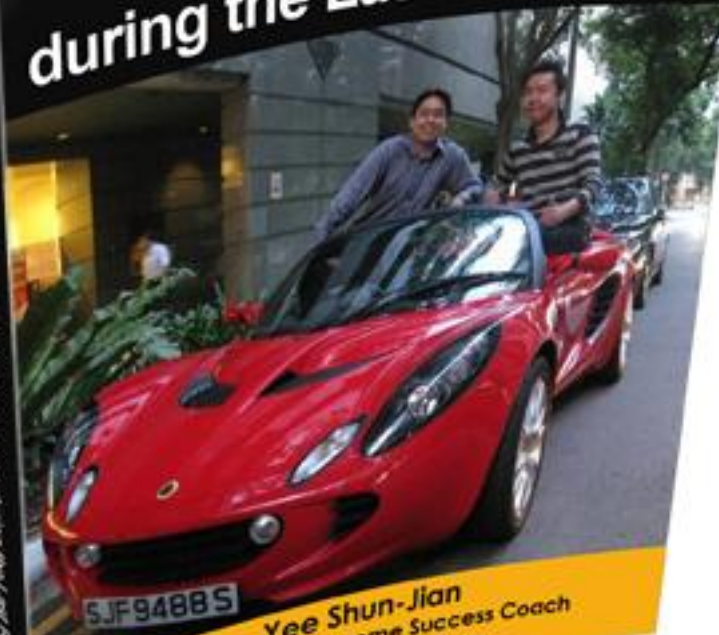


How I made **\$138,255.80**
in Passive Internet Income
during the Last Recession



How I made \$138,255.80 in Passive Internet Income during the Last Recession

Yee Shun-Jian
Passive Internet Income Success Coach
<http://ReadyFireM.com>

Passive Internet Income Success Coach
Yee Shun-Jian

How I made S\$138,255.80 in Passive Internet Income during the Last Recession

Yee Shun-Jian

Passive Internet Income Success Coach

<http://ReadyFireIM.com>

LEGAL NOTICE

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This eBook is for informational purposes only and is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

You are encouraged to print this eBook for easy reading! =)

Testimonials

This eBook is an adaptation of a blog post I wrote in April 2010 entitled [“How I made S\\$103,789.85 in revenue from Affiliate Marketing in 2009”](#)

Here are some comments and testimonials from the blog post:

“This isn’t just an account of a successful Internet Marketer’s personal success and experience – it’s a blueprint for success. Brilliant.”

- Abdul, May 5, 2010 at 3:15 am

“Thanks for sharing your inspiring story to help motivate us all. This proves that hard work and determination will pay off in the end. Stories like this give hope to many people out there who are in the same stages of their journey as you were in your first 7 months.

You also make a great point about the importance of mindset. This is where all success starts so it is of great importance to condition the mind for financial abundance first before embarking on your journey.

Keep up the great work!”

- Anthony Basich, July 7, 2010 at 4:01 am

“Hi Shun (Jian), I found you on John Chow’s site. It’s great how you transitioned from focusing on the elements of mindset towards implementing it to action. That’s quite a transformation and the sit back and wait for the checks to come in is worth the smile. I’ll be drinking champagne when that happens”

- Thu Nguyen, July 16, 2010 at 2:22 pm

Acknowledgements

To my Dad, Yee Chin-Khong and my Mom, Yap Cheok-Thow, I'm eternally grateful to all the sacrifices you've made and for your unconditional love. I love you both!

Happy Birthday Mom! (6 Jan 2012) I hope I've made you proud =)

About the Author

Yee Shun-Jian's life mission is to touch as many lives as he can, so as to bring more love, hope and joy to the world.

In line with that vision, Shun Jian founded award-winning personal development blog <http://RichGrad.com> in July 2007 after quitting his first, only and last job as a corporate communications executive in a multinational corporation. [Through this channel, Shun Jian has made a positive impact to over 1 million lives worldwide.](#)

In mid-September 2011, Shun Jian founded the "101 Powerful Affirmations" facebook community, <http://101PowerfulAffirmations.com> to give away a life-changing eBook he wrote by the same name, as well as to revolutionize Facebook and make it more positive. Since then, the "[101 Powerful Affirmations](#)" facebook community has experienced phenomenal growth, garnering more than 12,000 fans. The daily positive affirmations and quotes from this community have also been viewed and shared over 6 million times.

Shun Jian is also currently a passive internet income success coach at <http://ReadyFireIM.com> and enjoys coaching people to achieve ultimate freedom (time + financial + location freedom) through the use of internet marketing as a financial vehicle.

Shun Jian's passion lies in helping and showing people how they can break free of the bondage and slavery of a JOB (Just Over Broke), especially one they hate, so they can do something they absolutely LOVE and escape from the rat race like him.

"How I made S\$138,255.80 in Passive Internet Income during the Last Recession" is Shun Jian's second eBook. You can get his first eBook "**101 Powerful Affirmations**" (worth US\$47) for FREE here:

<http://RichGrad.com/FirstBook/>

Introduction

Hi, my name is Yee Shun-Jian and I am an online entrepreneur making a full-time living from this exciting, new medium known as the internet, through blogs like <http://RichGrad.com>

From Making Friends to Making Money

I started my online journey way back in 1997 when I was just 16 years old. You see, I was always the shy kid growing up so when I discovered the internet back then, I was ecstatic and couldn't get enough of it.

To me, the internet was like heaven on earth because it offered me the opportunity to make new friends without all that social awkwardness normally associated with it.

Over the next 2 years+, I found myself actively hanging out in internet chat rooms (mIRC) and forums, playing multi-player games like tetrinet and instant-messaging my new online buddies (with the then popular ICQ).

As the number of my online friends grew, so did my interest in starting my own website (because all the cool internet savvy kids had one!) The problem was I lacked the technical know-how to do it and so I did the most logical thing an 18 year old would do – I chose to take up a major in computing in college.

I matriculated in the School of Computing (SoC) in the National University of Singapore (NUS) in August 2002 after serving 2.5 mandatory years in the Singapore army.

Shortly thereafter, I started my first blog on ujournal.com (now defunct) and subsequently moved to explore other blogging platforms such as livejournal.com (2003), blogspot.com (2005) and [wordpress on my own](http://wordpress.com)

[domains](#) (2007).

It was pretty apparent from the start of my college education that I was more interested in the communications and business aspects of computing rather than the technical areas. Instinctively, I focused on modules that expanded on the business side of computing and to differentiate myself from my peers, I also took higher level marketing, finance and entrepreneurship classes from the NUS Business school.

When it came time to choose my honours year project (HYP) in March/April 2005, it was a no-brainer. I looked through all the topics and only one managed to catch my eye – A research paper on blogging. Not surprisingly, it was also one of the most popular projects being bidden on but my experience as the lead editor in the publications committee of my faculty club and that as a freelance journalist for an online entertainment and lifestyle magazine gave me the winning edge over the rest of the HYP candidates to secure the project.

To come up with my honours year thesis, I spent one full year studying blogs and totally immersing myself in the blogging culture. I followed over 100 randomly selected blogs and that was when I discovered that you can actually make good money online (A few of the blogs in the sample were actually professional blogs that were making thousands of dollars every month).

Intrigued, I started my own little test blog and made my first dollar online in 2005 through google adsense.

I went on to make a couple of hundred dollars from adsense and while that wasn't exactly a full-time income, it further strengthened my belief that it is indeed possible to make real money online.

My Journey To Becoming A Full-Time Online Entrepreneur

Due to that little online success I experienced, when I graduated from NUS in June 2006 with a second upper honours degree in computing (Information

Systems) and a minor in technopreneurship, I actually toyed with the idea of becoming a full-time online entrepreneur.

However, the usual fear and doubt stopped me. I had to pay off my college loans and the most sane thing to do at that point was to get a full-time job. I managed to get into a local multi-national corporation (MNC) as a corporate communications executive but the idea of making a full-time income from the internet was always swimming around at the back of my head.

Working in a MNC seemed glamorous at first. However, the long working hours and unavoidable office politics soon took its toll on me. I was literally dragging myself to work every day and I hated it.

At that point of time, my dad's health was deteriorating (He suffers from [Churg-Strauss Syndrome](#), a very rare illness brought about by complications after an asthma attack) and I realized I needed to spend more time with him at home.

Around the same time, I received a call from my HYP mentor telling me that my blogging research paper had been revised and submitted to various conferences and would be published in an upcoming book [Economics, Information Systems, and Electronic Commerce: Empirical Research](#)

The idea of working from home and making a full-time living online, together with the flexibility and freedom that came along with it, was revived in my mind and I began to really think long and hard about quitting my job and starting my own online business.

I weighed the pros and cons carefully and on 30th April 2007, I made one of the hardest decisions in my life – I tendered my resignation and on 31st May 2007 I was officially “unemployed” by my own choice.

In order to gain more clarity and perhaps out of sheer desperation to succeed, I invested about \$20,000 of money I didn't yet have (through the use of credit

card loans) into personal development, internet marketing and wealth seminars and related books/videos/audio programs and products.

In July 2007, I started my Personal Development Blog RichGrad.com and freely shared what I learned from various success authors/speakers on my blog in my own words and using my own personal experiences.

For the first few months, I wasn't actually making any money at all. In fact, I was fueled by pure passion and a desire to help people improve their lives.

As the credit card bills came in month after month, I must admit I became rather stressed out and almost gave up.

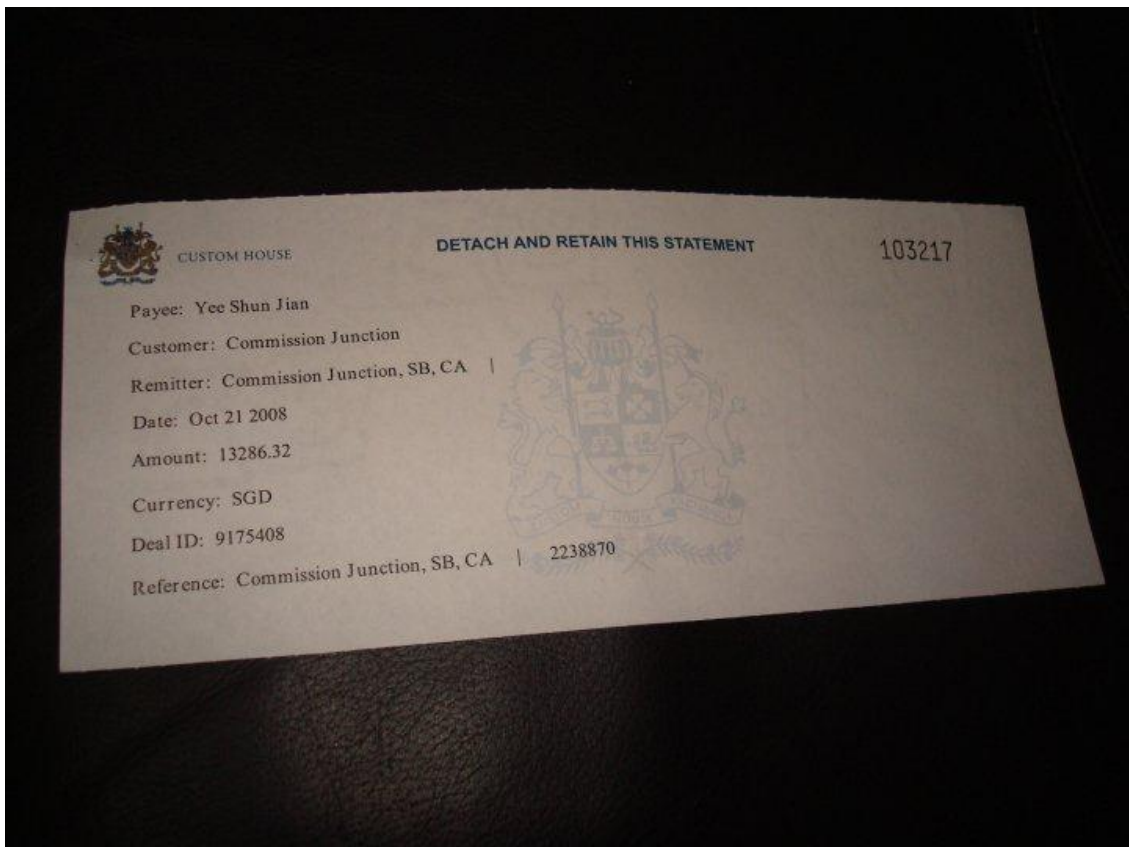
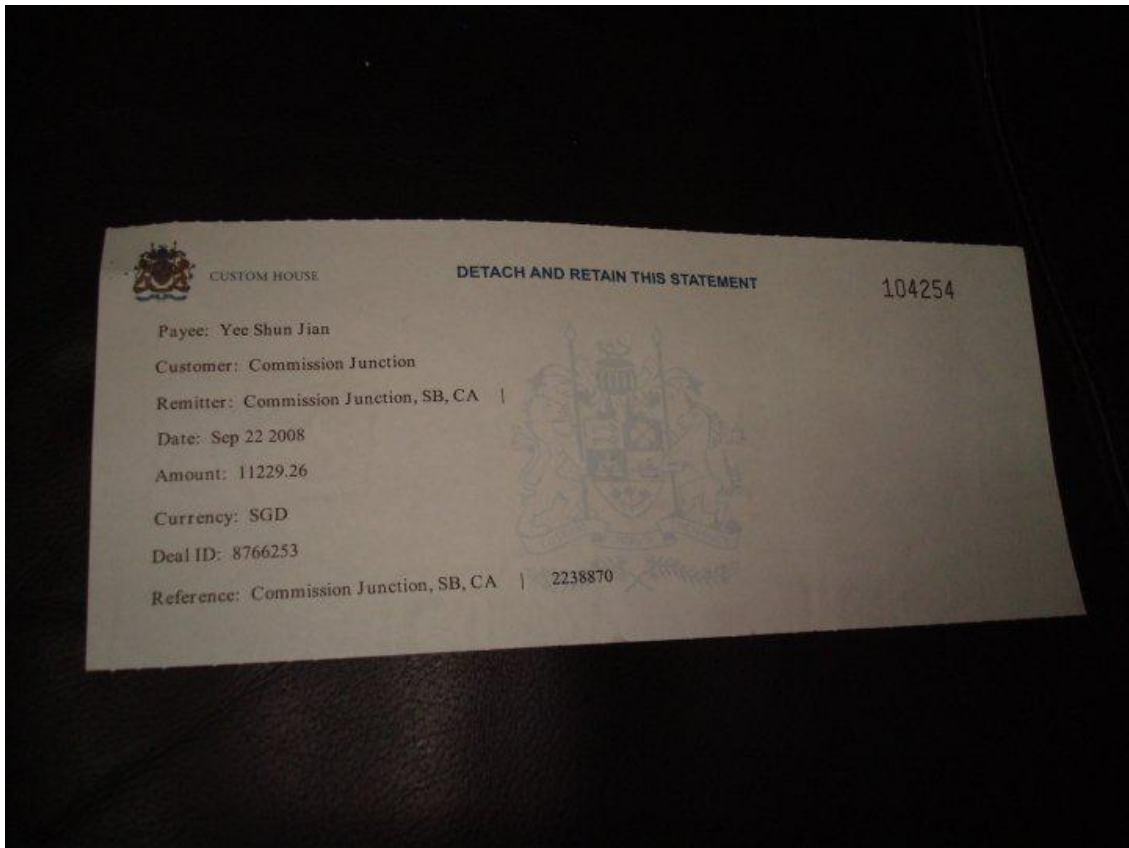
I'm glad I stuck with it and pushed through those tough few months because gradually as I built up my readership and credibility, as well as experimented with various affiliate products and internet marketing strategies, [I began to see significant income coming in.](#)

I reinvested my profits into pay-per-click (ppc) advertisements and [watched my online income grow month by month.](#)

In September 2008, my online income surpassed S\$10,000/month.

On the following pages, you will find screenshots of all the passive internet income cheques I received from September 2008 to August 2009 (during the height of the last major recession) which adds up to S\$138,255.80 over that particular 12-month period...

[Please don't get this confused with the figure in my "[How I made S\\$103,789.85 in revenue from Affiliate Marketing in 2009](#)" blog post and/or in interviews I've done with other bloggers when you google my name. **S\$103,789.85** is the revenue I received in the financial year 2009 (Jan – Dec). **S\$138,255.80** is the revenue I received over the best 12 months of my internet marketing career (Sep 2008 – Aug 2009).]



**NOT NEGOTIABLE
NO PAYEE ONLY**

Bank of America, N. A.
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9 Raffles Place #17-00 Republic Plaza Tower 1 Singapore 048619


DATE: **November 24, 2008**
DD / MM / YY

PAY TO: **Yee Shun Jian**

OR ORDER


SINGAPORE DOLLARS **S\$ 12684.73**

*** Twelve Thousand Six Hundred Eighty-Four Dollars and Seventy-Three Cents ***

 **CUSTOM HOUSE**

PLEASE SIGN ABOVE THIS LINE

⑆ 2⑈ 10436 2⑈ 7065⑈ 2 1 2⑆00570630 1 1⑈

 **CUSTOM HOUSE** **DETACH AND RETAIN THIS STATEMENT** **104362**

Payee: Yee Shun Jian
Customer: Commission Junction
Remitter: Commission Junction, SB, CA |
Date: Nov 24 2008
Amount: 12684.73
Currency: SGD
Deal ID: 9636212
Reference: Commission Junction, SB, CA | 2238870

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DATE: **December 23, 2008**
DD / MM / YY

PAY TO: **Yee Shun Jian**

OR ORDER


SINGAPORE DOLLARS **S\$ 10028.69**

*** Ten Thousand Twenty-Eight Dollars and Sixty-Nine Cents ***

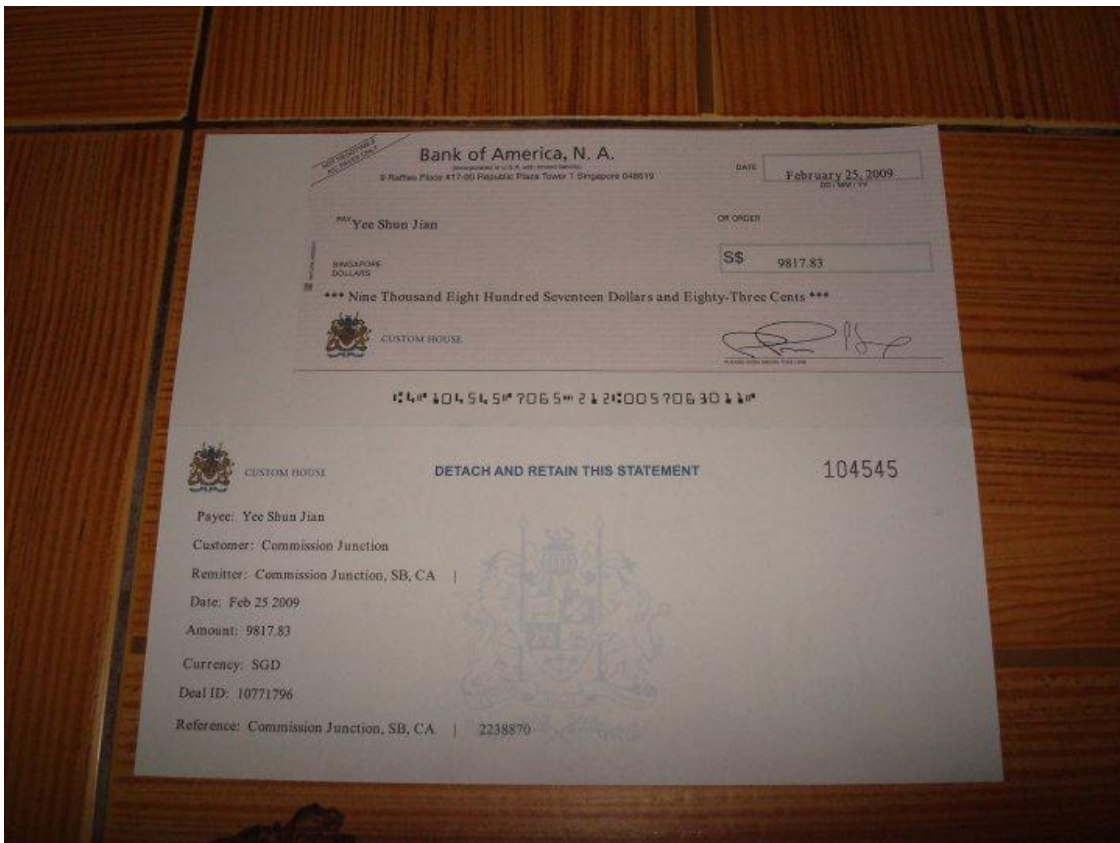
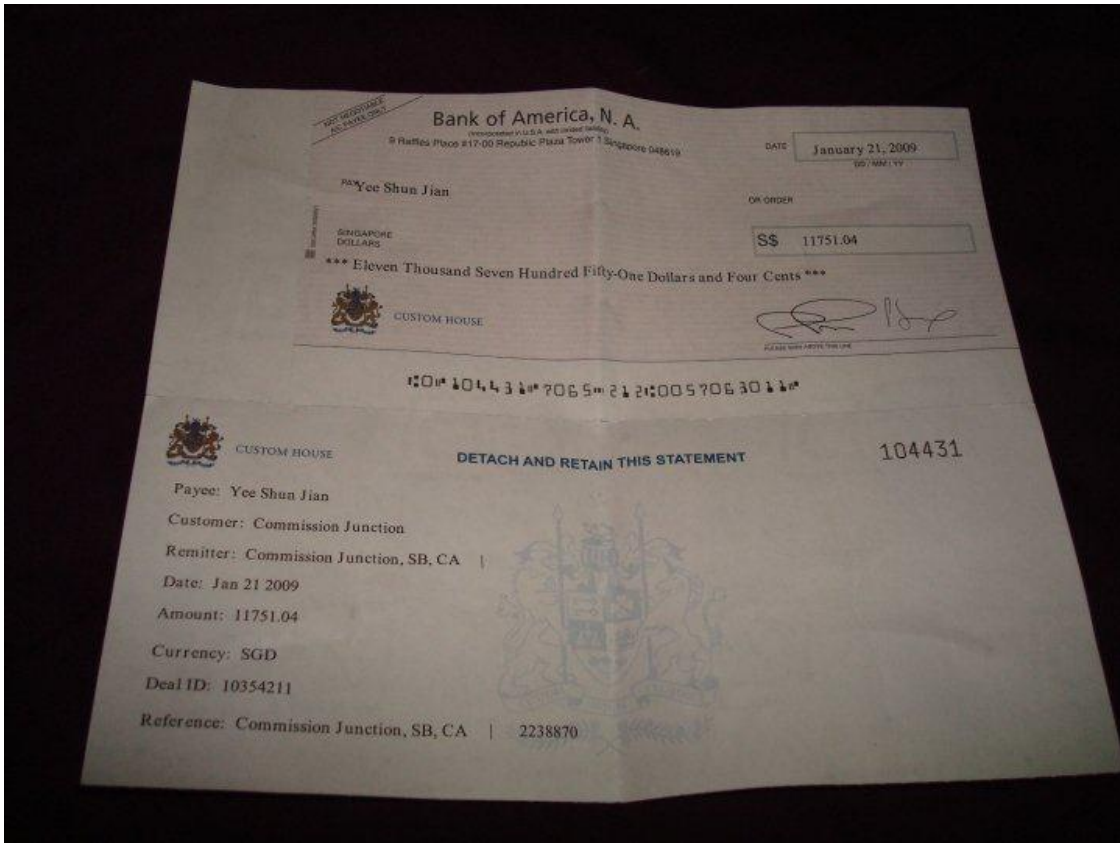
 **CUSTOM HOUSE**

PLEASE SIGN ABOVE THIS LINE

⑆ 2⑈ 10445 2⑈ 7065⑈ 2 1 2⑆00570630 1 1⑈

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Date: Dec 23 2008
Amount: 10028.69
Currency: SGD
Deal ID: 10045453
Reference: Commission Junction, SB, CA | 2238870



Bank of America, N. A.
8 Raffles Place #17-00 Republic Plaza Tower 1 Singapore 048810

DATE: March 23 2009

PAY Yee Shun Jian

OR ORDER

SINGAPORE DOLLAR

SS 10912.26

*** Ten Thousand Nine Hundred Twelve Dollars and Twenty-Six Cents ***

CUSTOM HOUSE

104583

DETACH AND RETAIN THIS STATEMENT

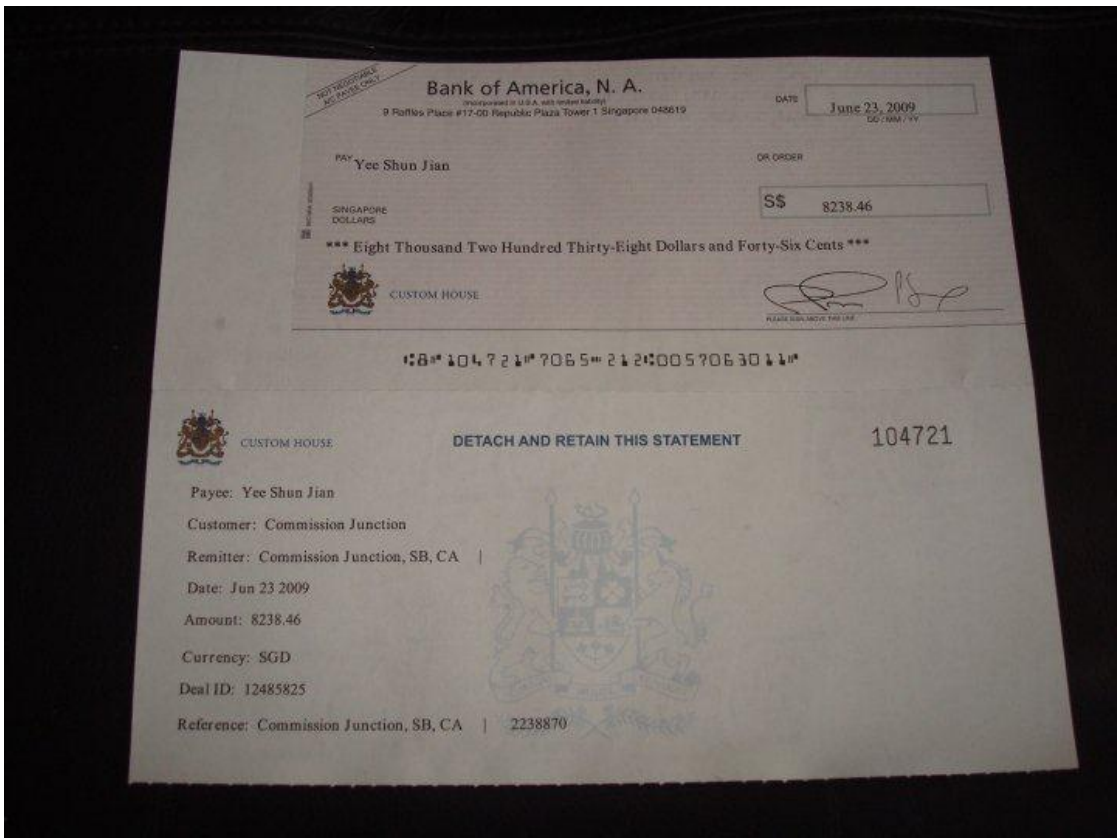
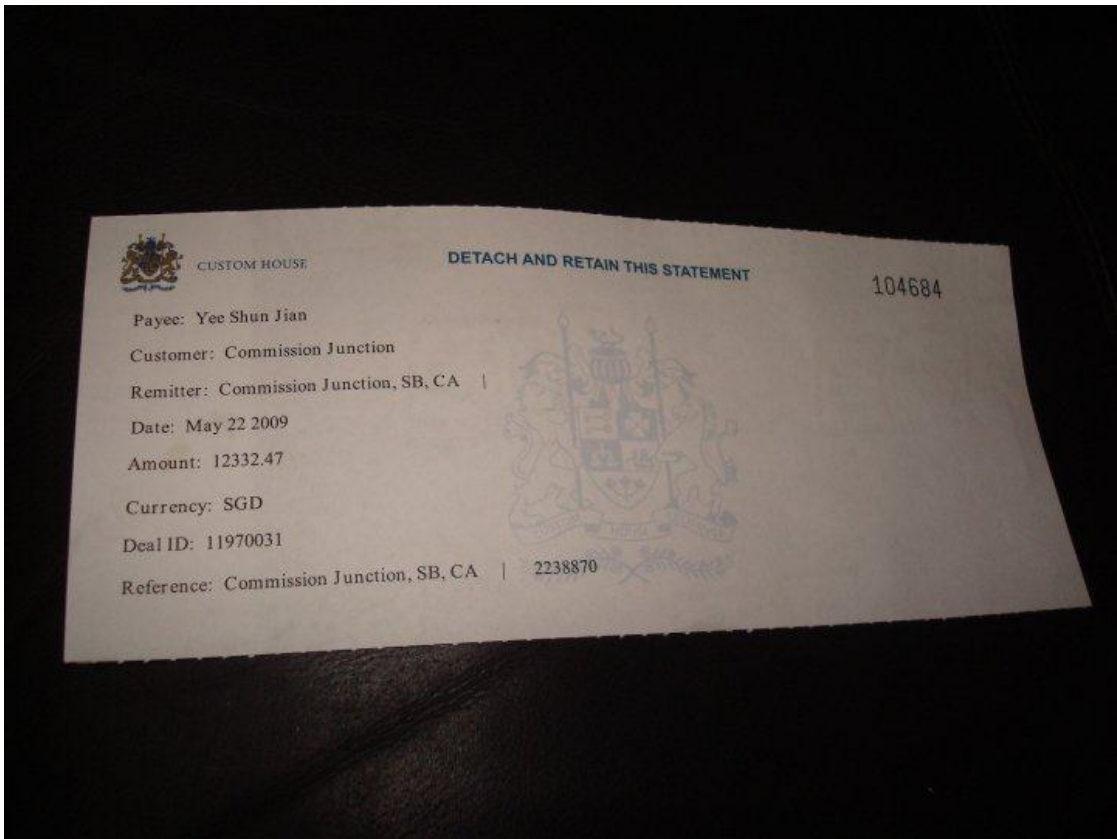
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Remitter: Commission Junction, SB, CA |
Date: Mar 23 2009
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Currency: SGD
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Reference: Commission Junction, SB, CA | 2238870

CUSTOM HOUSE

DETACH AND RETAIN THIS STATEMENT

104614

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Customer: Commission Junction
Remitter: Commission Junction, SB, CA |
Date: Apr 22 2009
Amount: 11722.99
Currency: SGD
Deal ID: 11526588
Reference: Commission Junction, SB, CA | 2238870



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DATE: **July 22, 2009**
DD / MM / YY

PAY: **Yee Shun Jian**

OR ORDER

SINGAPORE DOLLARS **S\$ 15710.43**

*** **Fifteen Thousand Seven Hundred Ten Dollars and Forty-Three Cents** ***

 CUSTOM HOUSE

PLEASE SIGN ABOVE THIS LINE

⑆⑆⑆ ⑆0④8 39⑈ 706 5⑈ 2 ⑆ 2⑆005 706 30 ⑆⑆⑆

 CUSTOM HOUSE **DETACH AND RETAIN THIS STATEMENT** 104839

Payee: Yee Shun Jian
Customer: Commission Junction
Remitter: Commission Junction, SB, CA |
Date: Jul 22 2009
Amount: 15710.43
Currency: SGD
Deal ID: 12988923
Reference: Commission Junction, SB, CA | 2238870

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DATE: **August 21, 2009**
DD / MM / YY

PAY: **Yee Shun Jian**

OR ORDER


SINGAPORE DOLLARS **S\$ 10541.32**

*** **Ten Thousand Five Hundred Forty-One Dollars and Thirty-Two Cents** ***

 CUSTOM HOUSE

PLEASE SIGN ABOVE THIS LINE

⑆⑆⑆ ⑆034 2⑆⑈ 706 5⑈ 2 ⑆ 2⑆005 706 30 ⑆⑆⑆

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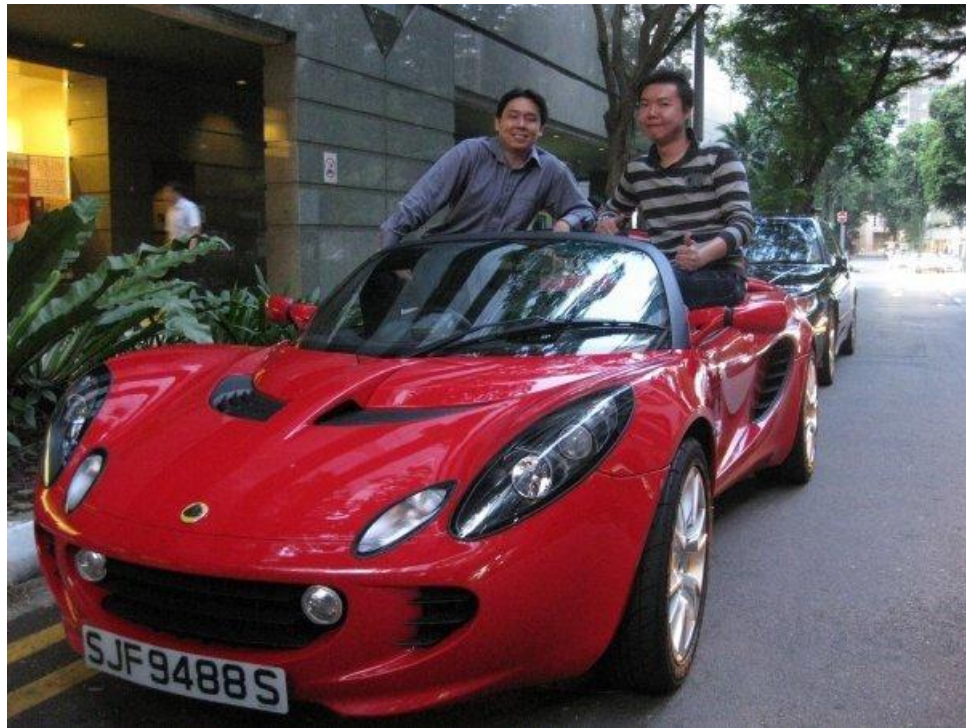
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Remitter: Commission Junction, SB, CA |
Date: Aug 21 2009
Amount: 10541.32
Currency: SGD
Deal ID: 13558094
Reference: Commission Junction, SB, CA | 2238870

In April 2009, I ran my [first internet marketing workshop](#) teaching serious beginners how to set up their own blogs. I ran another “Ready, Fire, IM!” workshop in Sept 2010. You can check out the testimonials from my internet marketing workshops here: <http://ReadyFireIM.com>



Graduates from a Blogging Workshop I conducted in April 2009

In May 2009, I appeared in The New Paper with my mentor [Adam Khoo, one of Singapore's youngest self-made millionaires](#) (<http://SecretsofaSelf-MadeMillionaire.com>)



THE NEW FRONT | Wednesday 23 May 2012 | TWENTY-ONE

What Kind of LIFE Do You Want?

ADAM KHOO

- Executive Chairman & Founder of Adam Khoo Learning Technologies Group
- Owns Multi-Million Dollar Businesses Across Regions
- Asia's Top Success Coach & Learning Expert
- Self-Made Millionaire by the Age of 26

Adam is a successful business leader, who is fulfilling his dream career to be a professional trainer and has a loving family...

YEE SHUN JIAN

- Young Online Entrepreneur
- Founder of Award-Winning Personal Development Blog <http://RichGrad.com>
- Led a Team of Four to Semi-Finals at the Start-up@Singapore Business Plan Competition 2005
- Graduate and Coach of Patterns of Excellence Program

Shun Jian was an Executive at a MNC in 2006. By mid-2007, he started his online business and is currently making an income of over S\$10,000/month at the comfort of his home...

Ever Dreamed of Living a Life Like Theirs?
They were just like you. They dreamt about what car to drive, what kind of job to have, and more importantly, what kind of lifestyle they wanted to live.

What set them apart from others?
They Turned Their Dreams Into Reality!

The only question that could set you apart from Adam and Shun Jian is:
"Are You Going to Leave It to Chance?"

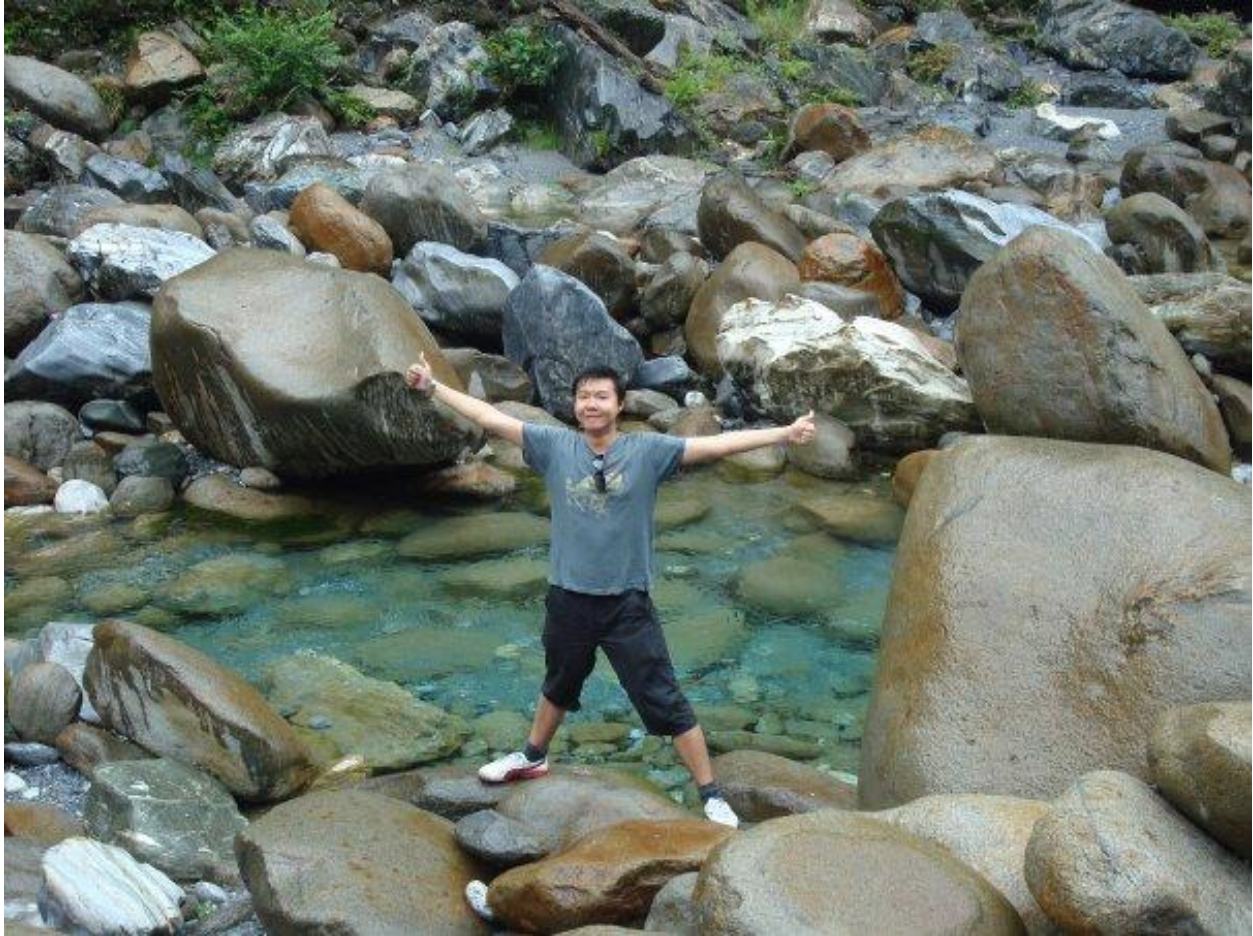
ISN'T IT TIME YOU TAKE CONTROL OF YOUR OWN LIFE?

That same month, [I travelled to 9 different cities in 5 countries](#) for my holidays (If you cross-reference the dates of my vacation and those of my cheques, you will realize I was being paid while I was on holidays – Cool huh?)









You can see more pictures of my holiday trips on my personal facebook profile (<http://facebook.com/ShunJian>)

Now, the reason I'm showing you all these pictures is NOT to SHOW OFF, but to SHOW YOU the HUGE potential of internet marketing and what is possible with TRUE PASSIVE INCOME.

Internet Marketing is the ONLY financial vehicle I know that allows ordinary people, like you and me, to achieve ULTIMATE FREEDOM (Time + Financial + Location Freedom).

Those who know me personally know that I'm just a regular everyday normal guy...

In fact I've never had any luck with the lottery or lucky draws and the only prize I've ever won in a contest were promotional pens... when I was like 11 or something.

And that's the beauty of the internet and why I love it so much – It doesn't discriminate.

Anyone with the burning desire and motivation to succeed can get started making good money online (as I have shown you).

All right... now that we've dispelled those common limiting beliefs ("You need to be lucky to succeed in internet marketing", "Ordinary people can't succeed in internet marketing" etc.), let's get down to what I did to make IT happen, shall we?

Ready, Fire, IM!

First, let me introduce you to the "READY, FIRE, IM" concept.

Most people get stuck online (well actually offline as well) because they follow the "*Ready, Aim, Fire!*" philosophy of doing things.

Now, don't get me wrong... this is not necessarily bad... it's just that with this approach, you tend to get stuck in the "Aiming Phase" (research/reading/analyzing) and never really get to the "Firing Phase" (executing/doing/taking action).

There's a better alternative – the "[Ready, Fire, Aim!](#)" approach.

In short, you take action, get feedback, and then you make adjustments and take action again.

I've adapted this approach for Internet Marketing (IM) and called it "Ready, Fire, IM!" (And now you know how the name and URL for my internet

marketing blog <http://ReadyFireIM.com> came about)

Just about every accomplishment I've made and every success I've enjoyed with internet marketing was born out of following the "Ready, Fire, IM!" approach.

In fact, this eBook (which was finished in less than a day) is a direct result of taking action using the "Ready, Fire, IM!" approach.

I'm not striving for perfection (like I used to be many years back). I just need to get something out first... and refine it later (That's why books and eBooks have 2nd editions... 10th editions etc.)

But that doesn't mean I release a crappy product/eBook/book.

I make sure that every product/eBook/book I release (FREE or PAID) are of a HIGH QUALITY...

HIGH QUALITY, but it doesn't have to be PERFECT.

I can always make changes, additions etc. and release an even better version later on once it's out in the market.

Actually, that's what you should be doing.

Understand that the first version of anything that you do may not be the best version. Be willing to get it out into the marketplace anyway, take in feedback from your prospects, customers, friends and anyone who have reviewed your products/eBooks/books/services etc. so as to improve it and release a better version in future.

Alright, now that you understand the "Ready, Fire, IM!" approach, let us dive into the 6 steps I took to achieve a 6 figure passive income online.

6 Steps to a 6 figure passive internet income

1) [I worked on my mindset first](#)

95% of newbies fail online.

Now, that's only a conservative estimate... some have put the number closer to 99% but I choose to be an optimist.

While there are tons of reasons why many new internet businesses fail, generally we can attribute it to a mindset problem.

Knowing this to be true, I started investing heavily in courses/seminars to work on my mindset (plus knowledge and skills), as soon as I left my job in end May 2007.

Suffice to say, transitioning from an employee to an entrepreneur requires a complete paradigm shift.

Here, I've identified 10 Success Principles that helped with my transition:

<http://RichGrad.com/10SuccessPrinciples>

2) **I took massive action**

Of course, going to seminars and courses alone is not enough.

Many people think that just because they have paid \$5,000 (or some other insane amount of money) to attend a seminar that they are set for life...

Poof

The cheques are going to come flying in faster than you can count them... and your life is going to instantly become better...

Pop

I'm sorry to burst your bubble... but it just doesn't happen that way.

And if you think that, then you will end up like all those people out there jumping from one seminar/course/product to another, looking for that "magic pill" to change their lives (you know who you are!)

I was like that once...

Until I learned that For things to change, I must change first.

And massive change requires massive action...

3) I got into niches I'm passionate about

I bought [hosting](http://ReadyFireIM.com/hosting) (<http://ReadyFireIM.com/hosting>) and a ton of domain names and started wordpress blogs on my own domains.

I started documenting my thoughts about what I learned from books, ebooks, seminars, courses, audio and video programs, coaching sessions and personal observations primarily on my [personal development blog](#) and gradually built up a sizable reader base.

I also spent a ton of money on google adwords to to bring in traffic as well as to research good, profitable products that would enhance my readers' lives.

Along the way...

4) I became an expert

By freely sharing what I learned... what I know... and introducing great

authors/speakers/mentors and quality, life-changing products to my readers, I established credibility and trust.

Of course, I was experiencing positive changes (especially when it comes to wealth manifestation) that were visible to everyone as well.

That helped build up my authority.

Soon, publishers, marketing/book agents, authors and speakers started emailing me to send me their products and to talk about Joint Venture (JV) opportunities.

The most common question I got from them was “How big is your list?”

Frankly, up till the middle of 2008, I had no list at all... Sure I had readers but honestly, I didn't have a clue who they were or how I could stay in touch with them... other than praying and waiting for them to re-visit my blogs and leave a comment.

And since everyone that was emailing me was asking about “the size of my list“ ...

5) I started building my mailing lists and delivered massive value

I went to [AWeber](http://ReadyFireIM.com/aweber) (<http://ReadyFireIM.com/aweber>) and signed up for an autoresponder account. The step by step instructions were great and I got my first list set up pretty quickly.

The challenge then was to get people to sign up.

So I had to create an irresistible offer.

I put together an incredible resource – [101 powerful affirmations](#) – and gave it away for FREE.

Then I took my best blog articles and loaded them into my autoresponder so that my subscribers will continue to receive quality emails on a regular basis.

Occasionally, I'll send out a couple of promotions... but I'm pretty selective about that because I want only the best for my subscribers.

And to drive traffic to my squeeze pages/websites, I buy ads on google as well as tie up with JV partners.

Now, someone once asked me... "How did you build a email list of over 26,000 subscribers?"

My reply was and still is: "One subscriber at a time..." (no magic pill ya?)

6) I sit back, relax and wait for the cheques to come in

Once the system is in place... as long as my google ads are running smoothly, my websites are up (that's why you need a [reliable web host](#)), my autoresponders are working properly (...and a [trusted email marketing software provider](#))...

I'm pretty much free to do whatever I want.

And that explains why I can seemingly "do nothing", [travel around the world, party everyday](#)... and still get cheques in my mail.

So there you have it...

Now you know my internet marketing success secrets...

Of course, this is the really simplified version of how I made S\$138,255.80 in Passive Internet Income during the Last Recession.

I conveniently left out the part where I spent the first 7 months of my life, after quitting my job, testing everything out with no success, tearing my hair out while friends and family members kept telling me I was wasting my time and to just give up and move on... and all the time, effort and money to figure this sh*t out... because you aren't here to hear that, are you?

=)

To the good life...

Resources

Did you enjoy “*How I made S\$138,255.80 in Passive Internet Income during the Last Recession*”?

I bet you did... and you're probably wondering... “*Where do I go from here?*”

Well, *this* is just the beginning, not the end.

In the following pages, you'll find resources that are going to help you achieve a greater level of Success in Internet Marketing. These are the same resources (software, training and educational materials, self-improvement products etc.) that I personally use to skyrocket my Internet Marketing Business.

Remember that ACTION is KEY to achieving success in internet marketing... Actually ACTION is KEY to achieving anything worthy in life.

I have already given you the keys and secrets to achieving a 6 figure passive internet income. Don't just treat this as yet another eBook that you found incredibly “interesting” with no intentions of applying what you learned... because if you're not going to apply what you learn, NOTHING's going to happen!

Learn -> Do (Take Massive Action) -> Get Results -> Refine! (Be flexible and Change Strategies until you get the results you want)

Alright, I think I've left you with plenty to digest for now... I'll leave you to explore the resources on the following pages...

Hope you enjoyed this eBook & here's wishing you tremendous success in internet marketing and achieving your financial, freedom and lifestyle goals!

If you haven't already done so, sign up for my FREE Personal Development Email Newsletter and receive my first eBook "101 Powerful Affirmations" (worth US\$47) absolutely FREE plus regular inspirational updates to help you lead a richer life:

<http://RichGrad.com/FirstBook/>

If you did not receive this eBook by signing up for my FREE Internet Marketing Email Newsletter, you can do it now so that you won't miss any of the tips and/or bonuses that I'm giving away only to my subscribers:

<http://ReadyFireIM.com/gift/>

Do you have any internet marketing and/or making money online question(s) you need help with? Feel free to ask me your internet marketing questions here:

<http://ReadyFireIM.com/FAQ/>

Do you wish to take your internet marketing to the next level? I'm offering internet marketing coaching to selective clients. To find out more, contact me via my contact form at:

<http://ReadyFireIM.com/contact/>

Or add me up on facebook and drop me a PM:

<http://facebook.com/ShunJian>

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Resources to improve your Mind Set

Patterns of Excellence by my mentor Adam Khoo:

<http://ThePatternsOfExcellence.com>

Secrets of Self-Made Millionaires by my mentor Adam Khoo:

<http://SecretsOfASelf-MadeMillionaire.com>

The Science of Getting Rich

<http://RichGrad.com/SGR>

The Forgotten Laws of the Law of Attraction

<http://TheSecretForgottenLaws.com>



<http://RichGrad.com/MoneyinyourMind>

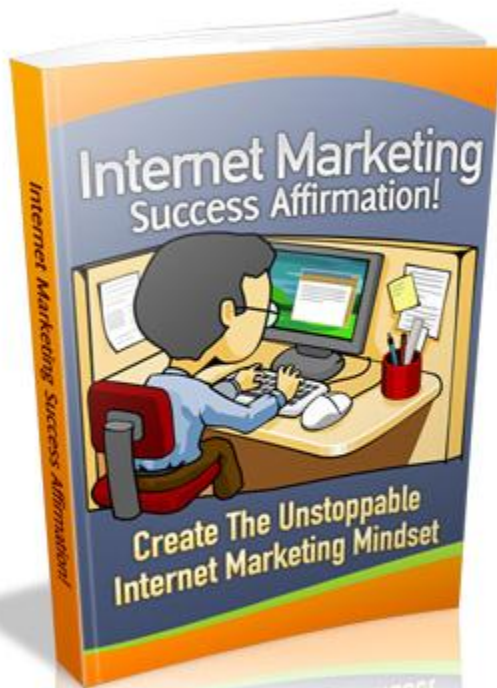


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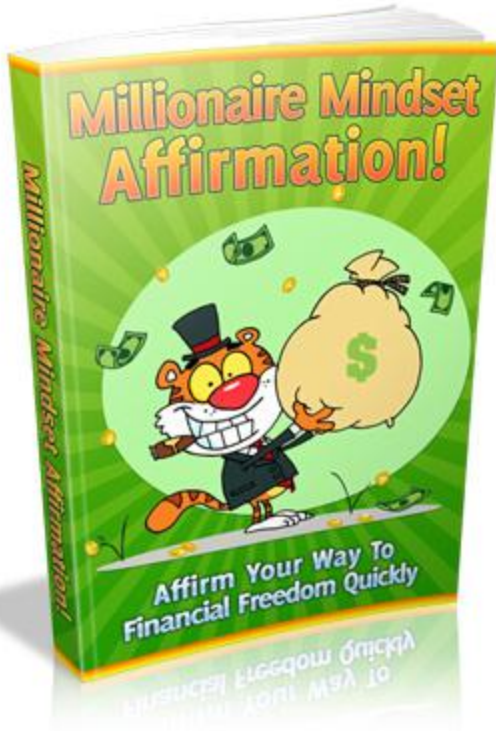


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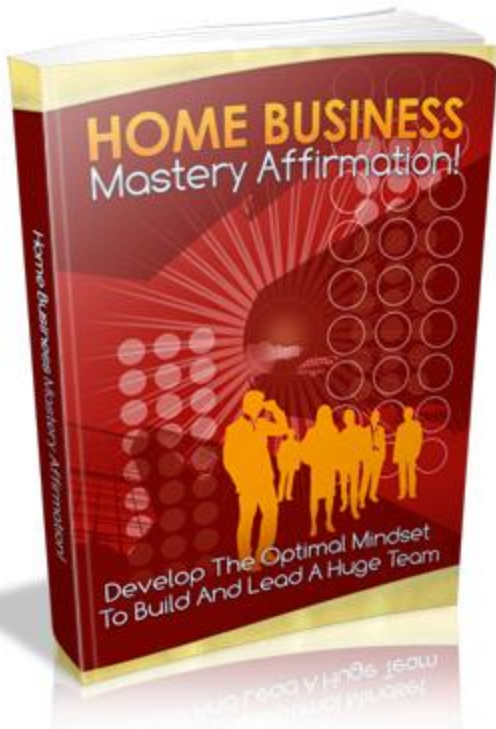


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Epilogue

In this eBook, I covered how I've generated 6 figures in passive internet income over the best 12 months of my internet marketing career.

Now, please understand that Internet Marketing is a business and like any other businesses, there are ups and downs.

I've faced quite a number of business and life challenges since August 2009 as well as achieved other successes like building up a brand new facebook community (<http://101PowerfulAffirmations.com>) from scratch and attracting more than 10,000 'likes'/fans for it in 2 months.

This is summed up in a blog post I wrote on 31 Dec 2011 entitled "[11 Painful Life and Business Lessons from 2011](#)".

I highly encourage you to read this article here and learn from some of the painful mistakes I've made:

<http://RichGrad.com/11PainfulLessons>

Feel free to leave a comment... I'm looking forward to hearing from you =)