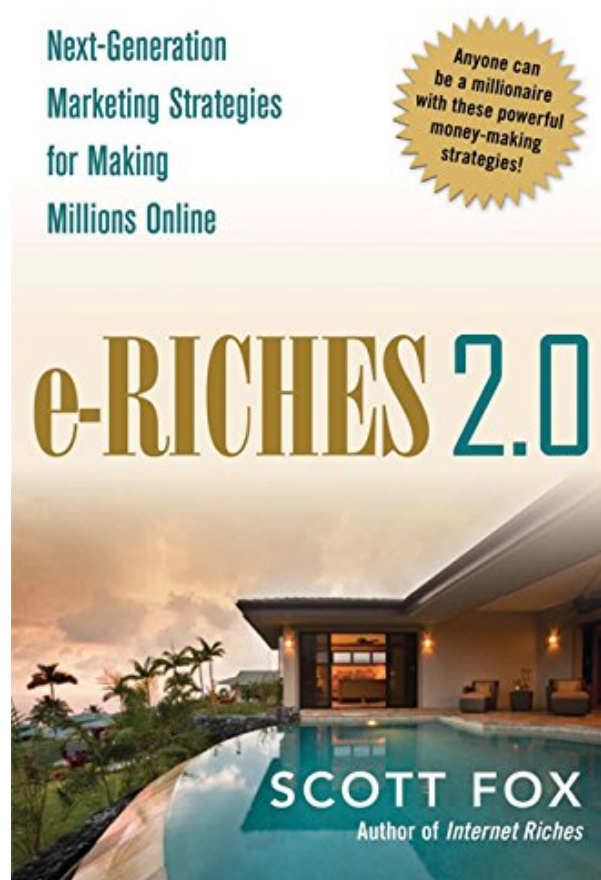


E-RICHES 2.0: NEXT-GENERATION MARKETING STRATEGIES FOR MAKING MILLIONS ONLINE BY SCOTT FOX



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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.

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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!

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Most helpful customer reviews

10 of 10 people found the following review helpful.

An Excellent Book for the Affiliate Newbie

By Andrew Rieck

I 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 ltrain

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.

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