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**To Buy Or Not To Buy: Avoiding False Promises**

**By Katie Bauer**

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If you're like me, you've fallen into the trap of buying an internet marketing product online with such high hopes, and when you finish reading it you're thinking, that's it? Something is missing. Where is that magic formula that was promised? How is this different from other products I've seen?

The lesson in this article is that COMMUNICATION is an absolute necessity, and shortly you will see how this links to the situation above.

Gone may be the days of heading out to the store every time you need to buy clothes or groceries; and gone may be the days of needing to make an appointment before you head to the bank to engage their services. You can do all of this over the internet, right? However, the importance and impact of personal communication is NOT gone. Whether it's by phone or by email, personal contact with someone you intend to conduct a business transaction with, PRIOR to finalizing a sale, is vital to the success of both parties.

There are maybe...a zillion websites out there advertising some type of internet marketing strategy or product? It's overwhelming, and yet so exciting! I come across a new site with terrific advice and information every day. It takes control not to click the "order" link before doing a little bit of research into the validity of the product and the owner. That is a crucial step we

all must take, and it involves COMMUNICATION.

So how does one communicate with a website or an advertisement? Simple! First, head to the website and find out if there is a free newsletter offered. Reading this type of weekly or monthly publication is a great form of communication that will help you to "get to know" the person behind the product or service.

Looking for a faster alternative? There may be a phone number listed. Otherwise, most times you'll find an email address. The authors and owners

of reputable internet marketing resources will make themselves accessible – their reputation depends on it. Don't be afraid to send an email and ASK QUESTIONS. The technology of email has made asking questions about a product or service a cinch. With the click of a button you can send your inquiry to the other side of the continent, or even the globe! The additional bonus of email is that it's FREE.

Another terrific way to use communication as a tool in determining the benefits of a product, BEFORE you purchase it, is to read the testimonials. If you don't find any, send an email and ask for them. You may even be able to send an email directly to one of the customers who wrote a testimonial. Or, perhaps you recognize a name or two included in the list of testimonials. If you trust those individuals, the mere fact that they expressed their approval of the product or service may be enough proof for you to make your decision.

I now use these methods consistently. Of course, I learned the hard way and wasted a little more money than I would have liked, but we grow with our mistakes. If you ever have a question about a product or service being offered online, utilize the old fashioned method of one-on-one communication. Obtain more information so you are able to make an educated decision about whether the item is worth the expense based on the benefits you will gain. Don't be fooled by catchy, intriguing advertisements. With practice, anyone can write an ad that will have you ordering before you know what happened.

By the way, even though most of us will be honest about products or services we offer, you may still get duped. In this case, don't just get frustrated and tack it on as another scam you fell for – COMMUNICATE! Email the author with your questions and concerns. However, don't spend too much time on this task because you may not get any answers. At least you voiced your opinion and didn't allow that "I got tricked" feeling to dampen your spirits. As you improve those communication skills you'll be less likely to fall for a trick in the first place.

Katie Bauer Looking for Success on the Web? FREE Marketing Tips & Incredible Resources. Join the

FREE-zine! Visit <http://www.success-on-the-web.com> [Mailto:webmaster@success-on-the-web.com](mailto:webmaster@success-on-the-web.com)

### **Five Scams You'll Want To Avoid**

**By Brice Mattson**

Many websites claim to offer home business opportunities. Some people do make money at home through online jobs, but many of these so-called opportunities are scams. How do you know the difference? Here are some tips for avoiding home business scams.

First, use some common sense. If you are looking because you're short on funds, it can be easy to talk yourself into believing the promises you will read online. Try to look at the offers objectively. Many scams try to convince you that you will become wealthy with little effort, and you might even see on the website that this is some "secret" for making money that is just now being revealed. Much later they reveal the cost for learning the secret. Before buying this kind of information, take a moment to wonder why it's being sold. If it's really that effective, the person selling it should be wealthy and not need to sell anything.

Second, don't get involved in a pyramid scheme. These are programs that pay you to recruit but don't really have a product to sell. You make money by getting other people to join the system. This only works for those who start the pyramid scheme, and is illegal in several states. Note that this is not the same as home party or similar plans where you get a percentage from what you sell in addition to a percentage from those you recruit.

Third, don't pay to stuff envelopes or make products. In fact, don't pay to work for anybody.

Forth, getting paid to do Survey's. While some companies may pay you, I have found that the majority do not. They offer an entry into a sweepstakes where "you could win" but in my experience the sweepstakes even has a catch as well where if you do win they want you to pay a registration fee of let's say \$600.00 then you will get the "All inclusive trip for 2 to the Bahama's". Don't buy into it. There

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are way better things to waste your time on.

And lastly, anything with the word "Blaster" in it is a SCAM, unless you want your email filling up with spam don't do it. I had a campaign with Ad Blaster and I'm still unsubscribing to spammers.

Avoiding home business scams means avoiding anything that offers easy wealth. It also means avoiding paying to work for somebody. Don't expect anything online that makes no sense in the real world. Don't get scammed.

To Get the Best Internet Home Businesses, Work at Home Ideas and Opportunities visit:



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