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GET RICH CLICK

The Ultimate Guide to Making Money on the Internet

MARC OSTROFSKY

MARC OSTROFSKY is a professional speaker, venture capitalist and serial entrepreneur. In 1995, he paid \$150,000 to purchase the domain name business.com which he then resold to eCompanies for \$7.5 million in 1999. He then invested in Business.com again and was involved when the domain name was resold in 2008 for \$345 million. Mr. Ostrofsky was founder of the Prepaid Phone Card Industry and has created a number of magazines, trade shows and market research firms which have sold for \$50 million plus. He currently owns a portfolio of online business (including Blinds.com, Photographer.com and CuffLinks.com) which generate revenue of more than \$75 million a year. He is a graduate of the University of Texas at Austin.

The Web site for this book is at www.GetRichClick.com.

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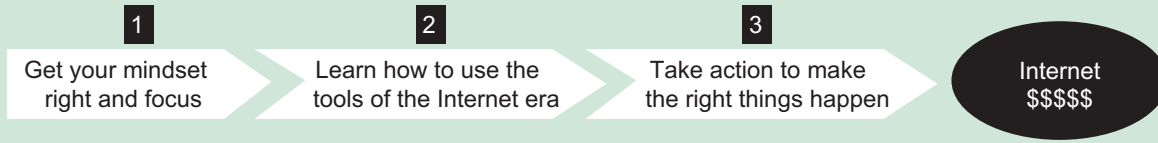
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MAIN IDEA

"If you can click a mouse, you can make money on the Internet." – Marc Ostrofsky

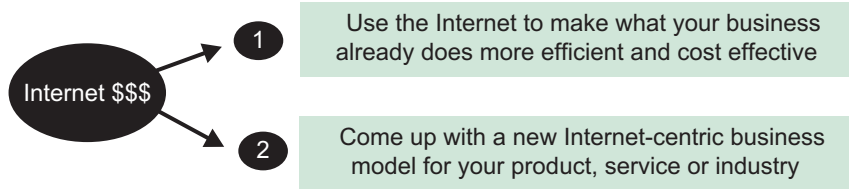
The Internet is undeniably the most powerful business tool in the history of mankind for the simple reason it levels the playing field. Instead of requiring that you have large amounts of capital to start a business, anyone armed with nothing more than an idea and a willingness to learn what's involved can compete on an equal footing with large multinational firms. As a result, the Internet is like a gold rush – it is minting more millionaires and doing so faster than any other communication medium in history.

To create wealth using the Internet, you need to act on your ideas rather than sitting on them. Success in getting rich click isn't complex or esoteric. It always comes down to the same three essential activities:



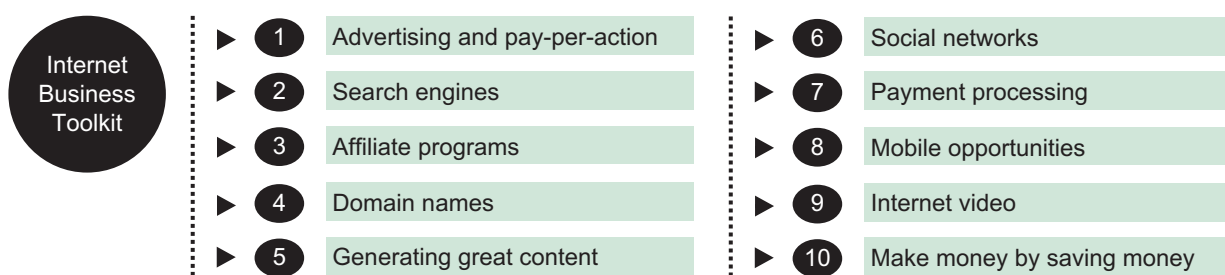
1 Get your mindset right and focus Page 2

The Internet allows you to think of traditional business models in nontraditional ways. It has created lots of new ways to make money because the Internet fundamentally changes how the world works, plays, socializes and communicates. Yet, despite all that, the Internet approach is very simple. There are really only two ways to make money using the Internet:



2 Learn how to use the tools of the Internet era Pages 3 - 7

Success in an Internet business is never a case of build it and they will come. There's so much online competition for your customer's attention you've got to be proactive in getting people to see what you're doing and hopefully do business with you. The new generation tools you'll need to master are:



3 Take action to make the right things happen Page 8

To date, most of the Internet success stories have been those who come up with a "better mousetrap", the first movers and those who offer digital "picks-and-shovels" for others to use to make money. That's now in the process of changing because on the Internet, change is ongoing and constant. The success stories of the future are still in the process of being developed and to be one of them, you need to get into action. The simple fact is if you can imagine a great new way to do something, you can do it on the Internet. Focus your efforts on planning your new idea, developing an online version of it and then scaling it and getting it in front of as many customers as possible. Get busy creating the products and services the world is looking for and pursue ideas you're passionate about. Not only will this be fun but it can also be highly profitable.

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