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Hey Dummy...Give Me Your Money

By Henry Ramsey

Revealed for the first time in this amazing new easy no brainer killer instant wealth e-course where

the Guru will take you by the hand and walk you step-by-step through the amazing process of creating massive sales and profits by duplicating the outstanding results of the most successful smucks, shiesters and shamiels on the planet.....sound familiar?

Indeed it is possible to start an Internet business for less monetary investment than most brick and mortar enterprises. The downside is that getting started can be a rough road, especially if one falls prey to the cacophony of so called Internet marketing gurus out there hawking their wares. The one thing they all have in common is appealing to our base instincts to get something for nothing, or our willingness to be lured down the garden path with promises of secrets to be revealed within their lairs. After some observation, it also becomes evident that gurus are a small clique who cross promote each others latest instant wealth scheme, regardless of value, as long as it generates income from 'wanna be rich' groupies. The key to overcoming the sirens of doom to your wallet is to glean all that you can from their free newsletters without giving in to temptation.

Now and then a good and legitimate Internet marketing offer comes along, but it takes finesse and critical thinking to isolate them. So it is prudent to be patient when starting out on your own and not get caught up in the urgency of the sales promotion. It is impossible not to get caught in some traps as these folks have honed the art of hype and what they call salesmanship ie., getting you to give them your money, to a fine point. And no doubt, one mans legitimate marketer is another mans shiester, but nonetheless, exercise discipline and critical analysis unless you have deep pockets with resources to spare. Also be aware of a new sleaze making the rounds where something is offered for free in exchange for three email addresses of your friends or associates. Essentially they are asking you to spam your acquaintances for them. Don't do it.

What will ultimately succeed online, in my judgment, is not the fevered one page sales extravaganza with the price in small print and credit card box way at the bottom, but rather a reasoned presentation of all the facts, benefits and features, yes features, packaged in such a way to actually offer real value for the money. The problem here is, that being honest and legitimate with a sense of morality will eliminate the majority of hustles out there, and they have to eat too, right? The hardest part I have

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found, working on a tight budget, is postponing legitimate offers that may assist my business that will only have value down the line. It is a good idea to earmark and keep all these offers in a folder for review later after your business takes form and future needs are better recognized. Later on, many of these must have ebooks and software will reveal themselves to be overpriced or worthless, or even more insulting, offered as free giveaways.

Most people simply want knowledge or information that will help them make decisions or lighten their burden at work or in life. They also want to be treated with intelligence and respect. Just like life outside the cyber world, it is better to treat people fairly and offer good value and quality if you want to attract and keep new customers for the longer haul. What? An old time virtue in today's modern hit and run world? In my view, the longer haul is the real key, but many newbies are taken in by the lure of instant riches, and follow the path of least resistance offered by slick hypesters, and this sycophant behavior consequently keeps the would be robber barrons in business.

It is true that everything nowadays seems to boil down to doing the numbers, and the more 'messages' automatically put in front of prospective buyers, the better likelihood to catch a fish. I cannot argue with facts, and I find it discouraging that studies show that only 2 percent of any given population actually think for themselves. The remainder need to be persuaded and cajoled before they can make a decision. As a result of this fact, we as a society are saddled with Internet marketers, politicians, religions and mass market media who know full well how to work the system.

Also keep in mind that as the Internet expands and matures, users will hopefully become more sophisticated at spotting frauds no matter how well camouflaged in the latest hype and techno speak. Actually, I am looking forward to the new Video presence of our guru friends. They will either be obviously choreographed, which tells me they already have enough money, or they will provide a laugh or two by their obvious buffoonery. Furthermore, always read down to the bottom of the sales pitch and find the price before wasting time reading the whole swan song. It will save you lots of time as most pitches are void of a single shred of fact. Only do business with those who offer iron clad refunds, and subsequently do not be hesitant to demand one if you feel short changed. Online businesses that take the time to create a well designed, pleasant and easily negotiable and informative website, offering good value, and that respect their client's time and intelligence are the ones who will eventually get customer loyalty and make the Internet something more than just another bazaar for charlatans.

Henry Ramsey is a writer, classic car collector and renewable energy systems designer. He now rides an Ebike and is webmaster of several New Paradigm Internet marketing sites including

www.MyEbikes.com

The Dreaded Direct Question...

By Rick Hoogendoorn

(Please have a glass of water within reach before reading this article.)

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Your personal financial planning is the topic of discussion here today, but not quite yet. First I would like to bring your attention to the issue of bragging.

The other day I was carrying on about how well our website was doing on the various search engines. If you typed in financial planning Victoria, or financial planner Victoria, or CFP BC, our site ranked very well on the major search engines. But I was not bragging about this to a dummy. Unfortunately not. Because this person, who shall remain nameless, asked me a very simple question:

"Is it working?"

"Huh?" I thought, feeling like I was suddenly part of a butterfly collection.

"Is it working? Are you getting new clients this way?"

The room was beginning the spin.

"Can I have some wa –wa?" I asked woozily as I crumbled to the floor.

Sometimes we get so caught up in the process of doing things, like optimizing websites for search engines, we lose sight of what standard of measurement we should be using to determine how we're doing. In my case, I was using how well our website ranked for various search terms, instead of whether we were actually gaining any business from the web. Duh!

This often occurs where peoples' financial planning is concerned. It is very easy to get stuck in the process of saving money, or managing money, but lose sight of whether or not what you're doing is actually working to help you achieve your goals. So, if you think about your financial goals, and then think about how you are doing, the same question applies...

"Is it working?"

There are three possible answers to this question and they are: "Yes", "I don't know", and "Can I have some wa -wa?"

Realizing that what you are doing is not working, is not pleasant. Nor is it pleasant to realize the giddy pleasure of progress you thought was your lot, is no more. You may look a bit ridiculous to yourself for a bit, but if you're like me, that's nothing new.

So, for example, if your primary financial benchmark is retirement, does it look like you will be able to retire when you want, with the kind of income you need?

"Hey! You okay? Wake up. Here. Drink this."

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The Dreaded Direct Question...

Success Requires the Use of Controlled Aggression

Mother Of Invention Or Dummy? You Decide!

How to Find the Best Home Security Products

Are You An Investment Dummy Like Me?

100 Instant PDF Templates

Profit-dot Com eBusiness Training Center

Auction-O-Matic

Yard Sale Secrets Revealed

Instant Cover Graphics!



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