

**Netpreneur 2**

**Ng Yu Ching**  
This assistant sales manager  
makes 40% in commissions  
as an affiliate

**SOMETIMES, PEOPLE** dream about starting a business but stay in their comfort zones, sticking to their nine-to-five jobs. Assistant sales manager Ng learnt the hard way about a need for a back-up. He graduated in 1998 during the Asian financial crisis, an unenviable time for any graduate, and later, his field of expertise, electronics, experienced a downturn in 2003.

"I saw a newspaper advertisement in early 2003 about making money through the Internet. I got very excited about this opportunity and did lot of research into it." He read Internet marketing e-books and did home-study courses on making money on the Internet.

Ng's first investment was US\$300 for a webhosting package called "Site Build It!" from Dr Ken Evoy, found at nycsolutions.net. The package came complete with domain and webhosting and Internet marketing lessons, suitable for a beginner who knew little about programming. He signed up in mid-2003 and launched his first affiliate site, [www.stock-trading-advice.com](http://www.stock-trading-advice.com), at the end of that year. The site has links as an affiliate to investment-related items such as courses, books and investment tools. (For more on affiliates, see story on page 38.)

"The most expensive item I ever sold is a US\$1,000 newsletter and I got almost 40% of this amount as a commission. Every month, I sell quite a number of investment home-study courses. These

courses cost from US\$300 to US\$400 and my commission is about US\$100 to US\$125 for each sale."

Ng has since launched seven other websites, which draw revenue from affiliate marketing as well as the Google AdSense advertising program. Google sends him monthly cheques of US\$800 to US\$1,000. He also recently started an online store using drop shipping. (For more on drop shipping, see story on Page 38.)

"I'm affiliated with a supplier in Florida and Hong Kong and they will drop ship the item for me under my store name. This is the cheapest way to own a store without keeping any inventory. I just need to pay the drop ship fees per order."

Currently, Ng holds a full-time job. Juggling both Internet businesses and employment is not tough. "I don't need to do anything with most of the websites. I just build them, put in the content and let them run."

But quash the thought that money

comes in effortlessly. Attending seminars alone does not make you rich, nor do you make money overnight from your Internet business, he says. "Making money online is a statistical game, the more visitors you have, the higher the chance for you to make money."

"I spend a few hundred US dollars per month in pay-per-click advertising on Google and Yahoo!. I also constantly get ideas from successful Internet marketers and test them out at my sites. Internet technology is so fast-changing, there are much more things to learn in Internet marketing."

Ng's target is for his Internet ventures to generate US\$3,000 a month for him. Pretty good for a back-up plan.

— By Tan Su-Yin

