers are online, even if your business has nothing to do with the Net, computers, or technology. To keep up with your competition, you need to promote what you sell by using the latest online marketing techniques to interact with your customers. But take heart. You can distinguish yourself and your product from the other players crowding your marketplace . . . if you know how to stay ahead of the curve. Start by reading e-Riches 2.0 to learn the inspiring, true stories of dozens of people and companies making it big online today. e-Riches 2.0 picks up where the first generation of Internet marketing methods left off. The Net is not new anymore, and those who seek to profit online today will only do so with modern marketing techniques that attract attention and offer value to customers. Author and Internet success coach Scott Fox has helped many people maximize profits with his strategies—some timeless, some revolutionary, all incredibly powerful—and now, with e-Riches 2.0, you can do it yourself! You'll find out how to: Put free social networking sites like LinkedIn, Facebook, Twitter, Digg, and MySpace to work for your business Leverage online "viral marketing" to spread your brand, build your own customer communities online, and manage your "reputation cloud" Inexpensively use blogs, RSS feeds, e-mail "noozles," and autoresponders to spread your product presence worldwide Take advantage of online video, Internet radio, free webinars, and podcasts to attract new customers Attract free press coverage with easy-to-use, new online leads services Maximize the power of freemium promotions, search engine marketing, pay-per-click keyword ads, affiliate programs, article syndication, and much more And most valuable, you'll get the new Web 2.0 perspective and insight that success online today demands, including killer tools for creating the kind of brand loyalty and customer engagement that builds an active "fan base" around your business. Fortunes are still being made online—right now. e-Riches 2.0 is packed with real stories of businesses and entrepreneurs who succeeded by leveraging the very techniques in this book—the proven approaches that Scott Fox and his top clients use successfully every day, and that you can use to attract thousands of customers online today! Scott Fox is the #1 e-business advisor and Internet success coach in Hollywood. His clients have included Broadway casting celebrities Bill Orsque;Reilly, Larry King, and Glenn Beck, major corporations like Live Nation, and dozens of entrepreneurs, startups, and companies worldwide. He is the author of the best-selling book Internet Riches and the popular E-Commerce Success blog, radio show, and podcast at www.ScottFox.com. He is a popular speaker at top universities, including UCLA, NYU, and USC, as well as at industry events such as Digital Hollywood, Venture Net, Moneyfest, and Internet World. His online success strategies have been covered in the press, including the Boston Globe, Wall Street Journal, Orange County Register, Toronto's Globe Mail, Smart Money and SUCCESS magazines, and on countless radio programs. Mr. Fox is a graduate of the University of Michigan and Stanford Law School. He lives in Los Angeles. His website is www.ScottFox.com.