

ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

By Dr. Jeffrey Lant

ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD? by Dr. Jeffrey Lant

Back in Illinois in the 'fifties when I was growing up, my parents entertained a lot. At some point over the bourbon and the highballs the jokes would start -- and they would fly thick and fast. My parents were young and energetic and attracted their peers.

Inevitably some wiseacre would say, "Do you know the three greatest lies in the world?"

"First, the check's in the mail."

"Second, of course I'll respect you as much in the morning."

Third... well, the third one was so blue it just wouldn't do in a respectable publication like this one.

Since then times have changed and so has the THIRD GREATEST LIE. At last it CAN be revealed: "I'm making money online."

It's Time We All Came From Missouri

The amount of misinformation circulating online is staggering. Every day most of us receive something by email or review something online which just isn't true. It just doesn't smell right, right from the start.

Ordinarily, the claim either involves health, sex or money.

## ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

"3000 people signed up in my downline in the last 4 hours!"

"I made \$15,000 last month without ever once getting up off my fanny."

"I created a multi-millionaire dollar business without ever investing a penny of my money or breaking a sweat."

"I cured my cancer eating a bag of these potato chips, so help me God!"

Oh, yes, we've ALL seen these incredible solicitations. Some

of us have been loonie enough to fall for them.

That's why we all need to re-assign ourselves to the Show-me State and get serious about both reviewing the offers we receive — and about doing business online the right way so we never have to lie to get people to respond.

How To Use The Web So You Won't Have To Tell The Third Greatest Lie — Or Any Other Lie!

In advertising there's a famous line, "Sell the sizzle, not the steak." What it means is: hype up your offer with a lot of fluff so that people don't focus on what you're really offering.

People lie online because they don't have the one thing you must have to succeed online: VALUE.

Companies great and small stay in business and grow because they offer what people want.

We live in a Want Culture. Right from the moment we're born, we want. We spend our entire lives wanting more and more and more. That's just the way it is. Getting people to want is not difficult. To be human is to want. Period.

Good people cater to these wants by offering VALUE.

Bad people cater to these wants by offering HYPE.

Thus when good people set out to market, they focus the discussion on what the prospect gets — the real, tangible, beneficial things which the prospect gets by using what the

## ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

marketer is selling.

Bad people make one unsubstantiated claim after another. In Alfred E. Newman fashion they say, "What me worry?", after making yet another outrageous, unsubstantiated claim. Their goal is to get the money and let the chips fall where they may.

Understandably this strategy appalls real business people who are in the business of offering value and building an enterprise that lasts.

How common is this lying? All you have to do is open your email in box any day; you'll see just how prevalent it is.

Recently, for instance, I received a newsletter with a huge testimonial from a well-known internet entrepreneur about how

one of his distributors made as much as \$84,000 a month. Since I'm a creditor in the bankruptcy case of that distributor, I found this fact most interesting.

I emailed the fellow and said that either 1) his numbers were incorrect or 2) either he or the distributor was lying. I said that if the numbers were wrong, the entrepreneur should publish a retraction. If the numbers were right, the distributor had lied to the bankruptcy court.

There were two interesting consequences of my message:

1) the entrepreneur said he wouldn't print a retraction and 2) the distributor called me and in a remarkable outburst of candor admitted that he'd never made anywhere near the amount of money credited to him publicly but that he certainly wasn't going to do anything to clear the record.

MY response? I filed all the records with the bankruptcy court, including an affidavit of the phone conversations, and blocked the distributor's bankruptcy. I also called for a criminal investigation into what was clearly Internet consumer fraud.

As this real-life case sadly proves, even when people are confronted with the Third Greatest Lie, they keep lying, digging the hole deeper for themselves.

## ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

Why didn't the entrepreneur just say his facts were wrong, that he'd made a mistake?

Why did the distributor feel compelled to lie so outrageously about his income when the records were so clearly available to disprove his claim?

The real reason: both lacked integrity and both were selling hype, not VALUE!

### People Who Lie Are Quick To Use Mass Spam Email

Because "get rich quick" is part of our heritage, many people take a Maynard G. Krebs approach to work: WORK IS BAAAAAAD.

Their idea of marketing is to purchase 50,000,000 spam emails, plop in an outrageous offer, then hope that enough people will be duped before they are shut down and re-emerge later in another nefarious guise.

Of course, this isn't how reputable online businesses work.

These businesses:

- 1) go for the long-haul
- 2) develop a website that's packed with VALUE
- 3) go through the necessarily laborious process of developing an in-house email list
- 4) contact their prospects and customers regularly with an online newsletter ("ezine")
- 5) give these people all the necessary means of responding, including email, fax, phone, mail and walk-in.

Real businesspeople understand that no business is built in a single day; that every day, every action, is important in building up a business that withstands the test of time and returns a predictable profit. They are not throwing the dice with a single hype-filled email, hoping that they'll "strike it rich" at the touch of a button, without ever having to break into a sweat.

Real Businesses Understand People Want To TALK To You

## ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

When you're dealing with a hypster who tells the Third Greatest Lie you're dealing with someone who doesn't want you to get close, who doesn't want you to have important follow-up information, and who flees rather than TALK to you.

When a hypster sends an email message, you can ordinarily only respond by email. You're given no other way. It's hype out, money in for the hypster.

No reputable business works this way. At Worldprofit, for instance, we regularly send offers out. When people respond, they get a PERSONAL response.

You see, we know that people are going to have questions before they spend their money. We're prepared to answer them, to work with the prospect.

We're not in the business of sending hype promising that you'll be a millionaire before breakfast, then making it impossible for you to verify anything.

The reason we've gone from being a home-based business in a back bedroom in 1994 to being a multi-million dollar corporation now is because we've anchored the company in VALUE and made a conscious effort to work with the people

who are interested in the value we offer. This is why Worldprofit has grown while so many other Internet companies have crashed and burned.

## DO YOU HAVE THE MEANS TO COMMUNICATE WITH YOUR PROSPECTS?

If you expect to grow your business, you must have the means to communicate with your prospect. The hypsters don't bother with these means; their goal is the "quick buck", not mastering the long, sustained process that produces real, solid, long-term growth.

To succeed online, you must have

- \* a domain where you post the value-oriented information about what you're selling
- \* professional design. You cannot just throw information at people and expect results. You need to present this information professionally, using a professional designer

## ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

who is aware of the constant changes in online graphics and design.

\* a listserver so that you can communicate easily with your prospects, customers, subscribers.

\* a sales manager, so that you can get back to your prospects automatically, until such time as they are ready to respond and work with you.

\* a traffic growth system. You must grow your traffic daily, since traffic is absolutely indispensable in growing any business, online or off.

As you review this list, how many of these vital tools do you have, are you using?

The fewer you have, the more you must use hype to sell what you're offering... the more, that is, you're relying on the Third Greatest Lie to help you make sales... and the less likely you are to build a reputable business producing solid profits in return for reasonable labor.

### We All Live In A Moral Universe -- Like It Or Not

It is easy to conclude, reviewing the state of the world nowadays, that morality counts for nothing. Every day we are assailed by stories in the newspaper which speed us to this conclusion. We wonder: does character count for nothing? Is morality a blasted concept? Is there any point wondering about right and wrong?

The truth is, though it is easy to lose sight of it, the great

question for us remains the same question others have wrestled with before us: how do we lead the good and moral life? How do we do right in a world so often rewarding wrong?

There is something in each of us which, however hard we run from the issue, keeps pulling us back, forcing us to come to grips with the fact that we are responsible for what we do and that it our responsibility to do good, to live responsibly, to treat others honorably. It is the only way to live the life worth living. For as people commonly say, "What goes around comes around."

Stop Lying Today. Start Building A Reputable Online Business Today.

## ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

If you're one of those people who has been trying to succeed by selling hype. Stop it TODAY. Review what you're offering and ask yourself where the VALUE is. If it's not there, drop it TODAY.

If you've been trying to build a business on the Third Greatest Lie, make today the day you resolve to change not only your business but your life.

Start selling products/services of value.

Get the tools you need for online success, so that you can not only communicate value but work with your prospects and customers, helping yourself by helping them.

Stop trying to build an online business on a crap shoot, staking all on one spam email transmission. Instead, build for tomorrow by offering value today and expecting to do the work that ensures success.

When you do these things, you can look the world in the face proudly, knowing you won't ever have to tell the THIRD BIGGEST LIE IN THE WORLD — because you really WILL be making money online!

### **When I Lie Safe In Your Arms**

**By Emmanuel Emesakoru**

### **When I Lie Safe In Your Arms by Emmanuel Emesakoru**

When I lie here safe in your warm arms  
Defenseless at the mercy of your charms  
A weakling I turn staring into your eyes  
I lose my strength in this new paradise

This paradise of encircling warmth I love  
For it's cool as the rainfall from above  
That falls upon my skin and makes it shine  
Knowing that you're always mine and fine

When I lie here safe in your strong arm  
Though I'm weak but I'm safe from harm  
I feel my bones turn into water and flow  
My dead feelings gently kindle and glow

## ARE YOU TELLING THE THIRD GREATEST LIE IN THE WORLD?

This glowing feeling compares to the galaxy  
For it always brings me closer to sweet ecstasy  
When I lie here safe in your soothing arms  
Boneless, defenseless at your irresistible charms

There's really nothing about me. I am Emmanuel Emesakoru, a budding poet who desires to live someday by the poetic works of my hands someday in the United states and make a fine name, just writing poetry.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**