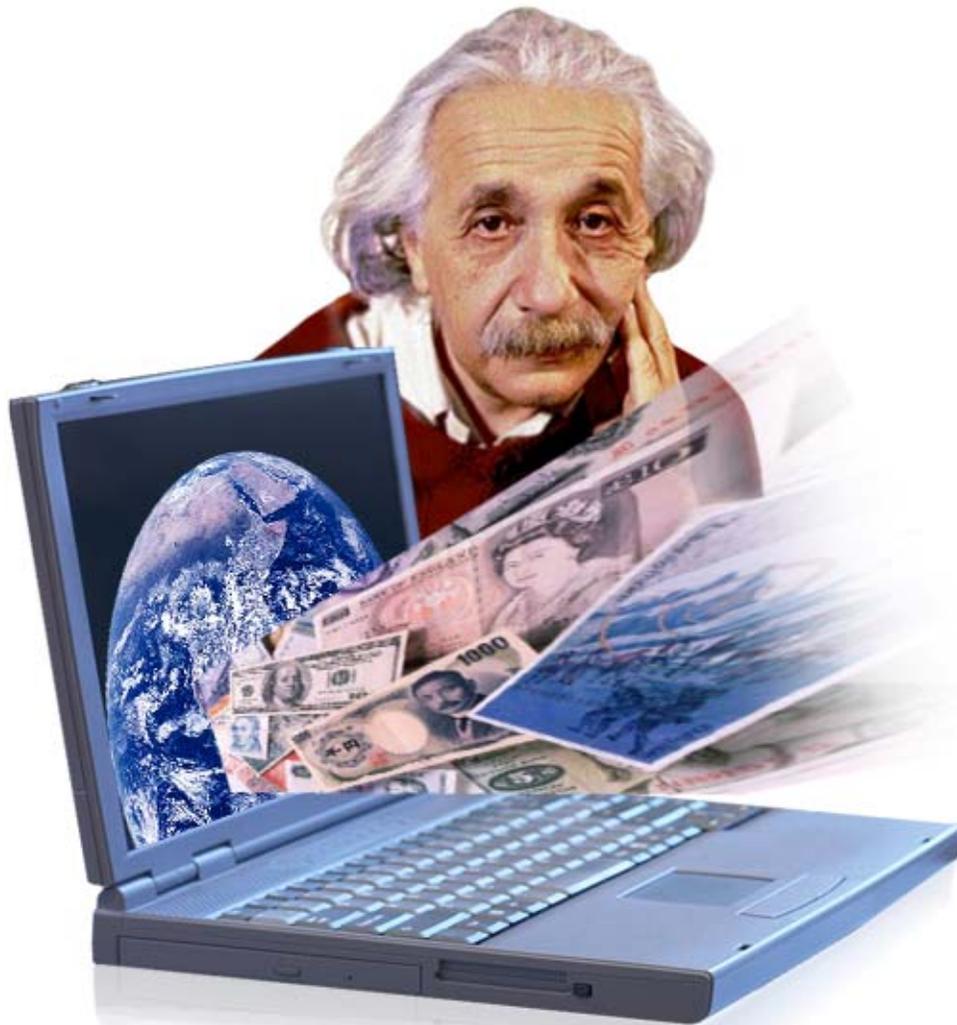


DOTCOMOLOGY

BY: STONE EVANS, THE HOME BIZ GUY



The Science of M@king Money Online

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Instead of only reading about making money online, why don't you actually start doing it right away? I've created a simple system that you can use to get your own money making website set up within the next 24 hours. It's not just a website though... It's actually a complete turn-key home based business **system** that gives you everything you need to start pulling in profits on the Internet.

[Click here to learn more about it and sign up today!](#)

Introduction

Hello, my name is Stone Evans. A few years ago, I was a restaurant owner. Actually, you could say the restaurant owned me. I worked long hours being what is popularly called the chief cook and bottle washer — that just means I did everything from paying the bills to washing the dishes. At the end of the day, I earned barely enough money to get by and I never had the opportunity to take a vacation.

The fact is, my financial life was pretty difficult at that time. However, I was optimistic and always searching for ways to achieve true financial freedom. One day, I picked up a book called “Multiple Streams of Income” by best selling author, Robert Allen... and I didn't put it down until I was finished reading it cover to cover.

That book changed my life.

It taught me, in very simple terms, that having money is a good thing and that not having money is a bad thing. It illustrated the point that it is essential to develop multiple streams of income. One job is not enough, one investment is not enough, one business is not enough. If you are only relying on one stream of income, you are setting yourself up to be broke one day and the fact is that 85% of the

world's population grows old and dies financially broke. That's because most people do not have multiple streams of income.

Knowing that one stream of income is not enough, I got busy finding ways to make more money through avenues other than my "day job". In the "Multiple Streams of Income" book, Robert Allen discusses different "Money Mountains" including the "Real Estate Money Mountain", the "Investment Money Mountain" and the "Marketing Money Mountain". The one that appealed to me most was marketing — specifically Internet marketing.

In the book, Robert went on to explain that ordinary people were getting on the Internet and starting small businesses that made big money from the comfort of their own homes using nothing more than a personal computer and an Internet connection. I was intrigued by this idea. Just the thought of being able to make a living using nothing more than a laptop computer and the Internet sent chills down my spine. I got started immediately.

After work and after my family went to sleep at night, I'd brew a big pot of coffee and get online for a few hours (usually between midnight and 3 AM) trying to learn how to make money online. I knew other people were doing it. I just had to figure out how to do it myself.

I'll be honest... It wasn't easy.

Everywhere I turned, somebody was promising to make me rich if I joined their business opportunity or membership site or bought their latest ebook. Before long, I had racked up thousands of dollars in credit card debt and cluttered my computer with various ebooks, membership site passwords, affiliate program welcome letters and Internet marketing guru newsletters. My head was spinning with ideas and information, but the only people making any money that I saw were the people whose stuff I was buying — or so it seemed.

However, with time things began to make more sense. I started making a little bit of money using some of the online marketing strategies I was experimenting with and gradually that little bit of money I was making grew into a full-time income.

My dream of making a living from home has come true.

The purpose of this book, “Dotcomology – The Science of Making Money Online”, is to share the information that has helped me create a successful online business so that other people who are hopeful of making money online will have a fighting chance for success.

See, you have to be careful when you get online with hopes of making money because there are literally thousands of scams and scam artists waiting behind the veil with sophisticated and highly tuned strategies for ripping you off. One of the reasons I give this

huge 300+ page content-rich ebook away for free, is because I want to help as many people as possible avoid the scams and learn the truth about what it actually takes to make money online. With the facts in hand, you can decide for yourself whether or not you've got what it takes to succeed in the Internet marketing industry.

TIP: If you want to get started quickly, I can help you get your first website set up **within 24 hours**, so that you can start applying what you learn in this book to the real world. I believe that my service is the fastest and easiest way to start making money on the Internet.

[Click here](#) to learn more about it.



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Empty your cup!

There's an old Zen story that goes like this: *A young man had read all the books he could find about Zen. He heard about a great Zen master and requested an appointment with him to ask for teachings. When they were seated, the young man proceeded to tell the master everything he had understood from his reading, saying that Zen is about this and Zen is about that, on and on...*

After some time, the master suggested that they have tea. He performed the traditional tea ceremony while the student sat at attention, bowing when served, saying nothing. The master began to pour tea into the student's cup. He poured until it was full, and kept pouring. The tea ran over the edge of the cup and onto the table. The master kept pouring as the tea ran off the table and onto the floor. Finally, the student couldn't contain himself any longer. He shouted, "Stop! Stop pouring! The cup is full — no more will go in!"

The master stopped pouring and said, "Just like this cup, your mind is full of your own opinions and preconceptions. How can you learn anything unless you first empty your cup?"

And so it is with you now — if you're going to benefit from this book and all of the knowledge I reveal within the pages ahead, you must first empty your mind so that you can actually learn something.

Don't listen to the “so-called” experts...

In this book, I'm not going to give you some airy-fairy theory about what should work if everything clicks the way I think it should. That's the kind of rubbish you can read in any one of a thousand marketing books sitting on the shelves of Barnes and Noble. The fact is, most of those authors have never sold anything online except copies of their book on Amazon.

Here's my first piece of advice: don't listen to advice from someone who hasn't been there and done it themselves!

This is absolutely crucial. If you look around the web or in your local bookstore you're going to find a ton of hype about how you can become a millionaire with nothing more than a keyboard and a mouse. There are people out there who will say you can get rich with no effort, no work and no investment. There are even some who will try to sell you pyramid schemes, get-rich-quick plans and every other kind of scam you can imagine. And people actually buy them. At the first sign of a chance to pick up fast cash, people whip out their wallets and give away their life savings. You're smarter than that, right?

But it's not just the straightforward frauds you have to watch out for. The Internet changes almost every day. Unless someone is actually earning their living online day in and day out, by the time

they've finished explaining how to make money on the Internet, chances are, their advice is out of date.

Like I said, it wasn't easy when I was first getting started. But like any successful businessman, I ditched what didn't work and did more of what did. If I saw something that I thought would bring in extra cash, I gave it a try.

The fact that it's so easy to create an online business was what really did it for me. If I wanted to take advantage of an opportunity, it cost me next to nothing to try and I lost little if it failed.

It wasn't long before I knew exactly how to find the right products and bring them to the right customers.

That's what I'm going to show you in this book. I'm not going to give you any strange theories or fancy ideas. I'm just going to tell you *exactly* what I did — *and what I'm still doing!* — so that you can do the exact same thing yourself if you want to.

Of course, I can't guarantee that you'll have the exact same results as me. Heck, I bet if I were starting from scratch today I'd have different results too. I might even have better results. All I can do is reveal the information and tools that work for me. Once you have this, I'm confident that you can make this business work for you too.

Do you have what it takes to be an e-entrepreneur?

Before you even turn on your computer, the first question you have to ask yourself is whether you're cut out for this kind of work.

The fact is, building a home-based business isn't for everyone. Some people like the commute. They really do enjoy having a boss who tells them what to do, and they like the routine of working nine-to-five for an ordinary salary that can barely pay the mortgage. Personally, I think they're nuts.

More reasonably, there are people who are concerned about the risk of starting up their own business. They're not sure it's worth the investment of time and money, and they're scared of the responsibility that comes with running their own company. They wonder if there is another way to escape the rat race.

I'm sure there is. You could win the lottery or wait for your Aunt Sue to keel over and leave you her condo. Or maybe you could sit down with a pen and paper and draw the blueprint for *The Next Big Thing*. Anything can happen...

For me, what happened was creating a successful, self-running Internet marketing system. It didn't happen without effort. It didn't happen without at least some initial investment of both time and

money. Of course, it doesn't happen now without me making sure that the taxes are filed and the paperwork is done. But it happened. I'm my own boss. I work from home according to my own schedule and I get to pocket *all* the cash my business makes. If you're prepared to give an e-business the time, the work and the money it needs to get started and get growing, it can happen for you too.

The Internet — Your Business Tool

In effect, my system for making money online is built on three foundations: the Internet, marketing and the product.

In this book, we are going to look closely at each one of those. In particular, we'll spend a lot of time talking about marketing because that is really how you make money online.

Let's begin by taking a quick glance at why the Internet is the greatest business opportunity since the railroad.

The Internet actually started in 1969 as the ARPANET, a Defense Department system designed to let survivors share files after a nuclear attack. From a handful of top secret computers, it's grown to fill more than 10 million hosts and millions of domain names.

And it's still growing. According to a recent survey, the volume of Internet traffic is expected to double annually over the next five years.

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