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The 2 Things Porn Sites are Doing to Make Billions Annually, and How You Can Too

By Daniel Kozak

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Internet porn is a multi-billion dollar industry. Is it because the average young man's thirst for porn and sex is insatiable?

Well, in a word, yes ...

But there's more to it than that. It's also that porn marketers are simply brilliant. Sometimes they're shameless and unethical, but they're still brilliant.

The following two tactics are quite controversial ...

Their ethics are questionable ...

But the fact remains that they are driving the billion-dollar Internet porn industry and making their owners a fortune.

Non-porn Internet Marketers can learn from these tactics to boost their sales as well.

I don't condone the use of these tactics, but I do condone adapting them!

You may have to adjust them to suit your industry and your personal ethical boundaries, but with a little imagination you should have no problem boosting your response dramatically with these tactics.

1. Tricky Credit Card Upgrades

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How it Works

You're surfing along and you're hot for the full length version of that short sexy video clip you just watched.

All of a sudden, before you can view it, you find you've got one quick step before you can get the goods.

For one of several reasons, you're asked for your credit card and you happily give it. A few days later, your card is charged for a full one year's subscription.

The reason for giving them the credit card varies.

It could be that they need to verify that you're 18 years of age, so they ask for a valid credit card number to prove that you are.

It could be that they are offering a \$1 trial for the first few days of access ...

What they don't reveal in the fine print is that if you don't cancel in a few days your card will be billed.

And billed.

And billed.

Great for the porn sites.

Bad for unsuspecting consumers.

Problems

30 days later you get your credit card bill and you don't, ahem, recognize the charge. What do you do? You ask for a chargeback, of course.

The trickier and more deceptive you are at getting your customers to shell out their money, the more likely they are to ask for a chargeback.

How to Adapt and Adjust

Ethical marketers still use this kind of tactic in order to make it easier for consumers to make a buying decision.

Here are some guidelines:

- a. Make sure people understand up front what they're getting into.

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If they don't, they're just going to complain later. Be up front and honest. Yes, you can get them to give their credit card for a trial, but you need to let them know that's what's happening.

b. Make a great product.

People ask for chargebacks if they don't remember the charge. They also do it if the charge was for a product that sucked.

Don't suck.

Make products that make people happy and do what you can to take care of your customer after the sale.

This way you get the best of both worlds. You get the increased sales of aggressive tactics *and* you get happy customers.

c. Offer refunds quickly and easily.

If someone wants their money back, why fight it? You could acquire two new customers in the time it would take you to win over an angry one.

Do your best to make them happy, but if they don't respond to your overtures quickly, just let them go.

2. File Sharing Hijacking

How it Works

You're on your favorite file-sharing system trying to download a song by your favorite artist. You load the file and suddenly find out it's a clip from a porn film with the command to visit a website to see the full length clip.

Problems

Obviously if someone expects a song from Coldplay and gets a video from Jenna Jameson they might be a little miffed.

But are they? Obviously it must be working or people wouldn't be doing it. Perhaps it's just that people are so drawn to porn that they overlook it.

At any rate, I don't recommend trying this for yourself. That is, unless you adjust it a bit ...

How to Adapt and Adjust

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The ethical analogue to this is fusion.

Fusion Marketing is when you see one company riding along the advertising of another.

For example, when you see movies advertised on the cups of soft drinks served at McDonalds, that is Fusion Marketing.

When you see films advertising products subtly (and sometimes not so subtly) in the contents of the film that's Fusion as well.

So, what's the difference?

The difference is that Fusion marketing still gives people what they are asking for. You don't walk in expecting a film and walk out finding you've seen a commercial (unless you just viewed Fahrenheit 9/11). If you do, you're angry.

The Fusion Marketer still gives you the film (what you want) *and* rides along with his marketing message (the advertisement).

Porn purveyors are advertising one thing and giving another (the good old "bait and switch") which is sure to aggravate your customers.

How can you use legitimate Fusion Marketing to boost your business?

WARNING! What EVERY Internet User Needs To Know

By Christopher Wright

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Right now, you could be involved in in the sale and distribution of child pornography and not know it. This is because two things you're familiar with – computer viruses and spam – are being used by criminals to involve you in their illegal activities.

It's not surprising to anyone with an e-mail account to learn that spam has reached epidemic proportions. In fact, it's been reported that more spam was intercepted in July, 2003 than in all of 2002 combined, and accounts for 50% of all e-mail received!

The number of virus and virus-like attacks have also increased dramatically. On average, they are present in about one in 166

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e-mails. (Source: <http://zdnet.com.com/2100-1105-5058168.html>)

So, what does this spam epidemic and the rise in e-mail delivered viruses have to do with child pornography?

In this scam, Trojan horse attacks are the culprits. If you don't know EXACTLY what a Trojan horse, you are extremely vulnerable. Read a simple and concise explanation here:
<http://www.irchelp.org/irchelp/security/rojan.html>

These Trojan horse programs, delivered and embedded into thousands of home and business computers via spam e-mail, then execute their programs to literally hijack the PC's in order to remotely relay ads for pornographic web sites.

Since the pornographic images are not actually written to the hard drive, the owner of the PC never even knows what's going on...yet porn ads are being transmitted (spammed) to millions of e-mail addresses from his/her IP address!

Porn is BIG business on the Net, raking in billions of dollars annually, and one of the most effective way to advertise the hundreds of thousands of porn sites is by spamming millions of people every day.

Hijackers use the victims' computers to vastly increase the scope of their spam campaigns. An additional benefit is that if a victim's ISP terminates their Internet account because of spam complaints, the hijackers are unfazed because they have

hundreds or thousands of additional computers doing their dirty work for them.

And when the hijackers turn into cyber-criminals and begin using the same methods to engage in child pornography and exploitation, you could get caught up in a very serious situation.

In one recent case "a man accused of storing CHILD pornography on his computer was cleared after it emerged that his computer had been infected by a Trojan horse, which was responsible for transferring the images onto his PC."

But before he was cleared of the charges, "Julian Green, 45, was taken into custody...after police with a search warrant raided his house. He then spent a night in a police cell, nine days in Exeter

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prison and three months in a bail hostel. During this time, his ex-wife won custody of his seven year old daughter and possession of his house." (Source: ZDNet® UK/August 1, 2003)

When it comes to the sexual exploitation of children, merely being accused of involvement can be enough to ruin a person's reputation.

And for all those who like to share files, it's been reported that Peer-To-Peer networks, including the music site Kazaa® are currently being investigated in the US for pornography swapping.

As these types of attacks increase, they're likely to expand from the realm of pornography peddling and child exploitation into many other illegal activities.

Think about it: a criminal anywhere in the world could remotely (and without your knowledge) use your home or office computer for money laundering, extortion, pyramid scams...even terrorist network communications. All traceable back to YOUR IP address.

An active and constantly updated virus program and personal firewall can give you some measure of protection. Being aware of the dangers and taking steps to AVOID trouble before it's too late is the other and equally important half of your defense.

There are two (free) things you can do right now to begin to protect yourself and your family from online scams like this one:

First, you can run a free Trojan scan on your computer. Anti-virus programs don't scan for Trojans, so this is important. Just go to: <http://www.trojanscan.com> rojanscan

Second, you can sign up for a free information-packed 7-Part Scam Alert Course by sending a BLANK e-mail (no subject) to this address: scamalertcourse@cwright.par32.com

Ignoring the threat isn't an option any longer. Automated e-mail harvesters are stripping e-mail addresses from millions of web sites and ISP data bases this very minute...and this scam is just one among hundreds victimizing thousands of people everyday...

Christopher Wright, a former consultant with one of the world's largest computer companies, is an expert ononline scam prevention, and author of "SurferBeware! How to Protect Yourself From the

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Current Epidemic of Online Scams". For more info go to: <http://www.milliondollarresources.com/>



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