

# Passive Income Secrets Teleclass Complete Transcript



**Ewen Chia & Stone Evans**

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# Passive Income Secrets Teleclass:

**Ewen:** Hi everybody, this is Ewen Chia and I want to thank all of you for coming on this Passive Income Secrets teleclass. I have here with me today someone who is a great friend and mentor to myself and to thousands of people out there, and his name is Stone Evans.

Well, Stone is the creator of the [Plug-In Profit Site](#), and this guy is amazing. I mean, he just knows how to make money online, and how to generate passive income on autopilot, and he's got a lot of things to share with us today. So why don't we let Stone introduce himself and take it away from here. Stone?

**Stone:** Yes, Ewen. What would you like to know? I think the first of many questions you might be asking me tonight, it looks like one of the things you wanted to know was kind of my background, and where I got started, and kind of a little bit of what I'm about.

I guess that would help everyone maybe relate to me. I was born here in the United States, in Louisville, Kentucky, and basically was moved to Dallas, Texas, when I was about 8 years old. One of the main things about me growing up is that I was always pretty entrepreneurial, just in terms of a mindset.

I think that mindset is one of the biggest factors toward what you are going to do in life and how well you do that. For example, when I would go trick-or-treating, the next day, instead of eating up all my candy, I organized it in a little store, kind of like a little candy shop, for a nickel a piece or something. It wasn't a profitable venture but it speaks to how I was looking at the world. Didn't grow up with a lot of money – my parents were divorced early, my mom was a single mom and life was a struggle for quite a while. When she remarried I got a wonderful step dad who took over, really became my father and a mentor to me in terms of helping me develop my character, honesty, and some of the core traits today that I'm most proud of.

When I was a teenager, getting into video games and things like that, I'd have the latest – at that time, the latest – the new Nintendo entertainment system, Sega Genesis and certain little video game systems that some people relate to that I grew up with. But instead of just playing games, which I did a lot of, I also would set up my game consoles in a stack with a whole bunch of games on this hutch, this display case that I displayed in the garage, at the time in my parents' house, and I'd invite neighborhood kids over to play video games, and, say, charge them twenty cents or a quarter. But whatever it was, I was experimenting with an entrepreneurial nature that I was discovering in myself. I guess I don't really know where I picked it up from. Maybe I looked around in the world and saw that the people who had a lot of freedom were entrepreneurs, and I liked that. I don't exactly know where it came from. I wasn't a very good student at all, barely made it past high school.

**Ewen:** You're kidding!

**Stone:** Not because I didn't have the intellectual ability, but mainly because I didn't have the focus or the real interest to learn through books, and it was a bit of a challenge for me. And of course, in high school I was not very socially skilled so I was a little bit on the outskirts. Wasn't really doing well in school, didn't really have a lot of popular friends, or even really good friends, and so one of the things that developed in me was a sense of being on the outside looking in, the ability of watching people, learning from people, and not always being swept up in the latest fad, so that speaks a little bit to my character.

I did actually graduate high school, thankfully, and I got accepted to go to the University of Texas at Dallas, and that was at the urging of my dad, who was an engineer by trade, and thought it would be the best for me. I knew I needed to pursue developing myself and such, and so I got accepted to college, that was exciting.

I got some financial aid at the time and my dad contributed some and I went and lived at the University of Texas at Dallas dorms. And it was actually not really a dorm but they called them Waterview Apartments. It was the first year they had apartments on campus. I moved in there, I had my own apartment by myself. That was a very liberating experience, as you can imagine when you are getting out there, kind of learning how to spread your wings, experimenting, learning about yourself and so forth. Once again, as school started I really had a terrible time focusing, a terrible time attending classes in general.

One of the things I got interested in was a lot of extra-curricular activities. I got involved in student government, I was elected, we went on a field trip as the student body government and people voted that I would be the guy whom they most wanted to be on an island alone with, like a Survivor kind of situation.

I guess there is a sense about me that people respected and appreciated some of my uniqueness, and some of my character that had developed through coming up. I got involved in a program in college where I was helping people who have mental retardation. Again, not anything to do with my classes, but I got real involved extracurricularly, and those were the things that really excited me at the time.

And basically what happened at the end of my first semester is that I failed all of my classes, I think there were six of them, I think I might have passed one but I'm not exactly sure what that was and I don't even know how I passed it, but I might have got three credit hours for my first semester there at the University of Texas in Dallas.

So at the time I was really doing some heavy soul-searching, really questioning myself, doubting myself, wondering what my place was going to be. At the time I picked up and read a book called The Celestine Prophecy, and I know a lot of people have been touched by that book. So I was reading that as a freshman in college, as a freshman on the verge of not knowing where he was going to go, but that book impacted my life. I read another book called Way of The Peaceful Warrior, and it was a book written in fiction style but with a lot of life lessons and teaching about the potential of the human spirit and our ability to achieve great things, and these books really touched my life.

Around the time I was reading those materials – it's one of those things, and I think it's one of the things I'm going to end up talking about today, that the frequency and vibration and the impact of language and knowledge changes you. Reading a book changes you. Talking changes you. Listening to this call changes you. Taking in these words, the impact of these words, they change you. Maybe not immediately, maybe not dramatically, but they change you. Subtle processes are set in motion. And me, when I read those books, I was lifted by them, and in that lifting, I started going out into the community at the time, finding out – what am I going to do? And I stumbled across a company – I'm sure I was led to the company – it was called Mental Fitness Company, and it was basically a resource center for human potential.

They had little things called Mind Machines, and what they were was basically light-sound devices, you'd put on a pair of glasses and a pair of headphones, and it would create beeps and flashes of light in rhythmic tones that would guide you into relaxation, or into an alpha brainwave state that's been proven scientifically to be the most receptive state for learning – learning languages or learning any kind of information. These devices were really neat; I was excited about them. And besides that, the Mental Fitness Company had just about every kind of developmental book and access to teachers that for me at the time were brand new – people like Anthony Robbins, people like Wayne Dyer, people like Deepak Chopra, people that have impacted millions of lives, and they were impacting my life as I was picking up and reading their books, and listening to their tapes, and taking NLP courses, and learning about handwriting analysis, and learning about myself and the world.

Essentially what happened is I said, I've got to work at this place, I want to be a part of this. And so I applied, and unlike most people who apply for a job I didn't just fill out an application, but I filled out an application and wrote, I think, about a 6-page essay. It wasn't required, it wasn't asked for, but I wanted to tell these people what I was about and why this job was important to me. And I really just kind of put my snapshot of my personality, of my soul really, on the line, saying this is who I am, and I want to be a part of what you're doing because I feel connected to this, and I want to grow in this way. And I was hired immediately, soon to be the manager of that store, and just basically worked there for, I guess about a year. But in that year's time I was developing myself. I was learning, I was taking classes, I was reading every book in there. I was talking to people. And the other thing about the store that was so significant to me was that it was run by entrepreneurs.

**Ewen:** Mm-hmm.

**Stone:** The hope and vision of the people who created the Mental Fitness Company was to develop a franchise, and they were entrepreneurial, they were making money, they were building a concept, they were providing value. And I was modeling that; both on a subconscious level as well a conscious level.

I wanted to be like them but I was nineteen years old, and really not capable, didn't have the skill set. I was so raw as a budding entrepreneur but I really aspired to these people and looked up to them, and that affected me in a big way, shaped the direction of my life and is probably a big part of the cornerstone of psychological influences that shaped who I am today.

Fast forward a couple of years from then, and what I did, I took a few trips. I went and lived in Austin, Texas for a few months, I went and lived in

Missoula, Montana for a few months, kind of finding myself after I left the Mental Fitness Company, continuing to work with the ideas that I had learned, looking for my place. How can I apply this knowledge? How can I express who I am, my gift in the world in an effective way to create my own business, my own spot in the world, to help people, to prosper, to have freedom. And after some months in Montana, I kind of got this message, and that was “Go home. Go back to Dallas.”

Because one of the things that kids do, often in the United States, and probably abroad, is when they leave home they sometimes want to get as far away from home as possible, and you kind of run away from things for a while, at least that’s what I did.

But I got a very clear message while I was still looking for my place to go home, go back to Dallas, and I followed that advice. It was kind of internal advice, something that just struck me, and I went back to Dallas. Some of the things I was running from at the time were debt. I had college debt to pay; I had debts that I’d borrowed from friends, debts that I’d borrowed from family. And I had debt to pay. Maybe I was running from that, maybe I was running from not having a lot of strong social ties and maybe I was running from not having a really deep relationship with my parents, but I came back to Dallas because that was the next step in my growth.

**Ewen:** Right...

**Stone:** And when I did, I went to work in a little health and vegetarian restaurant that was created by a lady who was very entrepreneurial, and I went to work as her employee. And gradually me and the lady who created that restaurant became friends.

I had some connections with Deepak Chopra through my connections with the Mental Fitness Company, where I would go and volunteer at the Deepak Chopra Centre at some of his seminars, just go and help out, to pass out information, and to be part of that whole experience. And I was telling the lady who owned the restaurant about this, and she had also been impacted by Deepak. We were excited about that knowledge, building our friendship in that knowledge. We decided to take a trip together, there was an opportunity for us to go to California, volunteer to Deepak Chopra’s seminar, and we did that, and that brought the relationship closer together.

Fast forward a little bit. We became best friends, and we decided that we loved each other very much. We got married and we started having children. At the time we were having children, we were running the restaurant together at that time, and I said, you know, I want to do this, and when we have children, you’re going to need to, we decided ultimately, I didn’t say anything, but it’s something in me that I’ve always wanted, my children to have the opportunity to grow up with the parents around as much as possible, particularly the mother in those early formative years, so I said, this is what we’re going to do.

I took over the restaurant, which of course was a wonderful relief to her. No one likes to slave away in a restaurant all the time. And so she came home and started raising our children, and we were raising our children and I was working in the restaurant, and that continued for a few years, and I was developing my entrepreneurial skills. We were making money in the

restaurant, we were making my living, it was a modest living but it was a living.

But again my entrepreneurial traits began to really shine, really develop and there a real passion for me began to grow for marketing. How can I increase business, how can I get more customers in here, how can I use some more of my skills which were beginning to emerge as communication, in writing, in speaking?

So I got the idea to start a magazine and I called it VegeWorld. Basically what I would do is I'd go around to the Dallas community and sell advertising, so I could print the magazine. It was a glossy full-color magazine, but the ultimate thing in the magazine was so that I could promote my restaurant and in addition there were some network marketing programs that I was flirting with, I guess you could say. One was called Inner Light and that's a nutrition company, it was very good, and I was influenced by that company and I'd promote that in the magazine and I'd sell products here and there, and things were going pretty good.

I'd barter with the magazine, I'd make deals – there was a cabin in Arkansas, and I said I'll put an ad in my magazine if you'll let me and my family come stay there over the holidays and take us trout fishing and all, so I'd barter with the magazine and try all kinds of different stuff. It wasn't making a lot of money, but it was making some money and it was helping my restaurant, and once again it was helping me develop my entrepreneurial passions and abilities and helping me learn about how money is made in the world, how deals are made, how it's really a creative world that we live in and how it's a cooperative world that we live in, and how people want to find ways to help each other, and that's another thing that I'll touch on in this call, is that money is really about service, money is really about adding value, money comes from helping other people and the only reason people give you money is inevitably because they want to help themselves.

But ultimately a few years had passed, I think I printed that magazine for two years, when I passed it around it was a free magazine, 20,000 copies would be distributed in grocery stores and whatnot around Dallas and people would pick it up, and it was great but I started to get really burned out because I was running the restaurant, running the magazine, doing it pretty much by myself. I had some people helping me out, some people writing articles or writing reviews for restaurants here and there, but it was really burning me out because I was doing most of the work myself.

I didn't know how to delegate, that was one of my biggest weaknesses. I didn't know how to outsource, makes things pretty difficult. I got burned out, decided what has to go. The magazine had to go, so I had to stop the magazine. It wasn't making me enough money to justify all the time I was spending on it. So I jumped back full-time into the restaurant, because I didn't have energy to maintain everything else. What ended up happening is that one day I read a book. Because all this time you're kind of getting this sense that I'm a learner, I like to put things into practice, make things happen and create, and so I picked up a book, it was called Multiple Streams of Income by Robert Allen. I know many people have read that book. If you haven't read that book, you should go read that book.

**Ewen:** I've read that book. It's really, really good.

**Stone:** Really, really good. And one of the things that Robert talks about in that book is basically – the biggest premise of that book is that we need to create multiple streams of income in our lives, and more importantly, multiple streams of passive income if possible. It's really not a luxury; it's a requirement in today's society. Because basically, you lose your job, what happens is you don't have another stream of income? You get sick, you get injured, anything happens to you, what happens if you don't have streams of passive income in your life? You go broke, that's what happens, you suffer. So the necessity in this world we live in today is that you must, again, it's not an option, you must pursue multiple streams of income, and you must develop passive streams of income.

And so that book affected me, and Robert, in the book, he talked about several ways to do that. Through investment, through real estate and marketing. And then he got specific and he said Internet marketing. And a light bulb went off in my head and I said, yes, that suits me, it makes sense to me, it excites me, and as I say it to you right now, I promise you, I get chills down my back.

For me, the vision was that I could have a little black box, meaning a laptop that I could carry with me anywhere in the world that I could earn my income from, earn my living, control my life, manage my whole financial reality through a little black box, nothing else, no employees, and that was the ultimate freedom.

I mean, one of the biggest things that humans pursue is freedom, and for me the vision of having that box and being able to earn money, even if it was just enough to get by, was the brilliant, brilliant idea that woke up every cell in my body, and I said, I've got to pursue this. And so I got started. Robert recommended some stuff in his book, like get on our conference calls and learn about the Internet so that we can help you get started, and so I did.

I called his conference calls. At the time there were a few little companies that allowed you to set up some kind of turnkey situation where you'd send websites, much like a modern-day affiliate program, it wasn't quite as advanced yet, but you'd set up a shop, and you'd try to direct traffic to it and get a commission for sales. At least that was my first exposure to those. I got on the calls and he was promoting a company called Usana which I'm sure a lot of people heard about. That didn't really intrigue me, but the thing about Robert is that he got me into it, and he started sharing knowledge, and I remember one of the simplest pieces of knowledge that excited me so much was on one of the conference calls, it was like okay, now go into your web browser, click View and then click Source, and when you do that, you're going to see the code behind this website. And I started playing with that, and it just blew my mind.

I was learning things about the Internet, and so I got really excited about it. But it wasn't Robert that ultimately got me into my first successful income stream, so I wasn't earning money with anything he did, but he got me into the game. And once you're in the game you start visiting websites, as I'm sure everyone on this call has done, subscribing to opt-in newsletters, getting things in your inbox, you know, you just get inundated with the world that is Internet marketing. And one of the things that primarily happen when you get

in to Internet marketing is that you're kind of in this world, and everyone's saying, make money. Make money here, make money there, make money everywhere, that's what they're saying and that's kind of all you see.

And most people get into Internet marketing at first, they get into the 'make money' market, which is basically I want to make money, so I need to sell stuff, information or opportunities to other people so they can make money too and so you're kind of like regurgitating 'make money' through opportunities, services, whatnot. And that's kind of where people get, at first, and that's where I got. But there are people today that say, oh, the 'make money' market is so saturated and whatnot, but actually, my point of view on that is that it's the biggest market out there, and if you want to make money you need to learn to participate in that market.

The most money can be made by participating and serving – and this is something I'm really going to get into – that market of people who are striving to create Internet businesses for themselves; there is a huge, gigantic marketplace online of people who are striving to create businesses on the Internet so that they can work at home.

**Ewen:** Mm.

**Stone:** And so I started getting into that myself. One of the things that began to happen to me was that I was joining affiliate programs. And one of the first affiliate programs that I'm sure most everybody on this call has seen, heard about, joined, or is a member of now, is [SFI](#).

SFI used to stand for Six-Figure-Income. It doesn't any more. They've gone through so many incarnations in the past five years that it's almost ridiculous. But they're actually a very solid company, and they do great things, and I earn giant residual income checks from them today. But that's one of the ways I first got started. I joined a little company called SFI while I was still working at the restaurant. I printed out flyers that SFI provided with my little URL on them, and I put them outside at my restaurant for people to pick up, and I was learning this sort of thing.

**Ewen:** So you were marketing your SFI business by offline techniques when you first started out?

**Stone:** Yes.

**Ewen:** Right. So was that the first program that made you your first income online?

**Stone:** Yes.

**Ewen:** Right. That's great.

**Stone:** And the deal is I would market it offline, like you're saying, part-time while I had my restaurant. I'd just put some flyers here and there but I began to get really excited about the potential. I was just reading, experimenting, very new, very fresh, but ultimately I started to, you know, continue to learn, and I would buy auto-responders.

I bought a tool at the time called Opt-In Lightning, I'm sure many people on this call have probably purchased that product in the past and it was an auto-

responder tool. And I'd buy that, and then one of the things that started coming to me is that I was in the game, so I was just looking everywhere, and it seemed that so many links that I was coming across were pointing me to a membership, a community of people who make money online called The Warriors. Everywhere I'd go, I'd go visit an ebook site that was promoted by some Internet marketing guru, and I saw it was hosted by a company called [Host4Profit](#) that was also owned by the Warriors. And then I'd go over here, and visit this business opportunity, and they'd say, we're part of the Warrior organization.

I was finding so many common pathways that led back to The [Warriors](#). So I joined the Warriors. I joined this company called Host4Profit and set up my first website, and with that website – well, I didn't set it up. I didn't know jack about setting up a website. But there was a guy that – see, Host4Profit had this concept at the time, it was called the Plug-In-Profit Site. Turnkey little website solutions to help you profit with. For someone like me who didn't have any technical experience, that was exactly what I was looking for. I know I need a website, I know I need to do these things, and I just don't know how to do them. So I joined the company and paid the guy 75 dollars to set up for me what was called, at the time, a Plug-In-Profit Site. He set it up for me and it was basically a site that promoted ClickBank products.

I know many people are familiar with ClickBank products, they're primarily info and digital products that you refer traffic to and you get a commission, and this site that was set up for me was to sell ClickBank products.

And when I had the site, he connected it with my Opt-In Lightning auto-responder so that people would subscribe at my website, and I was buying co-registration leads, which were services that were helping me build my opt-in list through paying them like a per-lead acquisition fee, kind of like an advertising cost. So I was building this list and I had this website. What I started to do is, I basically had this list, and... You know what I just thought, Ewen?

**Ewen:** Yep?

**Stone:** I'm just talking, you're not asking me questions. Am I where you want to be in this interview right now?

**Ewen:** Yeah, definitely, I think you're doing just great. You've got so many things to share, and I'm just listening with my mouth open, and I'm really enjoying this, and I'm sure everyone is too. Let's go on.

**Stone:** Let's just ride this for a little bit, and then I'll bring it to a point, and then you can just start picking me apart from there.

**Ewen:** Right.

**Stone:** But it's kind of my journey in becoming a successful affiliate marketer, and it was an experimental journey to be sure. During this process, I kind of make it sound streamlined, but I probably joined 500 different affiliate programs.

**Ewen:** 500?!

**Stone:** The process was, okay, I have a website, I have an auto-responder, I have this service putting leads in my auto-responder, and I heard what you've got to do is you've got to send email to those leads, and when they check out your link, bam, I'm going to earn commission. So out of these tons of different business opportunities and affiliate programs that I was a member of, I was just hammering everyone who came and signed up with my list with "Hey, buy this!" and "Try this!" and "Visit my site!" and "I'm going to make you a lot of money!" and just playing, trying to figure it out, reading as much as I could and sniffing out what other people who were actually making money were doing. I could see that other people were actually making money online. I wasn't, at the time, but I could see that people were. And I knew that if people were, I could. And so I decided I was going to commit, and do everything I could until I made money. And I say this to everyone: If you only commit to doing everything you can until you make money, and don't stop until you do, then you can't fail.

**Ewen:** Right.

**Stone:** So you will succeed if you don't stop until you succeed. So keep going, keep experimenting, changing your plan, reinventing things, and trying things. And so that's what I was doing. I had these leads, and every now and then I'd send an email out, and I'd have a result. I'd make a sale. Or I'd send an email out and I'd get someone to email me back, they'd say I'm interested, but I'm concerned, or are you real. But I was getting response.

It's like going fishing and putting bait on the hook and you start getting bites. Sometimes you catch one. Sometimes you get a little nibble, you don't catch it but you feel the reality of the situation that you're in a real marketplace, a real place of doing business, interacting with people. That's one of the things that people don't really get at first, and it all seems so artificial until you get into these interactions and you start getting results.

And I was getting those results through building my list, through the co-registration service and sending emails to people. And one thing, like I said, I would get a result. It wasn't always a sale, but it was a result. It was someone contacting me, me engaging in a dialogue.

And when I did make a sale, I realized a couple of things. I realized that if I have a list of 50 people right now, if I had a list of 100 people, then I would've made 2 sales, if I had a list of 200 people I would've made 4 sales, if the statistics hold. And so I realized that if I had small success, I could have big success if I continued to do what I was doing. And some of the things I was doing really wasn't when you go out there sending these batch emails that are templated, and, "here, buy this" – it was like sending a question or little anecdote about what was going on in my life, and "this is what I'm experimenting with, you might want to check it out". It's when I was putting my sincerity and some of my value out there to my list, I was getting responses, and so I was learning little things here and there.

And ultimately, what has happened over the years is that I've continued to tweak this process. I've learnt which programs I was getting a response from, which programs I wasn't getting a response from, which emails were and weren't working for me. I started to use that little View Source thing I told you about earlier. Some people take this for granted these days, some people don't know this, but this will turn on light bulbs for some people.

Any one of you out there. Go to your web browser; click “View Source” of any website. In most cases, the code is going to be revealed. You take that code and put it on your own website, and you’re going to have a duplicate of that website, to see how websites are structured, how they’re made. And when I had my first website built for me for 75 dollars, I started doing that; I started doing “View Source”. And it was in my Host4Profit hosting account, so I’d look at the code, I’d look at the website, and I’d make a copy of it, I’d change one little thing in the code, and I’d save it as a copy, like a second webpage. And then I’d look at the difference in the website, and then I’d see, okay, that’s what changed. And that’s how I learned to change websites, how I learned to build websites.

That’s how I began to understand HTML code, and I don’t understand HTML code very much, I just know the basic stuff now. You don’t need to know the big stuff. The basic stuff will get you by. It’ll more than get you by, if you apply some marketing savvy.

**Ewen:** You know, that’s how I learned to build websites too.

**Stone:** Say that again?

**Ewen:** That’s exactly how I learned to create my first website.

**Stone:** Is that right?

**Ewen:** Yes, by viewing the source code and just experimenting. I think it’s really important for someone to go out there and try it out, just test here, test there, and once you get results, you’ll be driven, in that sense.

**Stone:** Yeah.

**Ewen:** And Stone, you’ve shared with us some really incredible things about your life story, your passion, your entrepreneurial spirit. I think I really have learned a lot of things from there.

Looking at the big picture, what do you think is the one key factor, if you had to isolate everything that someone must have if they’re looking to make money on the Internet?

**Stone:** Good question. Here’s what I think it is. You know, I preach this, and it’s pretty simple: most people are going around with the question “How do I make money?” and it’s the wrong question to be asking yourself.

The real question you need to be asking yourself when you come in to any business is, “How can I serve others?” “How can I help people?” “How can I provide value?” And in exchange for that service, for the helping of others, for the value that you’re providing, how do you make a profit with that?

And so the whole emphasis, my whole Internet career shifted when my question internally that I was asking myself, “How do I make money?” changed to “How can I help other people?” Because I was in the ‘make money’ market, which I believe is the best market to be in, it’s the biggest market, because I was in that market, my question was, “How do I help other people make money?” and as soon as I began asking that question

consistently, new ideas were coming into my head. Not ideas of “I can make money doing this!” but “I can help people, and do it for a profit in this way.”

Money is an exchange of value. The amount of money a person has, in most cases, is a demonstration of how many people they’ve helped, or how much they’ve helped those people, period. Money is exchanged for the value you give and the people you help, and the biggest mindset shift, or mindset in general that one has to embrace in order to be successful in this, or any other business, is changing your question from “How do I make money?” to “How do I help other people?”

**Ewen:** So it’s really a matter of providing value to people and helping them, so that you can profit at the same time.

I think those are great things. What other mindsets do you think are really important for, let’s say, the beginning marketer who’s being overwhelmed with information, basically being attacked by opportunities out there, and not knowing where to go at this point of time – what kind of mindset does one need to be able to identify the correct programs, the correct roads to take? How can they start taking responsibility for themselves, and start going out there to make their first income online? Can you share with us some of the mindsets that you have personally helped you achieved that?

**Stone:** I’d be happy to. A couple things to consider – the biggest thing, I think, to consider is focus. And so many people, when you get online, there’s so much information coming at you, that people lose focus. And one of the things that I say is, get in, do something, and stick with it.

If you join a business opportunity, exhaust – not necessarily all your financial resources, that’s where people make mistakes, they think they’ve got to throw money at it to make money.

You don’t have to spend very much money at all to make money on the Internet; the biggest thing you have to spend is energy. Money really is energy. And so the thing people need to realize is, if you find something and stick with it until you get a result, if you get an auto-responder, learn that auto-responder. Learn how it works, learn all the tools that come with it. Experiment with them, work with them, test different stuff until you get a result. When you get a positive result, and you will, and a positive result which might be a response of someone emailing you back and asking for information, or “Can you tell me a little more about that?” you start working with your positive results. If you send an email and make a sale, or you set up a website and make a sale, you’ve just realized a strategy for making yourself a millionaire, because if you make a dollar on that sale, just repeat that same process a million times, and most times you’re going to make more than a dollar per sale. The thing is that if you can get one successful result, all you’re going to need to do is focus on that result, how you got it, and build upon it.

So the key is focus. It’s starting with something, exhausting your creative resources to get results with whatever that something is. It could be a business opportunity, an affiliate program, a hosting service. Whatever it is that you’re using, whatever it is that you have, you have every single thing that you need right now to become wildly successful in this or any business. No matter where you think you are financially, no matter what technical skills you think you have, no matter what business background or education level

you have right now, you have everything you need right now to create a success and duplicate that success over and over and over again until you realize whatever financial or lifestyle goals you have for yourself. So focus, focus, focus, focus. And here's the other deal: it's personal development.

**Ewen:** Ok...

**Stone:** I'm 30 years old. I just turned 30 in September this year, and for some people that young, to have become as successful as I have, and many people have become more successful, and more financially rich than I have, at earlier ages. The thing is, we're all in this process of opening and awakening, and becoming aware, or being able to realize our potential to do these things. What I want to say about this is that personal development...

**Ewen:** You've got to invest in educating yourself.

**Stone:** And what is that investment? I'm considered wildly successful as an affiliate marketer and as a marketer in general, on the Internet. And I've done that in a few short years, on the Internet, but what did it take to bring me here? It took the past 10 years of personal development, of reading books, of meditating, talking to other successful people, being willing to listen to other people who described my faults, being willing to analyze and look at myself, being willing to do affirmations and declarations, being willing to do something else.

You know, here's the secret for anyone who wants to have more money in their life. This is big. This is my challenge for you, if you want more money in your life: for the next 30 days, wear an article of clothing that is red. Every day, for the next 30 days.

Wear an article of clothing – right now, I have on red boxer shorts. I wear red as much as possible. This is funny, okay, but red is the color of power, red is the color of money. It's the vibration of money and power. Oftentimes, what you'll find with people who don't have money is that there's not very much red in their lives. You go to their closet and they don't have very many red pieces, no red painting on the wall, no red furniture.

The element of red, the vibration, the frequency of red, red is an attractor of wealth and power. If you want to have more wealth, if you want to have more power, surround yourself with more red things. Buy red art. Buy some furniture with red in it. Get red in your life. Use red fonts on your computer, you know, affirmations that you type up and look at or read. Bring red into your life. Every day that you do that, you'll be attracting the vibration and frequency of wealth and power into your life. So I challenge everyone on this call, if that's what you want more of, to bring red into your life right now, and you won't be able to deny the result. And this is all part of personal development, of attuning yourself to wealth.

The biggest Internet market is Internet marketing. It's a business, it's a way to make a living, it's a way to generate businesses. But no matter what product, service, business opportunity, information – I could be giving you the key to the vault that's going to bring a million dollars to your bank account tomorrow right now, on this call, but you know, if you're not attuned to being able to receive that, you won't. I could be giving it to you right now, boom, you have it. But if you're not attuned, you won't see the opportunity, you won't take advantage of the opportunity, your human vessel is not capable of – I can't

say yours is not, but whatever we receive in our lives, the power, the influence we have in the world, the amount of money we have in our lives, the amount of freedom, all of that is a direct reflection of how well our vessel is attuned to these things and how well we're allowing these things to flow through our lives.

So everything, before, during and always, whether you're doing Internet marketing or anything else, is to be attuning yourself to wealth, and there are many, many ways to do that, and one recommendation that I will make is that everyone go out there and read "Secrets of A Millionaire Mind" by T. Harv Eker, and you'll begin to make the shift necessary to attract and maintain and manage the wealth that is just right for you in your life. So these are some of the tips that I believe best answers your question, from my point of view.

**Ewen:** Amazing stuff. You know, Stone, I've been on many, many teleseminars, and I've read probably hundreds of ebooks, and I've not heard this ever before. This is really cool stuff which I think everyone out there is going to thank you for sharing, and me especially, because now I think I need to go out and buy more red clothings!

**Stone:** Absolutely. It's an honor, and thank you, Ewen, for the opportunity. As I said at the beginning, I'm excited about this. This is a first for me. I've been on the receiving end of some good teleconferences, and never really put my voice out there in this way for many people. Whether they were just listening to me for the first time, just being exposed to me, whether you've heard about me or whether you're my customer, most people never heard me. I've written stuff, I've provided a lot of value to my services, but this is a first for many of you, and I'm excited to be doing this with you right now.

**Ewen:** Cool. Okay, let's talk about this: Are there ways for the ordinary person, the average guy, to shortcut their way to Internet success? I mean, it takes time and commitment and effort to make a business, but is there a way for them to zoom down to a proven formula so that they can accelerate their success on the Internet?

**Stone:** Absolutely. Once again, I'll start by saying: it all starts internally. Wear red.

**Ewen:** Wear red. Okay.

**Stone:** Do declarations and affirmations that support belief, that create belief and attitudes within yourself that accept wealth and accept success, because what you're willing to accept and give thanks for in your life are what you will attract. So if you begin to give thanks for the opportunities that are coming to you right now to succeed on a higher level and achieve a greater level of financial abundance, then those things will begin to appear in your life, and that's where everything has to start, from there. Okay, you're doing that, what's next?

**Ewen:** Yeah...

**Stone:** It's the application of the tools of the trade, so to speak. For those who want to make money on the Internet, you need to learn how to do that, and the question is how do you shortcut that? Well, here's the thing: what do you need to make money on the Internet? My answer is: You need a product to sell. You need a website to sell it with.

**Ewen:** Ok.

**Stone:** You need an auto-responder to help you sell it with. You need a marketing strategy so that you can use your website and your auto-responder to be able to sell your product and earn what you earn from selling it, whether it's your product, or an affiliate product, or a business opportunity. So you need a product, you need a website, you need an auto-responder, and you need to put all of these things together in a way, a strategy of using these elements to make you money. And this, to me, is the core component to building an income online.

The thing is that there are services out there, that's how you shortcut your success. Use these services. Most people don't have time or the knowledge to create a product. That's what affiliate programs are for. You can sign up for an affiliate program, send someone to the affiliate website. If the website is built, the delivery process is built, the payment process is built, you send someone to the website, you make a commission, it's the easiest way if you don't want to build a product and set up everything that goes along with that yourself. You need an auto-responder and you need to know how to follow up with people, what to say to people, what messages get results, what messages don't, and that's going to take a lot of time to set up. A lot of time is relative, and it depends on your experience.

You're going to need a website, and that's going to take time to set up, and you're going to need to develop a marketing strategy. You're going to need to invent one on your own, or follow what someone else is suggesting that you do as a strategy, and there are many different strategies out there. So the way to shortcut your success is to use services. Okay, if I don't have a product, I'll join an affiliate program. If I don't have an auto-responder, I'll join a service and use someone to help me get messages get set up. If I don't have a website I'll use someone to build one for me. If I don't have a marketing plan, you borrow from the path that other people have already paved for you. And that's how you shortcut your success. You get other people to help you, you use services. That's the shortcut, and the application of those tools is maybe what we'll talk about next.

**Ewen:** This is kind of like, you know, using other people's proven resources to get you forward without going through all those years of experience and hard work that you would have to in the first place, because these services are already there, and I understand that you're providing this all-in-one solution in the form of the [Plug-In-Profit Site](#), and it's a really great tool. One of the key elements of the Plug-In-Profit Site that you've created is passive income. Can you explain what, exactly, passive income means for the listeners out there who are not aware of this term?

**Stone:** Let me explain first what is the Plug-In-Profit Site. My mouth's getting a little dry, I'm going to...

**Ewen:** Get some water?

**Stone:** Okay. What is the Plug-In-Profit Site? That's the question, and let's go back to my story, which is that I wanted to make money online, so I set up an auto-responder, I set up a website, I had help with these, and I began experimenting, sending messages. I joined hundreds of these affiliate

programs, and I began to cut my losers and keep my winners, finding out what messages worked when I was sending them to people through my auto-responder, what program I was getting results from, what program I was beginning to develop a consistent check that was coming to my mailbox every month, what things was I doing with my website, like I said, it all started with View Source.

What little changes was I making that were beginning to have an impact on my business, my ability to earn income, when I was defining a result as success, what did I do to expand on that success so I could duplicate it? And this process was really a couple of years of trial and error, experimentation, figuring out which messages built trust with my subscribers, and helped me build that relationship on autopilot using my auto-responder, and then dealt with them once I had this trust.

I provided value by providing good information, helpful resources. What things was I sending to people through my auto-responder that developed that trust automatically, without any effort from me, were ultimately affiliate products that were selling well for me and were developing a consistent stream of passive income.

And what was I doing to my website? All these things were coming together, and it was a two-year process, and ultimately I broke 100,000 dollars one year, and that was big for me at the time, through this system of sending email, of marketing my website. I narrowed it down. Out of hundreds of affiliate programs, I was getting consistent results, this six-figure income from a handful of affiliate programs that I was getting consistent results from, several of which were paying me a residual income from sales that I had made 18 months ago, and I was still being paid every month like clockwork.

All these hundreds of programs, I narrowed them down to a handful that were really working well for me. Some of these affiliate programs were what are called multi-tier, so if I refer other affiliates, and they make sales, then I get a cut of those sales, for example the Internet Marketing Center sells a marketing course. When I sell it personally, every time I sold that course personally, I got 65 dollars. If I refer someone to that program, and they sell the course, they also get 65 dollars, but because I referred it to them, I make 20 dollars.

So I go, wow. What if I could help people do exactly what I'm doing with this website, and this auto-responder, and these marketing strategies I'm using, and they produce the same result that I'm producing? Well, then I'm going to get a cut of all the sales they make, and since I know my technique works for getting sales, I know it's working for me, I know I can teach a bunch of other people to duplicate the exact same techniques I'm using, and by doing that, by helping other people achieve this, by teaching other people to do exactly what I was doing, by setting up the same system I was using, other people could begin to duplicate the same results I was getting. So I cranked out a little email.

That email, it said, "My name is Stone Evans. You're on my list, and I've been able to develop a full-time income working from home. I've done it with these five affiliate programs. I've done it with this auto-responder and I've done it with this website.

Now here's the deal." And it was an email at the time. In the email I gave five links to affiliate programs, and said, join these five affiliate programs, step one. Step two, set up a hosting account. Step three, give me your affiliate IDs and your hosting account info, with your domain name, and I'll build you the same website that I'm using, I'll set up an auto-responder for you that has the exact same messages that I'm using, and I'll code your website with your affiliate IDs, not mine, I'll code your auto-responder with your affiliate IDs, not mine, and I'll tell you exactly what I'm doing to market my site and my auto-responder that are earning me over 100,000 dollars a year. And from how many people I had on the list, I got a bunch of people who said, wow, what a really good deal, sure, man, let's do it!

So they signed up for these five programs, signed up for this hosting account, sent me their information via email, and I went to work, set up by hand, set up their websites, coded all with their affiliate IDs, went to set up an auto-responder for them, loaded up that auto-responder with all the messages I was using to make sales, exactly, verbatim, no difference at all whatsoever. The only difference was that it had their name, their affiliate link, their website link instead of mine. So I did this for people, and people responded to it really well. And the people began to get results, and my income began to grow, because they were getting results using and following my system, and again because several of those affiliate programs I'd asked them to join were multi-tier.

As they made sales, I was getting a second-tier commission. I was building additional residual income, no longer from just my effort, but from their effort. Then what began to happen is that people said, I want to refer people to your service, but if I do that, that's not going to help me very much. So what I did, because they loved my service so much and they wanted to tell everyone on their list, but they couldn't refer them directly to me because there wasn't any real benefit to them in doing that, I put on my thinking cap and I said, okay. Instead of sending this email to you where you follow my instructions, now that you're using my system, let's make it even more dynamic.

Let's take this list of instructions I gave you, and put it on a website. It took me a long time to figure this stuff out. I hired programmers and paid tons of money for stuff, and for a little while it was just crazy, nightmarish stuff to figure out, how to do it, and all these tons of hours went into doing it, just to set up the affiliate program the way I set it up. I took the information in this email, and put it on a website, and basically, I said, "Hi, my name is Stone Evans. I'm going to set up a website. I'm going to set up an auto-responder. I'm going to teach you how to market your website and your auto-responder so you can duplicate my results."

And I gave the people whom I'd originally set up a website for their own sales page, just like that letter that I'd originally sent, with the three-step instructions I'd originally sent out, and the difference was, now that sales page had their ID numbers on it, not mine. So when they told other people about the Plug-In-Profit Site, and this is the amazing thing about it, that I've been able to set up this whole system. I feel blessed, I feel excited, it's just a really elegant system in how it works for the people using it, set up the system so that they could refer people back to my service, and when they do, there's a step-by-step process.

The person who's referred to my service is required to join five affiliate programs, and the person who refers them to those affiliate programs gets all the credit. The website is coded with their ID numbers. So when someone joins these five affiliate programs, they join under the person who referred them back to my service. And one of those programs has a required fee to join, a multi-tier affiliate program that when a person refers them to my service, they get paid 20 dollars upfront. Additionally, they are required to join a hosting company, so everyone has to have a website, has to have a domain name and a host. I have worked from the very beginning of my Internet career with a company called [Host4Profit](#). I do so for a couple of reasons. They're linked to the Warrior Group, which I talked about earlier. They are the best hosting company on the Internet, in my experience, based on customer service.

The part of the hosting service that is so powerful is that it has a passive income compensation plan. Every person who joins my Plug-In-Profit Site service needs a domain name and hosting, and I'm not going to do all this for them unless they use Host4Profit for hosting. When other people refer people to my service, they are required to join Host4Profit. When they join Host4Profit, Host4Profit pays the person who referred someone to my service 10 dollars per month for the life of the account.

You refer a hundred accounts, refer a hundred people to my service, that's already 1000 dollars per month that you're getting paid from the hosting service. I don't get a dime from that. Everything on that sales page, I've given 100% of the profits, the commission, 100%. I'm usually not linked to it in any way whatsoever, it's all 100% the person's IDs who's referring gets to keep all the profits. That's why the Plug-In-Profit Site has become so successful, because people are so excited, the service is so great, I'm doing a lot of work for people, and I'll tell you exactly what that work has become now.

**Ewen:** Right...

**Stone:** And people are getting to keep 100% of the profits. So they're making a lot of money referring people to the Plug-In-Profit Site service as just one of the products they're promoting. Now, what do I do when someone signs up for the Plug-In-Profit Site? What I do now is more sophisticated, because I've had a lot more time to develop it, make deals for my members that benefit them, I've had a lot more time to create training material, so what happens now?

Now, when someone goes to the Plug-In-Profit Site, the same process unfolds. Step one: join these five affiliate programs. Why? Because these are the five affiliate programs I've been most successful with, and have been able to develop a turnkey system for promoting and making money with.

Step two: get a domain name and sign up for a Host4Profit hosting account. Step three: submit an application to me, a little easy online form to submit your ID numbers, your hosting account information, your name and email address, just like before. What we do now, and I have a team of people that now, because we're so busy, help me build websites.

And I'm so busy making deals now, beginning to educate through teleclasses like this, and supporting members in this whole system, creating training materials. So what happens now is that your information is submitted, my

company goes to work, takes the information, the raw materials of your Internet marketing business, which are your ID numbers from five powerful affiliate programs, again the affiliate programs I've been successful with, a hosting account, domain name. We take that information, and we build you your own custom website, exactly like the website I use every single day to make over six figures a year.

Every day of the week, I build my company. My company builds for you that website, the one I'm using right now to earn my living on the Internet. In addition to that, what we do is we set up an auto-responder for you. An auto-responder, for anyone who doesn't get it, is a follow-up tool. Someone who goes to your website, submits a little form, puts their name and email address, because your website isn't just a website, on your own domain name promoting hot Internet products that you earn big commissions from, it isn't just that, it's a dynamic website that aims to collect subscribers for you and build your own opt-in list that you control, not me.

I don't have any touch or verdict except for the initial building and setting up of it. What we do is we set up an auto-responder, and what it does when someone visits your website and subscribes, my company has set up a series of 400 days, that's over a year, email marketing campaign that my company sets up for you. I've figured out for me what messages make sales, what messages it takes to build rapport with subscribers, and I've loaded every single one of these messages in a sequence that's delivered to every single person who subscribes to your website automatically.

You don't do anything. The traffic goes to your website, they subscribe, the auto-responder begins to follow up, sending these messages that promote products that you're an affiliate with, and earn you commission, and oftentimes residual commission, oftentimes big residual commission. All happening automatically, all 100% on autopilot.

In addition, that auto-responder is set up for you, that website is set up for you. Again, the exact same auto-responder, website that I'm using right now to make a full-time living on the Internet, the exact same system. In addition to that, once someone becomes a Plug-In-Profit Site member, they receive my 30 Days To Success Step-By-Step Internet Marketing Guide. Again, we've started at the beginning. You asked me what it takes to make money on the Internet.

**Ewen:** Mm hmm.

**Stone:** I said it takes a product. It takes an auto-responder. It takes a website, and because all those – products, auto-responder, website – people could spend years setting those things up, and spend thousands of dollars setting all those things up, but they're impotent. They're absolutely impotent without a marketing plan to drive targeted traffic, to get interested people to that website so that they will subscribe, so that they will click on the links on your website and buy those affiliate products.

This is what so many systems, so many opportunities out there are missing; they don't have a step-by-step – I mean step-by-step – plan for marketing that website, for building that opt-in list that's yours that you control.

What I've done, I've developed this 30 Days To Success Step-By-Step Internet Marketing Guide. It works like this. Day 1: You've signed up for the Plug-In-Profit Site, I've built your website, I've built your auto-responder, let's walk through it. Here's what your website looks like. Here's what the opt-in list does. Let's log in to your auto-responder account and check it out. These are the 400 messages. This is how it works. This is your website, this is how it works. You can log in to your hosting account here. And might I say that every single component of this – this is not a static system, this is not a controlled system.

It is a controlled system; it's controlled by you, and you only. The website is 100% yours. Use it exactly how it is, using exactly what I've done for you that I'm using every day, or change it however you want. Add products, add ebooks, change the color, add Google AdSense, do anything. It's your website, you've got 300 megs of space to do virtually anything your imagination can come up with. Your auto-responder's the same. Okay, I've set up 400 messages for you. They're working for me. But you might have other products you want to promote. You might want to change the flavor a little bit. You might want to speak to your subscribers a little bit differently from how I speak to my subscribers.

Every bit of your auto-responder is 100% customizable. Change any message, it's yours, every single bit of it is yours. And this is what you learn in Day 1 of my 30 Days To Success Step-By-Step Internet Marketing Guide. I walk you through it. When you become a Plug-In-Profit Site member, you're not just becoming a Plug-In-Profit Site member. Because you joined Host4Profit, you're getting access to the entire Warrior Community. And, Ewen...

**Ewen:** Yep?

**Stone:** Are the [Warriors](#) not the leading community of the people making money on the Internet?

**Ewen:** They're definitely number one. And I think that every marketer on the Internet should be a part of the Warrior Forum. That goes without saying.

**Stone:** The Warrior Forum and the Warrior Community is one of the things, and why I'm partners with Host4Profit for the Plug-In-Profit Site system, and why I would never, ever build this system for anyone outside Host4Profit is because what you get with your Host4Profit hosting account is a complete, unlimited membership to the Warrior Community and Warrior Forum.

The Warrior Forum is where – you know, I cannot think of a top Internet marketer who's not hanging out in there on a regular basis, contributing, answering questions, participating, networking, brokering joint venture deals, getting involved. You become a member of a community where names like Mike Filsaime, Jonathan Mizel, Allen Says, Simon Grabowski, Ewen Chia, John Reese – name any big name on the Internet who is succeeding on a high level, providing a great service and making a lot of money on the Internet, and they are contributing and hanging out in the Warrior Forum on a regular basis. And this is the forum that you get – it's a private forum.

You get access to it, you get full, unlimited participation in it to basically hang out with, rub shoulders with, learn from, make deals with the top players in

the Internet marketing game, including myself, as part of your membership in the Plug-In-Profit Site service and community. But it's not just the big names. Okay, why are we big names? Where was I? I was a small name. I was nobody. I was someone tinkering with an auto-responder and a website, but I started playing around and getting some success, and building on that, and now, okay, I'm a big name. But that doesn't mean anything, because that just means I'm making a lot of money and helping a lot of people.

And all that means, there are thousands and thousands and thousands of Warriors hanging out right now. I guess it's in the top 1000 most visited active websites on the Internet, the private Warrior Forum. In there, there's thousands of people, all the time, in the forum, participating at every skill level possible, from someone just starting out, with no idea, doesn't know what copy and paste means, doesn't know anything, is in the Warrior Forum reading, responding, asking questions, and that's the beautiful thing.

If you ever have a question, 24 hours a day, 7 days a week, 365 days a year, go to the Warrior Forum – your Warrior Forum – go to the appropriate forum section, make a post, ask your question. It's going to be answered, usually within minutes, usually by lots of people giving you different points of view, offering you free services, offering you suggestions, offering you help. It's unbelievable. For me, and I'll be flat honest with you, I believe 90% of my success is due to the Warriors.

Due to being a Warrior, due to participating in the Warrior Forum, due to learning from the Warrior Community. The Warrior Forum, the Warrior Community, is the foundation upon which the Plug-In-Profit Site has emerged, has been born into the world, and it is the support network that has made the Plug-In-Profit Site so successful and has made the people using the Plug-In-Profit Site so successful. So what did I say? That was Day 1 of my 30-Day Marketing Plan.

**Ewen:** Just Day 1!

**Stone:** Day 1. Okay. Day 2, Day 3, Day 4, I'm going to be walking you through the process of building your own list using co-registration services and other techniques that I'm using every single day. I'm going to be walking you through the process of doing offline advertising using the same powerful, simple cheap techniques that I've used. Flyers. A secret technique I use, a million-dollar bill. It's brilliant and incredibly effective, how would you like to give people a million dollars, and for giving them a million dollars, something they're going to hold on to forever, they're going to visit your website and sign up, and you're going to earn commission.

I'm going to teach you how to use online classifieds. As Ewen mentioned at the top of this broadcast, advertising online direct sales websites using offline classified ads in newspapers for dirt cheap is one of the best offline marketing strategies in the world, and I'm going to teach you exactly how to do that. I'm going to give you pre-written ad material, so all you've got to do is basically call up your local newspaper, tell them these words or submit your ad online and boom, your ad is out there in front of however many people are in your community. Or there are even services that take your ad, for dirt cheap prices, to hundreds or thousands of newsletters, magazines, newspapers across the United States and abroad. Very powerful offline marketing

strategies with pre-written ad material and step-by-step instructions that I've provided. And that's one of the days.

The other days in this 30-day course, and I said step by step, I give you pictures, I say click here. I don't give you airy-fairy theories, I said step by step. I also said exactly what I'm doing, I said easy, no-brainer, you can do it. I'm going to be walking you through the process of setting up your own blog, connecting that blog to your website, getting content posted to your blog, either you're writing your own content, which I suggest how to do, or if you don't like doing content, I'm going to reveal my secret – top secret, I don't tell anyone other than my members – who my secret ghostwriting service that will provide as much content as you want. You don't like to write, you don't want to write, I'll reveal my secret source that will write articles for you for dirt cheap prices, not just articles, not just words, but experienced, making-you-look-like-an-expert articles that you sign your name to if you want to.

They're yours, they're original, they're not borrowed or used by anyone else. They write them for you. They can even post them to your blog for you automatically, all this content being added to your blog. They'll write your ebook, they'll write your sales pitch, they'll do anything. They're the most affordable service in the world, and I don't tell anybody except my members. The other deal is that all this content that's being posted to your blog, either by you or a ghostwriting service, is out there building search-engine-friendly web content for your website, driving free traffic to your web pages.

Not just free traffic, but traffic that has come to respect you because of the information you've put out there and provided for free, traffic that is targeted because the information that either you write or is written for you and posted on your blog is targeted specifically to the niche topic of your website, so that the people who find you through the search engines for free, read your blog for free, through pingback techniques that I teach you how to do, visit your website, click your affiliate links, buy your product. While you're asleep you're making money. Most of these products that are being sold through your website are subscription services.

Once they're sold, you don't do anything. Someone reads your article that you didn't write if you don't want to, visits your website, clicks your affiliate link, buys the affiliate product – you never even see it happen – a commission comes to your email or box, that company takes care of shipping the product, handling customer service, whatever they do to win that customer. You don't do anything, a check comes to your mailbox every single month. Many of the products being sold through your website are subscription services, and you sell them one time, someone is subscribed to the service, you're receiving money every single month, recurring, until that person decides they don't need that subscription service any more.

**Ewen:** That's true. That's passive income.

**Stone:** Blogs. That's one of the days on the website. I teach you how to write your own articles. It just goes on and on in 30 Days To Success. One of the questions I've been asked, "You know, you've done so much, what else are you going to be doing in the future for Plug-In-Profit Site members? The [Plug-In-Profit Site](#), as I said, it's not just some turnkey system; it is turnkey, it's set up for you in 24 hours or less, it's everything I'm doing to make money online, up to the minute, every day I'm making updates, every day I'm asking you to

get in my members' forum with me, participate, let's talk. Let me hear your ideas. What are your problems? Let's figure out solutions, let's joint venture. It's an organic process in motion.

Things are occurring all the time. This call is an example of something that's occurring all the time. Ewen's going to turn this into a viral marketing teleclass, and you're going to be able to put your ID in, give away this call to as many people as you want to.

If you found any value in this call, and you want to share anything from this call, you want to share the information, you want people to hear my crazy rantings, and my theories, and my red underwear stories, and how I make tons and tons and tons of passive income on the Internet, and all about the Plug-In-Profit Site, Ewen's going to give you this teleclass as a Plug-In-Profit Site member, to be branded with your ID number. You give it away to as many people as you want. They listen, they get inspired, they join, they're joining under you. Guess what you earn when they do that, just from two of the programs they're signing up under you.

I'm not going to go into details of all five, because it gets crazy how much you can earn. Two of the programs, you're earning 30 dollars upfront for every single person that joins the Plug-In-Profit Site through your affiliate link, by giving away this teleclass. "Hey, listen to this! This is crazy! This is awesome! This is fun! This guy's the real deal! Listen to it!" When they say, "Yeah! That's great! I'm gonna go join!" When they do that, you earn 30 bucks upfront, and you earn 17 dollars per month for the life of their membership as a Plug-In-Profit Site member. One person. Refer 10 people, you've just made 300 dollars and 170 dollars a month for as long as those people remain a member.

That's just from two of the programs that people join under you. It gets crazy when you start adding up all the other stuff, but I don't want to make it too complicated. See how easy that is? And this is a development. We've got this teleclass, okay, go give it away. I'm working on training materials, step by step where I walk you through the process. Again I'm not saying go create the product, go set up a blog, it's really cool, man, it's really going to help you. That's not what it's about. It's about, hey, this is what we're going to do today, in this day of the 30 Days To Success Guide. What we will be doing in future training materials, I'm going to say, today is the day you're going to create your own info product, you're going to set it up to sell with your own direct sales website, you're going to have your own affiliate program set up so that other people sell your info product for you.

Let's decide on your topic, and I'll give you a frame of reference, and here's where you decide – what do I want my book to be about? What do I want my info product to be about? Do I want it to be about how to make money using an auto-responder? Do I want it to be about how to have the right attitude for Internet success? Do I want to have it about any really niche topic that you think of, anything. How do you groom dogs, you know, any niche topic you either have interest in, or experience in that you want to make money in, by creating an info product which are the best-selling products on the Internet. The Plug-In-Profit Site system is going to walk you through this process. Decide your topic. Now, write your book. Oops, wait.

That stops a lot of people, write your book, write your info product. Guess what? Here's my secret source. These people will write your book for you, expertly, dirt cheap. Boom, there's your book. Package it. You're going to need great graphics for your website and your ebook covers, and it makes this book look like a million-dollar book that someone who sees it will go, "I've got to have it."

Anyone who's seen my Dotcomology ebook, I'm going to give you the guy who designed that for me, and all of my graphics. Here's the way he works. You tell him what you want, exactly what your product is, even reads through your product for you. He wants to get the best sense of how to represent it. He takes your ideas, and he's a freaking creative genius in terms of visual genius. He takes your idea, and says, don't pay me, let me design everything. I'm going to design three different options for you, three different websites, three different covers for your product, and I'm going to make all these images for you that are going to make your product look better than any product out there, and don't pay me. I'm going to do all this for you, and I'm going to deliver it to you.

When you're happy, when you like it, choose which one you like best, if there's anything you want changed about it, I'll make it exactly like you want it. Only when you like it, not just like it, love it, love it like it's going to make you tons of money love it, then he's going to charge you a modest fee. Usually in the range of 97 to 150 bucks. It's insane what this guy does for you. I'd like to keep him my secret source. Other people are out there using him, but as a Plug-In-Profit Site member, I give you direct access to this guy, in this step by step process again. Decide your book topic, your info product topic. Have it written. Have this guy design the graphics.

I'm going to walk you step by step through that process of setting it up to be sold through ClickBank, how to set up your own affiliate program, step by step with pictures, and step by step click here, do this now instructions, boom, boom, boom, no stone unturned, no detail left unsaid, and if you have questions, just log in to the Warrior Forum, the Plug-In-Profit Site section of the Warrior Forum, and say, "Hey, Stone!" or, "Hey, any experienced Plug-In-Profit Site member!" and believe me, we have tons of them.

Tons of them making tons of money, who are there, contributing, participating, building this community, ready to answer any question that my step by step instructions don't provide. If they don't provide, they do it. And I do everything I can. If someone says, "That doesn't make sense." I go in there and clarify it, and I add more little details so it's step by step. So in the 30 Days Program you're not just making money and residual income selling affiliate products, you're walking through this process of getting a website, getting an auto-responder, building your list, setting up a blog, marketing your website, posting in forums, getting free traffic, going offline-crazy just getting people buying stuff, earning residual income.

Okay, now that's going, that's all automatic, that's good. I said 30 Days To Success, good. 30 Days To Success. Big success. Not just my turnkey system. The point is, you becoming all that you can be. Let's get you to have a product created. Let's get you to have your own affiliate program. Let's get you to have people out there promoting your stuff in any niche topic you want, and let's take you to where I'm sitting right now. Let's get you on conference calls, doing teleclasses.

Once you've learned all the skills I'm going to teach you in the 30 Days – you're going to dwarf my success. You can go out there, I'm going to do my thing, I'm already making my millions, I'm getting comfortable, but I'm so excited, and this is so much fun, and it's so liberating, and I'm living my dharma, I'm living my passion, and we're going to keep growing, and it's going to be the ride of a lifetime, and I'm going to take you there. The 30 Days To Success guy is going to take you there.

The Warrior Forum is going to take you there. You are going to take you there, by growing, by doing, by playing, by having fun, by experimenting, by asking questions, by making mistakes, by following instructions. You have the opportunity of a lifetime. This is the best, period, bar none, opportunity on the Internet today. Right here, in front of your fingertips. If you're ready for it, let's do it. Let's ride, let's have fun, let's make money, let's build the ultimate Internet lifestyle of freedom.

And that freedom that I'm talking about, when I was working in the restaurant I didn't take a vacation in something like 8 years. I was strapped down. I was an entrepreneur but it wasn't working for me. I was making decent money, better than a lot of people working their jobs, but I was strapped down. I didn't own the restaurant, it owned me. When I made the shift to earning my full-time living on the Internet, last year I went to Maui for three weeks with my family. Took my laptop, managed my business just fine, my business is growing, having fun.

I'll just say this, the Kealani resort is an incredible resort for three weeks in Maui. A couple of hours a day I'd relax in my room, plug into the high-speed Internet connection, turn on, take care of business, make a few deals, post in my forum, participate, be part of things because I love it, but I was on vacation for three weeks. I could have stayed for three months. I could have stayed all year. What am I doing right now? I'm free! I have my laptop, I go sit in my backyard, a beautiful view of practically a forest behind me, a beautiful house.

I have my dream house, I have my dream wife, I have my dream kids. This is the freedom, this is the attunement to wealth. I'm going to Disneyland this Saturday, three days from now, for a week. Fast forward three days from now. I'm going to Disneyland with my family. I'm taking my laptop. High-speed Internet connection, I'm going to be in there, a lot of you are going to join who listen to this call, you're going to be in the forum with me tomorrow, the next day, the weekend, next week, and while we're talking in the forum, while I'm making posts, updating my blog, giving new information, while I'm relaxing in my hotel room in California, visiting Disneyland, at the end of the day I just plug in to my hotel room, sit back, kick back, relax, plug in on high speed, participate with you guys, help you manage, make sure everything is being done.

The Internet lifestyle. I'm going to France this summer for two months with my family. Internet lifestyle. This is freedom. These are things that I love. You might want to have your kids in private school. You might want to have your dream car, you might want to have a certain house. Money is going to allow the freedom to achieve whatever you want to achieve, and even if you have an incredible career, you're making 500,000 dollars a year, you're making all this money, but you work for somebody, and you have to report to somebody,

and you have to be there all the time, and you're not going to get away. You're not going to go to France for two months, not that that's even what you want to do, but you're not going to have the freedom that is possible.

**Ewen:** Wow. All this is really great, and this is really the ultimate lifestyle, and it all begins just by joining Plug-In-Profit Site today. Anyway, because we're really short of time on the teleclass now, I'd like to thank you for sharing everything with us today, and I think, really, the [Plug-In-Profit Site system](#) is the ultimate turnkey solution to earning passive income and the ultimate Internet lifestyle.

And I do urge every listener on this call to join Plug-In-Profit Site and have Stone help you on your way to big Internet success. So, Stone, if you were to leave the listeners with just one piece of advice on how to get out and achieve the kind of success that you're achieving yourself, what would that be?

**Stone:** Believe in yourself. Every person on this call is dynamic and infinite in their potential. And whether you join the Plug-In-Profit Site or not, whatever you do, believe in yourself. Build yourself. Pursue your dream. Your dream can happen, will happen, if you have the faith and belief to pursue it. Every one of us is part of a bigger family of human souls, of human beings who together, when we are aspiring to achieve greatness, to serve others, the potential for humanity on this planet for prosperity, for freedom is absolutely unimaginable, and absolutely, exquisitely incredible and inspiring.

If every one of us opened up to pursue our dream, to improve ourselves, to attune ourselves to higher vibrations of success, higher frequencies of wealth, of influence, of impact making a difference and a contribution, this world we are in as a collective for great times ahead, and you don't need to feel pressure about this opportunity or about anything else. You know, your time is coming.

Just pursue your dream. Take some wisdom from this call that has been revealed and apply it to your life, your situation, and grow. Release your fears and release your limiting beliefs, and attitudes, and prejudices, and become all that you are intended to be. A rising tide floats all ships. Anyone succeeding on the Internet at any level is helping the Internet economy as a whole.

I consider myself a spokesperson for the Internet as a whole. I'm the creator of the Plug-In-Profit Site and I believe in my product as firmly as I believe in anything else in the world. And that being said, you going out there and just participating in the Internet economy, buying products and services on the Internet, creating products and services on the Internet, joining opportunities and businesses on the Internet, it is helping everyone in this economy, and this economy is going to exponentially grow in the months and years ahead, and everything you do to participate in it, it's just raising the boat for all of us. And every bit of success I have with the Plug-In-Profit Site, it's raising the water for all of you to put your ships in and set sail, because a rising tide floats all ships.

So I welcome the opportunity to work with you guys, and help you get set up with the [Plug-In-Profit Site](#), and I'd just further encourage you to invest in and pursue the Internet as part of your lifestyle. So thank you very, very, very much for the opportunity to speak to you, and spend this time with you, and I

do hope that for those of you that resonate with me and like what I'm about, and are inspired by the vision of the Plug-In-Profit Site will join, and will bring your own uniqueness to it, and will help the Plug-In-Profit Site become all that it can be.

It requires all of us to be working with it, and an idea that I had one day, everyone working with it and building this system, and I'd love to welcome you to that family, that community, and our cooperative of building a successful Internet business and a successful Internet economy that we can all grow and prosper in, and that we can teach our children to grow and prosper in, and make a big shift in this world that we're living in, where people are struggling financially, where people are being laid off and not knowing what to do.

We need to build a solid foundation, a support net for people who need an alternative way to make a living and to build their lifestyle. I'm absolutely 100% confident the Internet, and the [Plug-In-Profit Site](#), can do that, and it's going to be fun. Thank you, guys, and let's all wear red underwear.

**Ewen:** Thanks, Stone, on behalf of everybody on the call, and anyone listening to this after the call. I'd like to express a really big thank you to Stone Evans for sharing with us this great information today, and for sharing with us his [Plug-In-Profit Site](#), and just for being himself, and being a great master and a great friend. Thanks, Stone. Thanks a lot.