

No One--wants To Be Covertly Marketed To...

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By Kim Klaver

So writes Jason Calacanis in this post (

<http://www.calacanis.com/2006/10/07/why-payperpost-their-investors-and-their-advertisers-should-be>
)

about the evils of the new Payperpost blog service that pays bloggers to promote stuff on their blogs – but without having to reveal that they're being paid to promote the products. (

<http://www.calacanis.com/2006/10/05/mike-arringtons-best-moment-making-payperpost-look-like-the-lo>
)

covert. adj. concealed; secret; disguised.

Blogs are web logs by people who write because they care about stuff and have something to say. A blog's readers follow a blogger because they share certain points of view or interests. Other than to be read and have impact, a blogger is not presumed to have ulterior motives. If there are ads, like the little Google ads here, they are clearly marked. If I mention one of my books for example, you KNOW I'll make something on it.

Otherwise, readers read because we're of like mind.

The fact that this service promotes covert marketing by bloggers is what has Jason hot under the collar. I can't agree more.

Which is what brings me to network marketers.

Who hasn't been contacted by a friend, who wants to get together to "catch up" and who has some wonderful news or an amazing thing they want to tell you about?

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But they don't tell you BEFORE the get together that they have an agenda – they have either a business they want you to join, or a product they want to sell you.

We know why no one wants to tell they're coming to sell, don't we? The friend might say No. Or listen with a much less open mind because they know your agenda.

But isn't hiding that we have an agenda with a friend also covert marketing?

And here's the worst part: It harms relationships when the other person finds out you were sneaky about your real motives for getting together.

How do you feel at the end of the lunch where your friend has told you about the weight loss product that finally worked for her, when you discover she's actually selling the product she was gushing about?

"Manipulated" "deceived" "really didn't come as a friend" are some of the reactions I've heard.

And, even if what she said about the product WERE ALL TRUE, the truth is now suddenly suspect – because she was not up front about her reason for the get-together.

Usually, you have lost the trust of that person for good.

Is covert marketing to friends really worth it?

How about up front marketing?

"Hey Lulu, I am doing something new. I'm introducing this product into the area that's helped me so much I decided to sell it. It's for someone who has achy knees and doesn't want to do drugs or surgery like me. You know anyone who might like to know about a product like that?"

It's a start.

Kim Klaver is Harvard & Stanford educated. Her 20 years experience in network marketing have resulted in a popular blog,

<http://KimKlaverBlogs.com>

, a podcast,

<http://YourGreatThing.com>

and a

giant resource site,

<http://BananaMarketing.com>

What are Viruses & Spyware?

By Andy Holloway

What is spyware? Any software that covertly gathers user information through the user's Internet connection without his or her knowledge, usually for advertising purposes. Spyware applications are typically bundled as a hidden component of freeware or shareware programs that can be downloaded from the Internet.

What is a virus? In computer security technology, a virus is a self-replicating program that spreads by inserting copies of itself into other executable code or documents. A computer virus behaves in a way similar to a biological virus, which spreads by inserting itself into living cells. Extending the analogy, the insertion of the virus into a program is termed infection, and the infected file (or executable code that is not part of a file) is called a host.

Both can be horribly damaging to your PC and without the proper protection, it can even happen to you. A great guide would be to set up an antivirus program as soon as possible!

Andy Holloway is a writer and webmaster for

<http://www.w3privacy.com>

, a security website that

provides free antivirus tools.

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