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By **Knut R. Enebakk**

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**Rich Jerk ½ Scammed his way to Riches? ½ Lessons to us**

By **Ryan Parker**

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Almost anybody that has interests in internet marketing would have heard of Rich Jerk. He is one of the most famous and controversial internet marketing gurus of this generation. His tactics are varied and more often than not work to make those around him money but in the process also making himself very rich.

Looking at his most prominent project, the Rich Jerk ebook, it successfully created waves of controversy and hype which has added to his great success through second tier marketing (e.g. viral marketing on forums) which he doesn't have to pay a cent for.

The internet marketer must take away as many lessons from Rich Jerk that he possibly can. One tactic that he uses that isn't described in his ebook is recommending affiliate items and linking them using his ebook back to the advertiser so he can gain affiliate commission just from someone reading his book and buying any item it recommends.

Another lesson that we can take away from his ebook that isn't mentioned in his book is the importance of price and affiliate backing. Rich Jerk is very generous with his commissions and his book is priced at a very suitable bracket where the potential buyer would be happy to pay and the affiliate promoter would happy to promote.

The most important trick that Rich Jerk has used to promote his book is to actually use the book as the perfect tutorial guide to in–turn market the ebook to other buyers. The ebook teaches you how to market best to the 'i½Make Millions Onlinei½ crowd.

Having said that, to discount the lessons in his ebook as a pure scam to make him even richer would be silly. He imparts so much knowledge in the book that he practically lays it all out on the table for the reader. It is quite easy once the internet marketer understands the basics to use the methods taught in his book to take the cookie cutter approach and apply it to any other genre or segment on the internet to make a serious killing. A posting on a forum apparently by him spills the beans on why he imparts so much knowledge, he believed that only 10% of the people that buy his book will put it to use, thus it doesn't present much of a threat to him rather a opportunity as it would be highly probably that this 10% would use the methods described in his book to actually sell his ebook thus making him even more money.

The internet marketer thinking of buying this book should go to

<http://www.richjerkscams.com>

where

Rich Jerk's ebook is critiqued even further and put through the test against other similar books from Holly Mann and Chris Carpenter. Each of these books are published for different audiences at different levels of their internet marketing journey.

Ryan Parker (

)critiques the Rich Jerk ebook and looks at other potential alternatives that might better

suit different readers.

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