

Get Rich Quick

I thought that title would get your attention!

It is unfortunate but some of the most successful web sites are scam sites. Can we learn from them without having to buy into their scheme?

I think so.

Preface

This is the information age with the focus being the internet. Just like the forces of Good & Evil, information can cause harm as much as it can be helpful.



Customers come to me from time to time asking for my help turning out a web site because they bought into a Get Rich Scheme.

My frustration with them is that while they are learning valuable lessons about marketing on the web, they are also brainwashed into thinking that their *new* Guru has all the answers.

It is best to look at information from different angles to determine the value of it. And you know what? That takes a bit of time.

What these Get Rich Zombies don't realize is that not only is this information complicated but sometimes out of date which causes breaks or difficulties with the scheme they bought into.

What to Watch For

My first red flag is the long sales copy technique. I'm sure you have seen these unbelievable offers that take for ever to read.

You keep scrolling past testimonial and benefit and testimonial and benefit until finally you get to the "Sign Up" or "Purchase Now" button.

(see sample)

I have called these “Guerilla Marketing Tactics” in the past and I will admit that term is probably inaccurate. Guerilla Marketing is really a vast topic and doesn’t even have to do with the web most of the time.



Obviously you have to watch out for terms like “Automated”, “Fast”, “Easy”, “Instant”, “Cash Overnight”, “Get Rich Quick” and “\$(xxx) Guaranteed”

I know they are hypnotic but you have to slap yourself a few times and look at the copy carefully. What is it they are selling? Will this benefit me? Why is it Free? Why do I have to Join?

If you are marketing this way is it because someone told you that this was a more effective technique?

Many marketing gurus profess that the long sales copy selling technique is used because it always out-performs the short style.

It angers me because most of the copy is fluff and the structure is borrowed almost identically from someone else.

It kludges up the information highway with meaningless crap and it wastes my precious research time.

Do they make money? Maybe. The ones that do will tell you it wasn’t easy. There is a time investment on top of the cash investment that no one talks about.

They got successful by:

- Building a topical web page
- Building a commerce solution
- Buying Links
- Buying Ad space and Pay Per Click
- Tracked Performance
- Revisions and Adjustments

Another red flag is having to Join something in order to get the item that you want to purchase. I’ve seen this technique used so many times and for things that do even make any sense.

But here is the real kicker,... are you ready?

They will give you the first month **free** to their membership as a way for you to try it out.

The idea here is that most people will forget that they joined something of which they used their credit card.

It is easy to forget because it will take you two months to see the charge appear on your credit card statement.

This is why the Web Owners Club is FREE. All I am doing is building an audience. You are my Peeps!

An Example of Affiliate Fallout

When you are researching something on the internet and you think you have found what you are looking for, try researching from different angles.

For example when I was searching for “content generation” I ran into the Instant Article Wizard immediately and so many people were promoting it. That sparked my interest. Why are so many people clamoring over this software?

Then I discovered that they were all affiliates and were all following a marketing formula. Some used long sales copy and others short. I liked the short ones better.

Then I used search terms like “reviews on instant article wizard” and “instant article wizard scam”.

What I was trying to do was dredge up unbiased info “Is anyone talking about this software?” Good or Bad I wanted to see the whole picture.

I actually found some reviews that I thought were legitimate because they did not contain any affiliate links in the text or when referring to a software web site.

Anyway it was a favorable review but what does the Instant Article Wizard do? Basically Instant Article Wizard takes your keywords and searches the internet for resources. All it is doing is automating the process of writing an article.

You decide. Is this of value to you? Or do you have a system of writing articles that works for you already? I think the going price I saw was \$67. For my money I use Google.

The funny thing is that many of these marketers are also capitalizing on the negative keywords like “scam” and “fraud” as a way to get you into their sales copy.

My point is this. Why didn't the software vender simply use traditional marketing techniques? Instead he went the affiliate route which is a way to get others to market for you.

Affiliate marketing is a great technique to promote your business offering however, what is happening to this product is that all the top 10 search results and paid advertising is going to sites using identical sales formulas. My trust in this product was starting to slide.

So should every affiliate hack be selling your product without a set of rigid sales guidelines? Guidelines set up so that your product doesn't get tainted by disingenuous sales techniques?

I will not know if the Instant Article Wizard has value unless I purchase it and do a review on it. Well, if there is enough interest out there with my peeps maybe I will.

So What Do We Learn From This?

A lot of great marketing techniques like affiliate marketing and membership sites get abused. It is as if they are hiding the honest truth about their product until you send your credit card information.

This is unfortunate for some of the perhaps “legitimate” sites out there.

On the other hand I have seen some affiliates who went the extra mile and provided demonstration videos and screen shots of the software that made it easy to see what the product really was without testimonial overload. If anything they gained my trust.

So instead of prescribing to some marketing guru out there why not take a hard look at what you are trying to accomplish.

- You want to make a profit by selling something.
- You need to find the appropriate customer
- You need the customer to understand your offering

There are many good tools out there that will help you accomplish this. As a site owner and a member of our Web Owners Club here, you will have access to grass roots ideas and techniques by someone who is in the trenches every day.

Don't get sucked into techniques that will make you look bad. Your product and your brand are at stake.

The best policy in my opinion is to be up front and clear with your customer.

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