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**That's Rich**

**By Charlie Taylor**

That's Rich by Charlie Taylor

The Internet has always been home to the weird and the wonderful, but in the past few weeks I've discovered some strange new phenomena that left me slightly perplexed.

Going online a couple of weeks ago I came across an animated mouse on a motorbike speeding across the webpage I was visiting. At first I tried to take no notice of it because I've come across stranger stuff on the Net before. However, as I scrolled down the page, the mouse followed me until I got bored of its presence and escaped to another website.

As I was later to find out, my monitor was not possessed and neither had the website been defaced by fiendish hackers. The rodent on wheels was merely a new type of online ad informing me that a telecom operator in Ireland had launched a new high-speed Internet service that would make it quicker to surf the Net.

This wasn't the first time I had come across such an ad. A second website I visited seemed to disappear from view, only to be replaced by an animated motor car saving planet earth from alien attack, while yet another site bombarded me with the moving image of a new mobile phone that prevented me from viewing the page properly.

Welcome to the world of rich media ads, a relatively new online advertising format which features video or animation that float or walk across web pages as you surf.

## That's Rich

If you've not come across such a format yet, then be warned, you will do soon. New research from Nielsen–Netratings indicates that advertisers are wising up to the fact that Internet users dislike traditional forms of online advertising such as banners and pop–up ads and so are coming up with new formats to tempt us into clicking through.

Nielsen–Netratings latest report reveals that traditional companies such as General Motors and Procter & Gamble are increasingly turning to rich media online ads because they're seen to cut through the clutter of general online advertising, and result in more selective placements for advertising. In fact, nine out of the top ten rich media advertisers in the US in Q1, 2002 were traditional

companies, rather than dotcoms, according to Nielsen–Netratings.

Unlike formats such as pop–up or pop–under ads which deluge the poor Internet user with a thousand and one links to sites they don't want to visit, rich media ads seek to hide the fact that they're trying to sell you something by dazzling the consumer with smartly designed concepts and groovy looking graphics.

However, in order to do this, they tend to interfere with your viewing by following you around the page and generally making a nuisance of themselves. While Internet users have become used to being bombarded by ads whenever they go online, the annoyance factor associated with rich media ads is worse than any other format I've come across.

What makes them particularly galling is the fact that there seems to be no easy way to close them. Most of these ads are delayed for a few seconds until the full ad is shown, meaning that Internet users have to sit through them whether they want too or not. Internet users are by their very nature, an impatient bunch. They don't have time to waste waiting for webpages to load, and neither do they have the patience to put up with distractions such as ads that can't easily be closed.

A study released by Taylor Nelson Softres confirms this. It found that word of mouth recommendations were more important than driving traffic to a website than search engines or links. It also discovered that Internet users would only recommend sites that they found enjoyable to use. The report concluded that most websites were still failing to recognise the importance of user satisfaction in encouraging both new and regular visitors.

Perhaps websites should keep this in mind when accepting rich media ads from clients because while Internet users may appreciate the fact that sites need to earn an income, anything which impacts on their enjoyment while online is going to have serious repercussions.

Perhaps the majority of Internet users will follow my example and stay away from sites that bombard the user with ads that can't be easily shut off. That way websites might wise up and start respecting the wishes of Internet users, and concentrate on welcoming users, rather than annoying them.

Charlie Taylor IVS Internet Newsletter <http://www21.brinkster.com/ivs/news/>

## **The Rich Jerk Review – is it a get rich quick scam?**

**By Holly Stewart**

"Lets get something straight. I am a jerk. I am obnoxious. I am lazy. And I don't care, because I am **FILTHY RICH.**"

Those are the first few words you will see when you visit the rich jerk website.

Who is this guy? If you don't already know, he is extremely popular within the internet marketing community, and he makes millions online doing barely anything. If you want to know how he does it, you can buy his eBook for \$49.95 (Regular \$199).

You've probably come across hundreds of money making products on the internet that promise to make you rich, or guarantee that you will become a millionaire in 6 months. There are tons of scams out there, and its hard to tell which ones will make you money, and which ones just want your money.

Is the Rich Jerk a get rich quick scam? The simple answer to that is **NO**. You **WON'T** get rich overnight after you read his ebook, but if you follow his strategies and secrets, you will be successful. I know this because I bought his ebook, read it carefully, and put his strategies to the test.

His ebook covers the following chapters:

- Chapter 1: Creating an affiliate website that sells like crazy–
- Chapter 2: Unique Search Engine PPC strategies – that kill your competition
- Chapter 3: Search Engine Optimization Strategies
- Chapter 4: Selling your own informational product
- Chapter 5: Buying wholesale and selling on ebay
- Chapter 6: Websites you can make profitable right now
- chapter 7: ventures to consider in the future
- Chapter 8: Supplemental for beginners

## That's Rich

If you are serious about making money online, then I highly recommend The Rich Jerk.

<http://www.rich-jerk-reviews.blogspot.com>

Holly Stewart is a 22 year old entrepreneur who has become successful making money online after reading the Rich Jerk Ebook.

<http://www.rich-jerk-reviews.blogspot.com>



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