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**By Toby Olsen**

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Are you tired of paying for advertising that doesn't work, tired of paying for useless marketing campaigns? You are not alone, and that's the reason people can make money by selling stuff like: blast your ad to 2,5 million people every day, or email 70 million targeted opt in leads every month. Does it sound familiar? It looks so promising, and who does not need targeted opt in leads?

However, don't get fooled, don't throw away your money. The reason this does not work is that every subscriber that have opted in, every one of the 2,5 million or 70 million, or whatever it is, are there for the same reason as you. To sell, no one is there to buy. Therefore, when you email all these leads they will just delete their messages, and never read them. So do not waste your money.

The yahoo groups works the exact same way, but at least these are free. You can join a group, say the home business group, that have 4500 members or so, and you can email all the members for free. Sounds good? Not really, you must remember that all the 4500 members are there for the same reason as you are. To reach buyers with their product. I personally tried this, and I received 500 to 1000 messages in my inbox every day! No one have time to read all that mail. I never looked at a single email I received, and since the other members are like me, it is not surprising that to advertise on places like this does not work very well.

Making money on the internet is the same as anywhere else. To make money you must work for it. There are no magic or hidden formula, it is all about work.

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So when you see headlines like: email 2,5 million people every day, or email 70 million targeted opt in leads every month, or make 5–7000\$ in one week, don't let them fool you, and never ever let people like this take your money.

Kindest Regards

Toby Olsen

3 Easy Steps to Make Money Online:

<http://www.E-Merchant.biz/pips.html>

I am a Norwegian business student, currently studying in Australia. I started making money on the internet 6 month ago, and if you want to subscribe to a FREE newsletter with useful business and marketing tips, just send a blank email to: [tobyolsen@getresponse.com](mailto:tobyolsen@getresponse.com)

## **Why are Violent & Fear-Oriented Words So Popular in Online Advertising?**

**By Susan Nichols**

### **Why are Violent & Fear-Oriented Words So Popular in Online Advertising? by Susan Nichols**

Have you noticed the inundation of violent words used to "positively" promote web site and online services? In today's atmosphere of terrorism, why is there "not" a recognition that terms like the following promote fear and negative emotions: "Killer ads" "Blast your Readers with..." "Explode your traffic..." And if the user of these terms "intends" to gain customers by tactics of fear – Why? Do you 'want' to do business or buy from someone who would personally hurt you? Offend you? Blast you? Kill you?

Those who use such terms will be defensive against my viewpoints, but as a person who wants peace in our world, I encourage all of us, including myself, to "think" before we use such words that depict fear, violence, hatred and words used in terrorism.

Am I an extremist? Perhaps, but before using such phrases, visually place yourself in the same room with someone who lost a loved one on 9–11 and try to ask them if they like these terms? Would they 'buy' from you?

The unfortunate reality is that if a person were to totally avoid working with web sites that use these terms, he/she

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might as well not work online --- the usage of these words is That Prevalent!

It's obvious that the users of these phrases do not mean them literally, but what concerns me is how saturated the mind can become with such syntax. "Words" DO affect each of us. There is a Bible verse that says, "As a man (woman) thinketh in his heart, so is he/she" (Proverbs 23:7). As we think, we speak --- as we speak, we influence --- as we influence, we change lives!!! Let's not blast, explode, nor kill each other in our advertising! There are "numerous" online dictionaries and thesauruses where nonviolent words and terms can be found! Bookmark this one today:  
<http://www.dictionary.com>.

This IS important! What can each of us do to make a stand against violence and terrorism? --- help change our "speech" on-line and off-line!

Susan Nichols Vector Central Marketing <http://www.vectorcentral.com>



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