

"Honest Marketing" is NOT an oxy-moron.

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By Cheryl Lester

Sign up today! Invest only \$9999.99! Limited Quantities! BUY BUY BUY!

You've heard it all before. Marketing gimmicks like these are used to entice you to shell out your hard earned dollars for the latest, greatest internet marketing tool. But how much is fact, and how much is fiction?

Lets clear up a common misconception. Dishonest marketing tactics don't always come from dishonest marketers. Although there are some individuals who purposely use dishonest marketing tactics, you shouldn't let those select few spoil the whole lot of truly good products and services that exist on the internet.

Quite frequently, when you see dishonest marketing tactics being used, the marketer did not intend it that way. In fact, most dishonest marketing comes from individuals who have fallen for dishonest ads themselves, and are given instructions to repeat the falsehoods in order to make their millions.

Lets take 5 minutes to go through the Junk eMail folder. Well review some common signs that will help you tell the difference between legitimate products and/or services, and scams.

Always do your due diligence, and make an informed decision about what products you do or don't want to buy. As an internet marketer, you know that sales letters are written

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specifically to cause an emotional response and an impulse to purchase. Remember that the next time you see the next "must have" product.

Here are some extra tips to keep you safe when shopping for internet marketing products.

– Guarantees of money, while illegal and unethical, is also a sure fire sign of a scam. If you still wish to purchase the product after seeing that, make sure you do your homework. It is also preferable to purchase the product through a service that offers buyer protection,

such as PayPal (TM).

– Don't believe everything you read. Remember that what you are reading is designed to get you to buy the product. Always look at sales letters from a skeptical standpoint.

– Just because they're famous doesn't mean they're right! The gurus will have my head for saying this, but it is true. Just because someone is well known does not mean that their techniques will work for anyone, let alone you. When evaluating a product from one of the better known experts in internet marketing, look at their sales letter the same way you would if they were Joe Nobody. You may have trust in them if you have had contact with them before, but use good judgement.

– Use ClickBank Mall or PayDotCom Marketplace when searching for information on specific topics. Not only will you have a form of protection, but you will be helping to support affiliates as well. And with their ranking systems, you will be sure that the first 10–20 products on their list for that topic will be well known material. If it was poor quality, it wouldn't have made it to the top.

– Find third-party reviews of the products and services you are looking to purchase. If the writer has no invested interests in the product, chances are they'll give their honest opinion.

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Keep these tips in mind the next time your inbox is flooded with info on the latest,
greatest marketing product!

For completely FREE unbiased reviews of the internet marketing products YOU buy, visit
<http://www.cpsnetworks.com>

The #1 Secret to "Online Wealth" Creation is...

By Bob Mobino

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Putting into Electrons Mind-Infiltrating, Subliminally Abusing... Conscious Exploding...

~~ SALES PITCHES! ~~

Don't be a MORON!

Feeling uncomfortable as you read these lines?

That's great, 'cause your brain reacts to the superficial TRUTH.

Still confused?

Then PRINT this message and absorb it EVERYDAY!

You will only GET *rich* once you "pinch the sales pitch"!

and Have a Great Day!

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