

"Are You Revolting To-Day...Or Are You Just Being Mugged?"

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By Roger J. Burke

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A funny thing happened to me on my way through a website today...I got mugged! And, it wasn't the first time either...in fact, it's been happening more often than I care to admit.

What do I mean? Well...just bear with me, for a few moments, while I recount a similar event, but in an entirely different environment.

On the main street of our town, a new hardware store opened a few weeks back. Being the type of guy who regularly watches Tim the Tool Man, I just hadda go, right?

When I get there, it looks all very nice, new paint, bright lights, lotsa great adverts onna windows, all very enticing. So...I go in, bbbzzzzzzzz, fall through the darn buzzer (usta be 'tinkle, tinkle' on the door...much nicer in those days), and meet this guy standing there, pad in one hand, pen inna other...

He smiles thinly – and I wonder why I think of a wolf – as he says, "G'morning, sir, and what is your name, address, post code, city, country, phone number, occupation, number of children, marital status, type of car you drive, how old is it, blah, blah, blah..."

By this time, my head's spinning, and I'm sure I'm having a daymare – as my daughter likes to say – as I hear him, dully now, droning on and on, and I finally manage to turn and stumble outta there, eyes glazed, gasping for air...

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Rest easy...that didn't really happen to me, of course, at that new store. In fact, the exact opposite...I was totally ignored! ;-(

However, all too often now, whenever I arrive at some websites these days, there seems to be a thought that we all must give up a mountain of personal information before we are allowed the privilege of buying their products! Name and email for an ezine subscription, fine; ask for any more and that's just plain arrogant.

Well...we ain't gonna be mugged anymore...we're revolting! And so should you!

Now, before anybody accuses us of being Luddites, be it known that we are among the most vocal about using new technology and methods. The problem is, some – perhaps many – of those who are

introducing and using all this new stuff suffer from a delusion: many of them think that the rules of engagement have changed!

Pardon me...as Ripley said to the bored board in the boardroom...but has the IQ suddenly dropped around here?

Yes, the technology of communication and business is changing rapidly, but the reasons people buy products are not changing...period. With all major technology changes throughout history – writing, printing, telephone, radio, TV etc – it gets progressively easier to be separated from your money, that's all. But the reasons you buy stay the same; giving up a lot of personal information is not one of those reasons!

E-Commerce and e-tailing suggest the possibility of still easier buying (and, just quietly, still easier separation from your money, as you know)...but, why should we be mugged first, if at all? When was the last time you were personal-data-mugged at your bricks-and-mortar shopping mall or wherever?

Of course, you can choose to be mugged...but, maybe you live in LA or New York City? Jaaarst kiddin', OK! ;-(

On the web, there is absolutely no need for web-muggers to gobsmack you with demands for personal information before you buy their product or get information about the affiliate program or MLM program (the worst offenders, in our opinion) or whatever! Sheesh!

Don't be mugged (and don't be a mug!). Make a difference...tell 'em you're revolting!

Better yet...tell 'em they're revolting! And then go to the competition. :-))

Roger Burke has been involved with computers since 1967, and has managed to break quite a few, over the years. He, and his wife Sherry, are now actively engaged in online self-publishing and promoting specific affiliate programs at <http://online-wealth.com> . If you have any comments or questions about this article, please send emails to <mailto:webmaster@online-wealth.com> .Copyright 2001, Online-Wealth. All rights reserved.

**Part I: Sales, How Revolting! Part I: Sales, How Revolting!**

**By Wild Bill Montgomery**

**Part I: Sales, How Revolting! Part I: Sales, How Revolting! by Wild Bill Montgomery**

From the time I was old enough to grasp the concept of sales I knew I wanted to be involved. My dad was in sales, I wanted to be in sales. At the tender age of 17, I was still under the false impression that sales and marketing were the same thing. Eventually I went to school for a specialized degree in business/marketing, while working part-time selling home fire safety systems and found out a very distressing fact. I'm not a salesman. I enjoyed observing them in action but when it came right down to it, I found the act repulsive and still do today. I gave up on my dream of being another J. Paul Getty and discovered an even bigger love; "Computers". Big Mainframes, Cobol, Pascal, they were my true desire now. I was still fascinated by Sales and Marketing, but believed it was only a pipe dream, because I just didn't have what it takes to be a salesman. You see, even with a formal education, in the back of my mind I still believed sales and marketing were one and the same thing.

Eventually, I started doing programming on the side, but still had an extreme phobia about sales and selling people on my services. Then in 1991 I picked up a book on vacation called "Marketing Your Services". I rediscovered the fact that marketing and sales are not the same and I don't need to be a high-pressure salesman to market my talents. I found something called "relationship sales". Sales is sales, right? You have to convince the customer to buy what you have to sale. Wrong!

You know the high-pressure sale is hard on everyone involved. The "burnout" statistics are so high that only 5% of high-pressure sales people stay with it for life. But it's not only hard on the salesperson, it's hard on the customer too. Have you ever sat through a home vacuum cleaner demonstration? Most of these people are hardcore pros. They have to be to last even a year. I know, my father was one for most of my childhood, and he was good, I'll give him that. But, eventually even

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he burned out, and went into construction.

For the potential victim, and I say that with all sincerity, it's just like being lined up for the firing squad. You know it's coming and feel completely helpless to stop it. This is how I pictured marketing until I read the book. It's not like I didn't study the difference in school. I can't remember whether I just didn't believe it or I just didn't get it. No matter, it was what it was and I wanted no part of it anymore.

In 1997, I discovered the Internet. Some small part of me was still crying out for the dream. The "J. Paul Getty" dream. I saw an opportunity and I wanted to get in on it. With time constraints, two jobs and a family who demands my attention, I very slowly got into HTML, Perl and eventually Flash and SQL. But what good is it going to do me. I already had a great job that I wouldn't leave for another. So I decided I would set up a website and sell what I have learned. So I wrote attention getting headlines and hard selling copy. I figured Internet sales was a lot easier, because there was no face-to-face pressure. I could sell my services on my web page. Too bad it's not that easy. People are inquisitive, curious and skeptical. I found myself getting emails about this and that, getting telephone calls asking me why they should pick me. The problem was I couldn't back up my hardcore sales pitch in a more personal manner. I just couldn't figure it out, even with reading all about it. How can this be happening again? What is the answer? I went back and read that book that I had read years before, just one more time to refresh my memory. It clicked, "Relationship Sales".

Relationship Sales is actually a lot like "Personal Branding". But it gave me a new outlook on sales. Selling, in it's most basic sense is the one-on-one process of building a relationship between seller and prospect. The "good" sale comes after both parties involved discover that a relationship has been built. I figured it out. Selling and marketing are not one and the same, however they are a part of each other, meaning one cannot prosper without the other. They're quite synergistic you know, empowering each other to

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reach their final goal: The Sale.

I hope you can join me next week for Part II: Building  
A Relationship With Your Prospect

It's been a pleasure. Be sure and stop by

or

and visit or feel free to  
write me and let me  
know what you "Honestly" think about sales, marketing  
and of course my article!

Would You Like To Discover More About The Advantages Of  
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This Powerful new book puts YOU on the fast track to  
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