

Internet Buzzwords and Newbies: Proceed with Caution!

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**Internet Buzzwords and Newbies: Proceed with Caution!**

**By Francisco Aloy**

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Learning the ropes of Internet Marketing is one of the hardest things to do; even more so if you are a Newbie to computers and the Web.

I remember watching the movie "The Flim Flam Man" and heard the quote "You Can't Con an Honest Man."

The above quote, taken in the context of the movie, did make perfect sense. The movie dialog implied that the selfish desire to gain an unethical edge was the hook the experienced con man used to snare his victims or "pigeons." In the end, the victims fell for the con because they had a disregard for the Golden Rule!

I'm bringing this up because the thinking implied by the quote doesn't fit many of the offers the Internet Newbie will encounter while searching for a business guide.

You can be a good, honest and hard working person and still fall for many of the traps awaiting you in cyberspace! The most appealing target for the experienced Web con man, is the Newbie's lack of experience and knowledge!

All over the Net there are offers constantly bombarding Newbies with the latest systems and applications; "new" methods that will grow a business with a minimum effort!

Some of them are given fancy names: "the K-15 System Will Make You Wealthy!" or, "You Have a Ground Floor

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Opportunity with G-ZAP, get in now because it won't be available tomorrow...."

The above offers should be investigated from heat to toe! Many of them are simply more of the same re-hashed information aimed at Internet business Newbies.

One of the main reasons Internet Marketers continue coming up with so many new programs, applications and systems is known as "Internet Time." Internet products have a very short shelf life; what was the latest thing a year ago will now be old news!

That isn't to say there aren't good systems and technology. However, due diligence is a requirement to ascertain the value of any offer presented.

Take your time and look at the offer to examine it with a fine tooth comb! You should check out any buzzword filled business offer with extra caution!

Ask all the questions you need answered until you're sure you understand what you're getting into. If there are no straight answers to be had, perhaps you should reconsider.

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by Francisco Aloy

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**Jargon: Handle with Care**

**By Marcia Yudkin**

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When I reviewed business Web sites for the Webby Awards earlier this year, one of the most common and annoying obstacles I ran across was jargon –

insider language that got in the way of understanding what the business behind the site actually did for its clients. The same barrier detracts from the effectiveness of many press releases.

Troublesome jargon comes in at least three varieties: buzzwords, or trendy phrases used by people who consider themselves on the cutting edge of their field; acronyms, the dizzying alphabet soup of obscure abbreviations; and technical or specialized phraseology that just isn't much known outside of a particular niche.

"GCKL's Enterprise-level Viral Marketing Solutions Offer Leading Value-Add for the P2P Revolution": that's a fictional headline containing no less than seven buzzwords. Most journalists hate buzzwords, and you should therefore avoid them, just as you should try not to complete the previous thought in this sentence with "like the plague." If you think my made-up headline makes perfect sense, then please take my word for it that the number of people who truly understand such messages is extremely small. Usually when you attempt to translate buzzwords, all that comes from the effort is mush.

Acronyms such as "CRM," "CSS," "CSP" and "CTR" are a bit trickier to provide advice about, because they are much likelier than buzzwords to become elements in searches of the Internet at large or press release databases. In other words, potential clients and media people might actually search for "CRM for small business" or "CSS tutorials," so that you want those phrases to appear in your release if that's what you do.

Even so, you need to remember that many media people and potential clients may not have a mental definition for such acronyms. For instance, publishing insiders can email each other about "POD initiatives," but in a press release "POD" should not only be clearly explained as "publishing on demand" but that term given a brief gloss as well. By using both the acronym and the written-out words that the letters stand for, as well as further definitions when a phrase is relatively new or specialized, you communicate clearly and set the stage for your news to be found through search engines.

Now what about specialized vocabulary – "hematoma," "habeas corpus," "chakra" and "candlestick charts"? Such phrases have precise and

established meanings in certain fields, but people who don't use the terms every day may have a hazy comprehension of them. Thus, you should handle them as I recommended for acronyms. Provide a brief, unobtrusive definition in close proximity to their first use in a release.

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When you do this subtly, tucking an explanation into your release, neither the in-group nor the outsiders take offense. For instance, within Eastern medicine "qi" is a standard term. You could define it discreetly as in this sentence: "Acupuncture restores balance and regulates the flow of qi, the basic life force." The last four words prevent both confusion and insult.

Marcia Yudkin is the author of the classic PR guide, *Six Steps to Free Publicity*, and 10 other books. You can learn more about her new special report, *Powerful, Painless Online Publicity*, at <http://www.yudkin.com/powerpr.htm>



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