

## ▣ Traps and Pitfalls to Avoid when Looking for a Business or Money Making Opportunity on the Internet

Wow, it is overwhelming, isn't it?

Somewhere along the way you heard that the Internet was where people are making big dollars and practically getting rich over night. Maybe the suffering economy has been putting a cramp in your lifestyle, or possibly you're just plain sick of your job or *not* having all the money you need to live the lifestyle you want . . . or perhaps you can see that there is no way you're going to retire or send your kids to college if you don't do something different. You may have heard the saying, "*if you keep doing what you're doing you're going to keep getting what you've got*". Or my favorite: "The definition of insanity: *Doing the same thing—but expecting different results.*"

For any number of reasons you've decided that it was about time you got in on some of that impressive Internet action. Maybe you're just interested in supplementing your current income with an extra thousand or two a month, or maybe you're looking to the Internet in hopes of replacing your current income altogether and creating wealth.

### The Good News

Well, the good news: Both are entirely possible to do—not just possible, but very *realistic* and do-able. Now, I wouldn't say that becoming an Internet Professional making an excellent income online is within the realm of just everybody, but if you're reasonably intelligent *and willing and ready to get to work*—and also you're prepared to stick with it through the inevitable learning curve, you *will* succeed.

How do I know that? Simple. I did it myself, and I tend to look at myself as "living proof" that just about *anyone* can be successful on the Internet. (We're not exactly talking "rocket-scientist" here.)

So, armed with the resolve to find a business or (so-called) money-making "opportunity" on the Internet, you fired up your computer, went to your Google Search and typed in those magic words: "*Make Money on the Internet*". Or, "Make Money Online"; or, "Make money from home", or "Make money fast", or "How to make money on the Internet", or . . . . There is a nearly endless list of variations on this theme—believe me, you'll soon discover that Professional Internet marketers have exhausted every avenue to find ways to get variations of these key search phrases that Google won't charge you an arm-and-a-leg for.

You typed in *your* version of the magic words and hit “Enter” and Google spit out what appears to be an endless list of “opportunities” for you to choose from . . . that’s when the overwhelm sets in!

### **Can I *really* make a million dollars in 48 hours?**

Which one do you choose? Their price ranges from \$39 dollars (or even less) on the low end, all the way up to three to five thousand dollars! You ask yourself, can I really make a million dollars in two days if I buy this \$39 e-book? Of course not! And I can’t be sure, but I’m thinkin’ that you knew that already. If it was really that easy, everyone would be quitting their “day jobs” and running to the Internet.

In no time it becomes obvious to you that there is a lot of . . . um . . . “salesmanship” [Translation: Hype/B.S.] *everywhere* you turn in the World of I.M (Internet Marketing) and online BizOps (Business Opportunities). It is like someone—or some thing— wolfed down every Amway presentation that had ever been given and vomited them up onto the Internet! (Sorry about the nasty imagery . . . but it does get my point across. Oh, uh, and sorry if you’re an Amway—I mean Quickstar—Distributor . . . you know what I mean.)

### **How do you recognize a legitimate opportunity?**

Anyway . . . how do you know which are legitimate and which are out-and-out scams? Or are they *all* scams? How could they be? I mean, wouldn’t the FTC (the U.S. Federal Trade Commission) or equivalent agencies in other countries and start shutting some of these cons down? Yes! If stick around on the Internet for awhile, you will see the FED’s show up and shut some businesses down. But there *are* some “opportunities” on the Internet that are “alive-and-well” and flourishing on the Internet that leave me completely baffled as to why the they appear to go on unhindered by the FTC. (I’ll talk about one in particular down below.)

Personally it has been my experience—contrary to the vehement protestations of a lot of people— that there are far fewer *true* “scams” out there on the Internet than you would think. In fact, I would say the 90—95% of the time, when you hear someone bitch about how they got “scammed” on the Internet, they usually fall into this category illustrated in the following example:

### **The Story of Joe the Porn Addict**

Joe was perusing through some porn sites one night when he noticed a link on the side of the web page that said, “You—yes, you— through the Magic of the Internet can make a Million Dollars in 15 minutes

*without doing a thing! Just fill in your credit card information here.*” Joe gets excited (well . . . I guess he was *already* “excited”—now he’s just excited about something different), sneaks to his wife’s purse to “borrow” her credit card—his are maxed out and he’s barely making the monthly payments—and signs up.

Naturally 15 minutes later Joe is *still* broke. (Of course, it might have helped if Joe had actually even gone to the website and had done even the most basic of requirements needed for his new “business “ to even have a chance . . . but that’s another topic we won’t get into here.)

A month later Joe’s wife gets her credit card statement and gives birth to a fully –grown Guernsey cow when she see’s that “*someone*” has charged \$300 dollars onto her card! She must have been a victim of that “Identity theft” she’s been hearing so much about on the news . . . unless . . . hmmm.

*“Joe! Did you use my card on the Internet again? I’m not paying for anymore porn sites!!!”*

Hanging his head in shame, naturally Joe explains to his wife . . . and anyone else who will listen, how he was “scammed” on the Internet.

Maybe it was a true scam or maybe it was a legitimate business, but Joe will never know. He simply was someone that was looking to “get-rich-quick” *without doing any work* and hoping to get something for *almost*, but not quite, nothing. (Well . . . *he* got if for nothing—but his wife is still making payments on it.)

### **By now I think it is safe to assume you’re serious**

Okay, if you’ve made it this far into my report, I think it is relatively safe assume that you’re *not* one of those people looking to get rich without doing any work (usually those kind of people can’t even be bothered to read a short report like this that is designed to keep them from losing money). But the question still remains, how *do* you determine which is a legitimate online business from a scam, *and* —assuming you’ve weeded out the scams—how do you choose between the many business opportunity options and know which will have the greatest potential to earn you money.

I will answer that question in this report, and I’m pretty sure that the answer is going to surprise you, but first we need to cover what the title of this report promises and sort of give you an idea of what to look for to keep from throwing away the money you work so hard to earn.

First of all, let's get this straight: I'm not some sort of Internet "guru" (we'll talk about them below) who has come down from his "cave on a mountain-top to mingle with the unenlightened masses", I'm just a *regular guy* that decided I wanted to dig in and learn how to make money on the Internet. Along the way I ended up learning some valuable lessons (often the hard way!), and as much as I can (all depending on how much you'll listen to me and follow my advice), save you from going down the paths to some of the same dead-end, cash-draining time-wasters that I went down.

### **Your list of traps to avoid or at least be aware of**

Here is a list of common traps that can be avoided or at least dealt with and reduced by becoming a little more knowledgeable about how things work on the Internet.

#### **The Review Site:**

The Review Site is truly an ingenious bit of marketing to say the least. Although they're not normally the proverbial "wolves-in-sheep's-clothing", they're also not exactly what they're hoping you'll think they are: A site put together by some sort of unbiased "watch-dog" group, non-profit organization or foundation, an "progressive" company or even an individual (some sort of vigilante do-gooder) to help *you*—the consumer—make the "correct" buying decision.

How the review site works: When you come to a review site, it is typically designed to look "official," using no-nonsense language with references to protecting you and giving you an "unbiased analysis" of several different products. Somewhere on the page you'll usually see logos displayed of some obscure web-based "watch-dog" groups that no one really knows anything about like "Scam-Free Alliance" or "Web-Watch". (Are these *real* organizations? I really have no idea.) Sometimes you'll even see what looks like some sort of official looking "government" seal on the page along with some pictures of people in dark suits that look like they could be IRS agents with severe expressions on their faces like they're getting ready to kick in the door and raid Enron's corporate offices.

Typically the Review site is going to give you its "unbiased" evaluation of three to six related products. They're usually, but not always, listed in order of the weight of recommendation. By this I mean, *least* recommended product at the top, all the way down to "*highly recommended*" at the bottom (or vice versa). They sometimes have some sort of graphic rating system like "one to five stars" or something similar. Then they'll have a short "blurb" written about the product and why it was rated where it was rated.

So, after going through the site you should feel “safe” that someone has already paid for the products and has gone through them, “looked-under-the-hood” and has determined whether or not the product is as good as advertised, merely “so-so” or just plain junk.

Finally after going through the site, you should be getting a warm-and-fuzzy feeling inside that you have the creators of this site to look after you . . .right? . . . um . . . not so fast. The reality is, these site owners are actually making money off of *all* of the products on the site, and their weight of recommendation is actually based on which ones convert to sales the best and makes them the most profit.

In my mind, these guys are some of the worst offenders on the Internet because they’re marketing tactics are grounded in making you think they’re something they’re definitely not—*unbiased*. However, all that being said, they can be useful in giving you information about the products and also by introducing you to more related product options that you might not have discovered otherwise.

### **The Mega-Star Marketer:**

Imagine this scenario: You are new to the Internet, you are virtually clueless as to what you are doing, and up to this point you have done nothing but *spend money* and you have yet to make even your first dollar (or whatever monetary unit your country uses). At the same time you watch videos of these guys—95% of the time it is a male—that are sitting in front of their computers with their bank (or click-bank) account page open and they show you the thousands that they have made that month.

Note: Just for the record, it is *highly unlikely* that they’re making that up. They *are* making a ton of money though you may not be getting the whole story of how they are doing it. (You could get into a hell of a lot of legal trouble if someone investigated your video and found out it was “staged”. No, these guys *really* are making that kind of money (frankly I know it from personal experience).

These are also the same guys you see on the sales pages leaning against that jet black Lamborghini with their arms folded . . . daring you to question their success. In fact, you see these guys all over the place, right? How is it that every other advertising link you click brings you to this dude’s exact same sales page? This must be spending a fortune on advertising, right?

Okay, here’s the deal with this. When you buy into whatever business or product he’s selling, he’ll tell you what amounts to the truth: You are a “nobody” with *no* experience or reputation in the marketplace (the Internet). But instead of teaching you how to fix that situation, he says this; “Since you don’t have a

'success-story' to tell *yet*, all you need to do is 'borrow' mine". Then they teach you how to spend your money to advertise his sales page.

Why would you do this? Because they put your name at the very bottom of the page so when a prospect shows interest by putting their contact information in to find out more, you can contact them.

Sounds like a good plan, right?

But here's the thing. Who is being "marketed" all over that sales page? Mr. Mega-Star Marketer. Put yourself in Peter Prospect's place when he receives a call-back from you instead of Mr. Mega-Star. Isn't Peter Prospect going to feel a little disappointed . . . and sort of duped? He thought he was going to be working directly with the "big-dog" and somehow big-dog's awesome success was going to rub off on him simply due to mere proximity! Right? But now it turns out he's stuck with working with lowly ol' you; a guy that hardly knows any more than he does! (Or at least that's his perception.)

Fact is, not everyone is going to "settle" in this situation, and they'll figure a way to get around you and contact Mega-Star directly and join with him. (Never mind the reality that if he *was* working directly with Mr. Mega-Star, this big-shot would probably be too busy "living the high-life" to actually spend time helping him to become successful too.)

**Bottom line:** You're spending *your* hard-earned money to "Brand" Mega-Star and getting no results; soon you'll quit in frustration, but *he* was able to get *you* to promote him for several months or so while *your* prospects snuck around you and contacted him directly! Well . . . I guess it was fun while it lasted.

Yes, it is true that when you first get started you have no experience or reputation in the market. But if you ever plan on making any real, consistent money on the Internet, like everyone that succeeds, you'll have to go through the process of changing this situation. You only want to work with a business or mentor that is going to teach you this process and show you how to market *yourself* and *your* business (or *businesses*), nobody else's.

### **Cash Gifting:**

Cash gifting is one of those "opportunities" that I mentioned earlier that I really have no idea how they continued to stay "*in business*"—if you want to call it that— unhindered by the FEDS. Online Cash Gifting is just the latest mutation of one of the oldest Ponzi schemes out there. Remember those old

“chain-letters” where you send an envelope of cash off to the top 5 names on a list, then you scratch their names off and put yours in their place and we all get rich together, blah, blah, blah.

When I said I had no idea how they didn’t get busted by the FEDS I wasn’t saying that I don’t know what process they use to skirt the laws, I simply mean that I don’t know why the FEDS aren’t cracking down on them regardless. (Federal Law Enforcement has all the money they will ever need backing them and they don’t let thin legal technicalities stop them if they really want to go after someone.) You see, how the Cash Gifting crowd skirt the law is by having you send two forms along with the cash: 1) is a signed declaration that *nobody* ever contacted you and “solicited” you to send the money—that you simply decided to give a gift; and 2) A signed declaration that you’re sending this money out as a gift with no expectation of getting something in return. (Hence the name “Cash *GIFTING*”.)

So let’s take a step back and look at Cash Gifting at face value: You want me to take \$500 or \$1000 or even \$3000 *or more* in cash, wrap it in a magazine, toss in two letters with my signature on it, one of them expressly stating that “I’m giving this cash as a *gift* and am expecting absolutely nothing in return!” Then put this into a FedX envelope and send it off to a stranger! Gee. What could go wrong in this scenario????

I remember seeing an interview once with an infamous con-man that had been caught, gone to jail and “paid his debt to society” and was now “reformed”. When asked how it was that he was able to get people to do some of the dumbest things so that he could steal their money. He said it was easy; that it was the *victim’s own greed* that made it possible. If they hadn’t been trying to get something for nothing in the first place, he wouldn’t have been able to pull it off. These people were cooking their own gooses!

Cash gifting has no product or service. It is by definition a pure ponzi scheme that only exists because it is *supposedly* operating under a very thin technicality of the law—at least for the time being.

I imagine that when people lose their money—and they *will* lose it!— they’re well aware of the fact that they were participating in a crazy, illegitimate scheme and frankly they’re in no hurry to call up some law enforcement agency and report that “a week ago they FedX’ed \$3000 dollars in cash, wrapped in a magazine and accompanied with two letters, one of which expressly states that they’re sending the cash as a gift and *expect nothing in return*, to a total stranger and they never got any money back in return!”

In the immortal words of Homer Simpson, “Do’h”

On a final note: Once enough people get hurt through Cash Gifting, the FEDS *will come calling*; the *last* thing I'd want is a bunch of documents floating around with my signature on them to be used as evidence against me! Cash gifting; even if you do make some money at this (highly unlikely as it is), you'll want to save every penny of it for your Legal Defense Fund.

### **Forex, Stock-Market, Options Trading, and Gambling “systems”:**

Forex (Trading World Currencies), Stock Market Investing and Stock Options Trading Systems and last but definitely *not* least Gambling Systems are all alive and well on the Internet. You may look at this list and think that they're all legit *except* for the gambling system. But take it from someone who spent some serious time learning the “art” of currency (Forex) trading and Options. I wish I could say that I *only spent time* learning how to trade, but the truth is, the “tuition” for this “college” (The School of Hard and Expensive Knocks) is very steep. The reality is, you can “paper-trade” all you want to learn, but once you have *real*, cold hard cash on the line, the dynamics of trading are completely different. Let's face it; professionals who spend years learning their craft and do it every day—*all day*—are struggling to consistently win in the market and make a profit. Now you come along and someone tells you that you can sign up for their online course or worse, their automatic trading “robot”, and suddenly you can get rich . . . or even make a living right off the bat? Um . . . I don't think so.

When I see these programs, I'm always asking myself, “If it is *so* easy to make money through your system, why do you bother putting *any money* into the “packaging” & marketing of your system to sell to others? Why don't you just spend all your time re-investing your profits (and every other nickel you have or can get a hold of) into your own system and invest it? Wouldn't it all be growing *exponentially* and you'd be filthy stinkin' rich by now?”

The whole thing flies in the face of reason. Does anyone remember Wade Cook? This guy sold his investment courses and products through seminars rather than online, but he's gone bankrupt how many times now? (I *know* of at least two.)

**Bottom Line:** Forex and other investing systems—for the vast majority of people searching for ways to make money on the Internet—are no different than gambling systems . . . they're as much of a “crap-shoot” as a . . . well, as crap-shoot.

Final note: Do Gambling systems really need to be addressed here? Any time you're feeling the urge to “invest” in one of these, simply find out how much it costs, write out a personal check or money order

paid to *Tranque Fuller* for that amount, and send the check off to me (you can get the address on the bottom of any of my emails). Will you make any money by doing this? No way. But if you're going to just throw money away, you might as well throw it in the direction of someone you know and like . . . me. ;-)

### **E-Book Your Way to Wealth?**

Selling digital, down-loadable "e-books" on the Internet has always been an important part of Internet Marketing. They're nearly a "perfect" product in the sense that once you write (or have written) your ebook, and set it up so that it can be purchased and downloaded, if you don't take in account the marketing expenses, every time it is bought and downloaded, it's pure profit! Digital info products are the "meat-and-potatoes" of the Internet. It is by far how most professional Internet marketers make their money.

Maybe in the early days (a decade ago) people were "getting rich" selling ebooks, but today, ebooks and other low-end priced digital products have become part of the *process*. Typically you'll find pro marketers only hope to break even or are even fine with losing money on the sale of these products because they're only interested in getting you into their "sales-funnel" with this initial purchase because they are focused on getting what is called the "back-end" sale.

Eben Pagen—you might know him as David DeAngelo—the hands-down *master* of selling Dating products, pays his affiliate marketers who sell his sales-funnel "gate-way" product, an ebook called *Double Your Dating*, more than he makes off of selling the ebook! He has no problem losing money at this stage of "the game" (no pun intended . . . and about seven of those that read this will get that incredibly obscure joke) because he makes so much money off of the back-end products which include products and courses ranging from \$200 bucks all the way up to over a thousand. (You'll even pay much more than that for his live seminars.) Also, don't forget that he has membership programs that you "*only pay*" \$19.99 a month for . . . *month after month after month after* . . . you get the picture. Last I heard, Eben had a twenty-million dollar a year business! (Or was it fifty –million? Numbers that large get a bit hazy in my mind.)

So here's the situation: As you're looking to make money online, you're going to come across some \$39, \$79, and \$197 dollar digital ebooks and money making programs that will (with a straight-face, no less) tell you that you can get rich with their product. "Just buy this ebook, "devour" its contents, then turn around and resell the same ebook and you're going to get rich." Of course it isn't going to work like that.

But really happened, is you just proved yourself as someone that is willing to buy online. You have just entered their “sales-funnel”.

Like your first “hit” of crack, the ebook was just the beginning to your information product addiction. Soon a steady stream of extremely well written sales letters will be hitting your email box and before you know it you have spent a chunk of money . . . but you hardly even noticed it because it all happened in “tiny bites”—a series of purchases, starting small but steadily growing larger in price until . . . well, let’s see, Eben Pagen sold an Internet Marketing course in 2007 for over \$10,000 dollars! (And a whole lot of people took him up on it!)

So let’s take a step back; I need to clarify that I’m *not* saying that this process is what I’d call a “scam” or somehow dishonest—it’s not even “shady” or borderline. In fact, to the contrary, it is the process that nearly everyone uses in some variation or other on the internet to make a living and to get wealthy on the Internet. It is called *smart marketing*. You must have experienced some sort of satisfaction from the products purchased along the way or you wouldn’t have kept buying them. It is very typical that these products are sold with a 100% money back guarantee, and if they were crap you could have gotten your money back.

In bringing all this up, I just want you to be aware of the process so that you understand that you’re being marketed to—*sold*—and most likely the only one getting rich in this particular process is the seller *not* the buyer (you). But, depending on the product, you *are* probably getting educated along the way—that *is* why they call them “information products” after all. By the way, probably the “king” of the low-priced product peddlers is a guy named Ewen Chia; this guy has mastered this to a level few can compete with.

Unfortunately, if feel that it is here that you get the most people claiming that they were “scammed”. They spent anywhere from \$39 to \$499 or possibly more on products that have good information but really can only provide a limited picture at best of all you need to do to make a living on the Internet. Actually, the information is probably actually there on the higher end products, but very few people are going to be able to take that information and “run with it” and be successful on the Internet. Soon they find themselves back sitting in front of the “boob-tube” without ever having made a nickel online, and rather than looking within at themselves as the problem, they’re going to call it a “Scam”—it’s just human nature, isn’t it?

So what is missing with these products? Well, maybe too much to totally get into here, but I'm going to cover three of them here at this point:

1. **A product.** Sure even if you can turn around and re-sell the ebook (it is what is called having Master Resell Rights), as I already pointed out, selling ebooks these days—especially for a beginner Internet Marketer with no email subscriber list—is rarely profitable. They're simply used as a tool to get people into the "sales-funnel". By the way, why are they usually *not* all that profitable? The profits get eaten up with marketing costs.

But consider this: once you're in the sales-funnel, the marketing expenses for the backend products become almost negligible! Ask yourself, how much does it cost you to send out an email? How much does it cost you to send out 50,000 or 100,000 or a million emails???

Right! The same as it costs to send out *one* email—zippo, nada, zilch, the big donut (nothing).

In my estimation, the overwhelming stumbling-block for most people who want to make money on the Internet *is*: They don't have a product; can't think of a product; have a product that won't work for the Internet, etc.

2. **No Mentor.** Attempting to learn how to market on the Internet without someone to guide you and "show you the ropes" is kind of like attempting to become a surgeon simply by reading a bunch of books and watching operations being performed in a "home-study" video course. (Would you want this person operating on you??)
- I can honestly say that if I had had a mentor from the start, I wouldn't have spent so much money and wasted so much time on products I didn't need, and on activities that led nowhere. Frankly, in the beginning you're facing a learning curve because it is all new to you; the last thing you want to be doing is spending a lot of time on things that are non-productive—that won't be putting money into your pocket ASAP! Having a mentor or coach keeps you on track.

One other important aspect of having a Mentor is to keep you from attempting to "re-invent the wheel". Having someone to bounce ideas off of and to have someone say,

“Hey, don’t do that, it has already been tried and it doesn’t work” will make becoming a profitable, successful Internet Marketer a lot easier. In fact, without hesitation I will say that a Mentor will be the one single factor that determines whether you make it on the Internet . . . or give up in frustration a few months or a year down the road (with a much lighter wallet!).

3. **Attempting to win the Kentucky Derby riding on a rocking horse.** If you invested \$50,000 or \$100,000 or much more into a franchise out there in the “real” world, would you sort of mess with it an hour or so, every other day or so . . . for a month or so—and then sort of fizzle and go back to watching TV six or so hours at night (and 12 hour a day on weekends)? Hell no! Not with that much money riding on the line. In fact, it is typical for new franchise owners to work 12-14 hour days for the first two to five years!

On the other hand, how hard is it going to be for you to slip into old habits if the only thing “riding on the line” is \$299 dollars? In my estimation, this truly is why 99.9% of people fail in home-based businesses, whether it is off-line such as MLM’s or so-called Networking businesses, or typical businesses being marketed on the Internet—they’ve really made NO commitment.

Investing in a quality, Top-Tier business on the Internet (which will *still* only cost you a fraction of what you would pay for a typical “brick-and-mortar” franchise out in the real world ) will drastically increase your likelihood of success for two reasons:

- 1) You’ve actually made a true commitment! You’ve proven to yourself that you’re serious about being successful by putting you money where your mouth is!
- 2) Top-Tier programs provide you much, much more value: Actual quality products to market; turn-key systems and software needed to run your business; thorough training; live help and Mentoring! You may be familiar with the concept that you will rise (or fall) to the level of those people you regularly associate with. Well, it is in Top-Tier programs where you’ll find successful, business savvy professionals who are accustomed to living higher-end lifestyles and are *used* to experiencing—and *expect* to experience—success.

Whether online *or offline*, make sure you're associating regularly with people who are where you want to be, *not* where you're currently at!

### **Gurus, Gurus, Gurus!**

The so-called Internet Guru; who is he/she? Frank Kern, Matt Bacak, Mike Filsaime, Perry Marshall, Dr. Glen Livingston, Derek Gehl, John Reese, Dan Kennedy, Yanik Silver, Alexandria Brown, Brad Fallon, Michael Cheney, Tellman Knutsen, Alex Mandossian . . . (listed in no particular order—just off the top of my head) these are just a tiny few of a fairly good sized list. After you've been around on the Internet for awhile the same names will keep popping up and soon they'll become very familiar to you. The vast majority of them have been around for quite a while, and it wouldn't be too much of a generalization to say that they've all "paid their dues", have worked hard—but also worked *smart* (maybe not in the early days), and spent a lot of time and money to get where they're at.

By the way, these people didn't get where they're at by "scamming" people either—the Internet Marketing community is too small for rip-off artists to be around long. That being said, they are also VERY savvy marketers! Personally I've bought my share of products that I didn't even "pull out of the box" and use at all. They're just such good products (usually) and marketed so well that you just can't help reaching for your credit card.

Why are Gurus listed in this report? Because, quite simply, these guys/gals will be the reason for the greatest drain to your wallet!

How this happens: If you spend any time checking into ways to make money online and even if you only buy a couple of low-priced ebooks you will end up on *somebody's* email list. Let's call that person "Guru A" (mailing list size: 35,000). Now Guru B (mailing list size: 42,000) is launching an amazing new product that is designed—and *guaranteed*—to build any brand new budding Internet Marketer "newbie" a mailing list of 100,000 people in just 3 days! (Or your money back of course.) Guru A will make \$200 bucks every time he sells one of Guru B's products in this launch. So with a click of a button Guru A sends out 35,000 emails, each one saying that Guru B's product is without a doubt the best thing he's seen on the market since . . . well . . . since Eben Pagan's ungodly cash-cow \$10,000 product launch.

Let's do some math: If Guru A's emailing only gets a 1% conversion rate (only 1% of his list buys—which, by the way is a ridiculously low number and they usually convert much better than that!); one percent of 350,000 is *only* 350 sales! Not much right? Hardly worth sending out the email to his list, right? Let's see . . . 350 sales X 200 dollars of pure profit (for only writing a short email and clicking the "send" button) = \$70,000.00 DOLLARS!!! That's right; Seventy thousand dollars!!!!

But it doesn't stop there. Even though only 350 people actually purchased you can figure on a very low side that probably 10% of Guru A's list responded enough to "opt in" somewhere along the way to Guru B's mailing list. Now Guru B has just grown his mailing list of 42,000 subscribers to 45,500. (10% of Guru A's mailing list of 35,000 = 3,500 + 42,000 = 45,500). That's pretty cool, huh? But wait! There's more. Guru B's product wasn't just marketed by Guru A, his product launch was also marketed by Gurus C,D,E,F,G,LMNO & P all the way to Guru Z! Each Guru with his own Email list; and each of them adding to Guru B's list in the process! You do your own math—how big did Guru B grow his list during this product launch? Truthfully, this constant cross-promotion between Gurus is the one thing that a lot of people that I know in the Internet Marketing community tend to get jaded about.

Now, along the line you were one of those people added to Guru A's list. Now you're also on Guru B's list. Both of these Gurus will be marketing to you. If you're around for any length of time you will end up on *dozens* of guru's mailing lists at least! Each of those gurus sending you emails promoting products with EXTREMELY effective sales letters. Inevitably it will be very hard to so "no" to all of them . . . and as I said before, you will soon be looking back and discovering that you have literally spent thousands of dollars on products in little "bites" at a time.

Not a problem if you've made thousands of dollars on the Internet along the way . . . but what if you haven't (which may be more likely). And to add insult to injury, you will most likely find that you didn't use hardly any of those products! You have several training courses that you only made it half way through here; a half dozen software products that you never figured out how to use—some of them still locked in the "Zip" file you downloaded them in! Ouch! How many Guru news-letters that cost you anywhere from 19.99 to 39.99 a month are piling up, none of them even thumbed through? One of the major challenges with this is you're often buying products you're simply not ready to use yet! You

end up getting side-tracked and find yourself heading down a new path laid by Guru A. Then along comes Guru B's latest and greatest product and suddenly you jump on her "bandwagon". You discover you're always busy . . . but nothing is ever getting done and you're *not* making any money! Find something and stick with it! (Having a knowledgeable mentor to guide you is the best way to avoid this scenario.)

You may think I'm exaggerating for dramatic effect, but I absolutely am not. This story plays itself out in varying degrees in *every* Internet Marketer's career. Will it happen to you? Probably. To what degree? That's entirely up to you. But now you have the advantage of this incredibly enlightening report to give you the "edge" that I never had. ;-)

Okay, I think I just about covered the traps—but of course I'll probably think of more and have to amend this report in a week or so.

### **Legit? Or not Legit?**

Now let's take a look at how you can determine if you're dealing with a reputable business or money making opportunity or not. First, you do this by doing your own "due-diligence" and checking it out thoroughly! Dig in and study all of the information they're providing, study their web-site, and while you're at it, write down all the questions that you have as they come up. Then contact them directly and "grill" them to get your answers. If the answers don't seem to add up to you, then move on. There are plenty of opportunities out there; you'll find one that is a good fit for you.

### **It is not necessarily what you're doing, but who you're doing it with**

The reality is your success will probably have a lot less to do with the actual company (as long as you didn't pick a truly crappy business to work with!) and a lot more to do with who you're working with! This is where that Mentor that I mentioned above comes in. Your mentor will be an important key to your success so choose them wisely. And try to keep in mind that it *won't* always be the guy/gal with the smoothest mannerism, parading the flashiest cars or the most impressive "see my bank account video" either.

I personally don't do either of those marketing tactics and here is why: First off, the business that I work with, MyInternetBusiness, has worked very hard from the day it opened its doors to create a legitimate company that isn't perceived in the market place as so many others on

the Internet—like a Wild Pack of Rabid Hypsters! (Those that engage in the act of hyping their products or programs until their prospects are “swimming” neck-deep in . . . um . . . excrement.) In their by-laws, the founders of MyInternetBusiness have expressly prohibited much of the activities you see in typical online business marketing. And frankly, I’m not going to jeopardize *my* income by breaking those rules; it’s just not worth it.

But beyond that, my own mentor explained it to me this way. If he produces a video and sticks it up on YouTube showing his bank account balance—something you DON’T see in the business world *anywhere else but on the Internet, by the way*—that’s great for him. But what about the people he is mentoring that haven’t yet experienced that level of success? They can’t duplicate his marketing approach; so what now?

My Mentor taught me how to effectively market my business without resorting to tacky methods that only make everyone marketing Internet Business Opportunities look like a bunch of classless aluminum-siding-used-car promoters. (I assure you that I don’t own even *one* plaid jacket or a bad toupee!)

### **How not to investigate a business**

On a final note: While doing your due-diligence and researching a particular business or money-making opportunity it is probably likely that you will come across somebody on some site “screaming” that the [ Fill in Any Business Name Here ] Company is “nothing but a scam”. If you take a close look at the “screamer” you will probably discover they fall under one of two categories:

- 1) Someone marketing a competitive product. “I did XYZ Business for six months and lost my shorts—it’s a total scam! But check out the LMNO Mega-Profit System; in 5 days I made Ten Grand!” This approach is so ridiculous that it hardly seems even bringing up, but I’m sure that it works. If someone puts down “in print” that Tranque Fuller licks rain-forest tree frogs to high and regularly bets on illegal snap-turtle fights, someone is going to believe it just because they read it “in print”. (See, you just read it and are now wondering if it could possibly be true!)
- 2) **The Whiner:** Remember Joe the Porn addict that “borrowed” his wife’s credit card? For whatever reason, there are some people that sign up for programs, do next to nothing,

soon “wash out” . . . *then* spend all of their time and energy posting on blogs and “exposé” sites (sites supposedly focused on “exposing scams” but when you dig deep enough you’ll discover these sites ALWAYS have an ulterior motive—usually they’re marketing their own product or service somewhere along the line.) If these people had put as much time and effort into working their businesses as they do in attempting to “expose it as a scam” to anyone that will listen, they would be making good money by now.

These sort of pessimistic losers *love* to flock together and spew their negativity all over anyone that comes within their vicinity. Spend twenty minutes browsing through one of these sites and you’ll feel like taking a shower when you’re done! They are *not* a good resource for investigating any kind of business or anything else for that matter.

As I said before, your best course is to do some research by going through the company’s materials and websites, then contact them directly and ask them the questions you have. *Trust yourself*; you’re capable of evaluating a business. Focus on what kind of training system they have and what they will be teaching you, what kind of help and support you will get once you’re involved, and what kind of “infrastructure”— websites, systems, resources and marketing materials, etc.—you’ll have access to help you manage your business and to make it grow and be profitable. And finally, determine if they have products that make sense and have a demand in the marketplace.

### **In Closing**

In closing, if you made it this far into my report (the end), then you will be “well armed” and much more ready to find a great product or company to work with than 95% of the people out there getting started online.

Thank you for taking the time to read my report and I sincerely hope you found it not only informative, but somewhat entertaining as well.

To find out more about me and MyInternetBusiness, the company that I promote, go to <http://www.NetIncomeMentor.com>

To Your Success!



Tranque Fuller

Net Income Mentor

PS Also check out my [Blog](#)