

DIGITAL

DECEPTION

by
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Avoiding
the Pitfalls
of Online
Marketing

Revised - 2004 Edition

LotsaPerks
E-COMMERCE SERVICES



DIGITAL DECEPTION
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Preface

I have been in business online now for 8 years, 6 as the owner of [Lots Perks](#), an online advertising and marketing agency. We specialize in providing all the best ways to get the word out about your business online.

More and more I see new people starting out online with dreams of immediate success and no experience in running a business. Usually the first thing that happens to them is they get caught up in a scam of some sort and lose a lot of money. Hopefully this book will help you see the Internet for what it is and help you to be more realistic about what it takes to set up and run a successful business online.



Chapter 1

Greed

It's human nature to want something for nothing. Almost every day we see stories on the news or in the papers about people who are very wealthy. Why do they make the news? Because we are all curious about the wealthy. We love to hate them. Their whole lives are about excess - and we secretly wish we could do the same. We wonder what they did that was different from what we did or are doing. Some of them inherited their wealth - that's what's referred to as "old money". Some of them got where they are by "stabbing others in the back" (Enron was a good example of this.). But some of them really worked hard and honestly to get where they are.

We are all lazy to a certain extent and we are all looking for that big pot at the end of the rainbow or to lay on the beach while our computer makes us money 24/7 on automatic. Because greed is a part of our nature, it's easy for us to be deceived. Example? Look at how much the casinos make off of us while we hope for that one big win! Even when you are ahead, how many times have you thought, "Well, I'll just play a little more and maybe I'll hit a bigger one." What usually happens? You end up losing what you won and more. And how about the state lotteries? Hey, it's just \$2 and it COULD happen! Yes, it could happen and it has happened, but what are the odds? ASTRONOMICAL!

When you let greed get the best of you, YOU will eventually end up the loser! There was a program online several years ago named norecruit.com. You had a choice of paying either \$30 or \$90 a month. The company said they had advertising all over the place and telephone operators who would do your recruiting for you. It was a nice premise. Being new online, I joined because it was "guaranteed" to make me money every month and I figured I'd have something coming in while I tried to learn the ropes. I got notices that I had 4 in my downline and then 5 and I was happy. However, I didn't get any money, so I wrote and the President of the company wrote me back and said I hadn't received any money because those that had joined had changed their minds and dropped out. Then I got notices that there were others under me, but still no money. I began to get suspicious and wrote asking why I wasn't making any money. Guess what? About a week later, he was arrested for taking off with the money people were investing in his company! Yep. One more scam. Even his employees were taken by surprise! One more case of greed. But he did get caught. Of course, none of us got our money back. So, you never really know - no matter how hard you try to be careful.

The sad thing about this particular program was that it really was working and would have made money for us all, including the owner - the problem was that the owner decided to take ALL the money for himself! He wasn't willing to make his money slowly.

Digital Deception - Greed

He wanted it all NOW See what greed does to people? Why do you think kids get into selling drugs? Money! They see others out there with the big cars and the gold jewelry and they want it all now rather than stay in school and get a good job. Even many kids just graduating from college aren't satisfied to work their way up the ladder. They expect to start at the top.

Now, advertising plays on that part of us that really wants to believe the odds are in our favor. "Make Money in your Sleep!" "Make Millions - no work required." Sound familiar? Some of the big gurus - names you know well if you have been online any length of time - started using this method of advertising years ago, and it's still hanging in there. Why? Because people are still falling for it. Did they make money fast? Yes, they did. Why? Because they were first and because they knew just the product to do it with - information. Now, of course, there are so many ebooks out that you don't have to pay the big bucks for them. Now, you also know if you bought many of these ebooks that they didn't really tell you all you needed to know. Why? Because that would entail giving away secrets! Would you give away your business secrets? I don't think so! So don't expect them to, because it's not going to happen! I will, however, strive to tell you more secrets in this book than you might find elsewhere.



Chapter 2

Work, Work, Work!

Look, don't get me wrong. The Internet is full of great opportunities to make money. But it isn't a windfall. You still have to work! That's so important, I'm going to repeat it to be sure you really understood it. **YOU STILL HAVE TO WORK!**

Remember those big gurus I mentioned? They worked when they started. They knew what words to use to get people to buy their products. They are salesmen - good salesmen. They know all about the greed of human nature. They also know what you want to hear! And that is the key. And now that they have made a fortune off the little guy looking for riches, they can sit back and reap the profits. All they have to do is mention they are going into something and people flock to it. Why? Because they rationalize, "He/She's wealthy. He/she must know what he's/she's talking about. If I join this, I'll be wealthy too!" But this is convoluted thinking. These gurus know that's all they have to do. They tell you "you can't miss." It's "a no-brainer". But you **CAN** miss. Just joining something is **NOT** going to make you wealthy. You have to have a plan! You have to have some knowledge not only about what you are joining but also about how to market it. **NOTHING** is a sure thing. **NOTHING** is a free ride.

You need to think for yourself. Don't jump from business to business just because a guru tells you to. Have you gotten rich on any offers he's sent to you so far? If the answer is no, then stop and think before you jump again. Find a business you really love and put all your efforts into it. Don't stop after 2 weeks. It takes time - a lot of time - to build a business.



Chapter 3

So What Does It Take to Build a Business?

My Dad started his own business in the "concrete world" before the days of computers. It was right after World War II. People couldn't afford to buy cars - money was tight, so they were trying to fix the ones they had and keep them running as long as possible. My Dad thought about it and decided maybe an automotive parts store would be a good thing to go into. He and my Mom were already married. He was working for the state highway department and my Mom was working for the Post Office. They talked about it and decided to go for it. It was a major step and my Dad didn't feel he could afford to do this by himself, so he asked a cousin of his if he'd be interested. His cousin agreed and both men started looking to find contacts in the business.

They needed to find sources for the parts. Now it's pretty easy to do, but then there were more people wanting parts than there were parts to be had, so it wasn't easy to get a manufacturer to accept your business as one they would deal with. Obviously, without these manufacturers agreeing to do business with them, they wouldn't have a business. One of the things they needed to convince the manufacturers was they were going to be successful. Essentially, they needed to get the manufacturers to "lend" them the parts so they had an inventory to sell - but they needed to convince the manufacturers that the business would build fast enough and big enough that the parts would not be "rusting" on the shelves waiting to be sold. One thing in their favor was that there was not an automotive parts store close to our town. But the main way they did it was to "sell" themselves. They had to believe in what they were doing enough to convince the manufacturers to take a chance on them.

Once they had convinced a couple of manufacturers, they rented a building and then the really hard part came. They needed to let customers know they were there and convince the customers they should buy from them! One thing they did was to notify the local paper that they had a new business and the paper did a human interest story on them. Free publicity! But that was not enough. They put their phone numbers on the door of the business. Why? Because they would go down there in the middle of the night to make a sale. Some of these guys, such as truckers, would break down in the middle of the night and had nowhere to go for a needed part. It didn't take long for word of mouth to spread that you could get a part in the middle of the night at my Dad's store! I remember many nights when the phone would ring and my Dad would get up and get dressed just to go down and sell a \$2 spark plug to someone needing it.

And how long do you think it was before my Dad and his cousin actually got a salary? 5 years. My Mom and Dad lived on my Mom's salary for those 5 years so they could put all

the profits back into the business to help build the inventory and to help with advertising costs. My Mom told me that at one point she had a hole in her shoe and she actually put cardboard in it because they couldn't afford for her to buy a pair of new shoes.

So, what am I telling you about YOUR business?

1. You have to have a good product.
2. You have to know who your buyer is.
3. You have to believe in your business enough that you can convince others they need your service or your product.
4. You have to be willing to work, sometimes putting in long hours in order to succeed.
5. You have to be willing and able to put money into your business to build it. You can't quit your regular job as soon as you make a few dollars and expect to be able to live on your profits, because then you won't have any money to advertise your business and help it grow.

Many an entrepreneur has gone through hard times and sacrificed much to get where he is. Those who didn't have to do it that way are few and far between.

So get the thoughts about retiring next month out of your head and stay focused on how to get to a place where you can live comfortably on what your business makes. Keep your goals in mind and dream big, but also be realistic about the time it takes to get there.

I truly have know many people online who have quit right before they were about to "make it". I tell people it won't happen overnight, and I can almost hear them thinking, "Right. I know it will take a few months." If you want enough money to QUIT your regular job, it's not going to happen in a few months; so don't even "go there". We are talking 2 years or more. So start thinking in terms of years, not weeks or months. Of course, I will say this: a lot depends on how much money you have to invest in your business and on what and where you invest it. The more funds you have at your disposal, the faster it will happen for you.



Chapter 4

The Truth

Look, let me tell you how it really is. When a company wants a "guru" to join it - and believe me, they get offers all the time - for the exact reason I told you already - because they can bring in the numbers. Anyway, when a company wants a guru to join it, they have to offer him a lot! I know of a company who offered 2 top matrix positions in an MLM to a well-known guru. The company requested the guru advertise the main link just like the rest of the owners were doing so it would keep the matrix filling more evenly and allow spillover for everyone in the matrix. Now, what do you think this guru said? He said he wanted them to fill his downlines to the third level and then he would start advertising, but he was not going to advertise the main link. He would advertise HIS affiliate link. Essentially, if they agreed to this, he would already be making good money before he started advertising. And it was costing him nothing to be in the company. Then he would advertise to his list and tell them this was a "no-brainer" and that he was making good money with it and they would all flock to it and sign up. Then what happens? He has made a bundle and he goes on to other things. Sooner or later, those who joined under him find they aren't making anything or are making very little because they don't really know how to work the business. They drop out, which causes those above them to make less and it becomes a "house of cards".

A smarter way to do business, and what the "gurus" should do is to truly teach their downlines how to build their own downlines. In doing so, everyone would be successful and the house of cards wouldn't fall. Of course, the problem here is that the guru doesn't much care, since he's made a bundle on it already. He assumes it will eventually fail and when it does, he's already in 3 or 4 more things and has basically forgotten all about that business.

So what am I telling you here? Just because Joe Millionaire says to join something doesn't mean it's the thing to do. You need to fully explore all offers out there. You need to make up your own mind if this is a business you can believe in with a product that's truly sellable. You also need to be careful about getting into too many things. You've probably heard the term "multiple streams of income" and that's true. You don't want to put all your eggs in one basket, but you can overdo too. Don't take on more than you can effectively manage.



Chapter 5

Use Your Brain!

I doubt there's one of us who has been online for any length of time who hasn't been scammed. There are many scams online, but there are many scams offline too! You probably have gotten wise to most of the offline scams; now you need to get wise to the online ones!

We can all be very naive at times. Somehow we forget that the world is full of those who are waiting to take our money. Now that we have an Internet, it's even easier for them to do so. Look for signs before joining something. Do they have a physical address somewhere on their site? Do they give a phone number? Do they have testimonials with links to them? You know, it's easy for someone to type up a testimonial and sign it Joe Blow and without a link to Joe's site or email or something, how do you know it's real? Do they belong to an organization that has standards of business, such as [i-Cop](#)?

The same principles hold true online as offline - if it sounds too good to be true, avoid it! Don't go into things with blinders on expecting overnight wealth. It's not going to happen! Can you get rich? You bet you can! Will it happen overnight? You bet it won't! Building a business takes time. Less time online than off, but it still takes a lot of WORK and TIME and EFFORT and FOCUS and SMARTS! Keep your wits about you. Don't let greed cause you to fall for something that is too good to be true!



Chapter 6

Depend on You!

Another misconception people have online is building their downlines. The thought behind it is, build your downline, sit back and reap in the profits. **WRONG**. Why? Because unless you get people in your downline who are as focused and hard-working as you are, they are not going to make anything! Ever hear of the people who have 250 in their downline and only one is really making anything? Happens all the time! Why? Because everyone else is thinking the same thing: I'll build my downline and let **THEM** make me money! You'll do a lot better if you do your best to work the **PRODUCT** instead of putting all your money into trying to get a bigger downline. Never **DEPEND** on others to make you money! Depend on yourself! It's fine to work at building a downline. Just don't make that your main focus. And if you do get a downline, help them! Some will work - they just don't know what to do.

The first thing I got into online, I wrote to my sponsor and asked her what she was doing to advertise this product and what was working for her. What did I get as an answer? Her autoresponder message with all her other ventures she wanted me to join. I didn't even have a way to reach the real her! This is **NOT** the way to run a business! If you truly want to be successful, you can't hide from people. You must get over the fear of rejection or the fear of not knowing enough to help someone else. Remember this: Whatever you know, there is someone out there who doesn't know it! In other words, there is always someone else out there who knows less than you. Will you make some mistakes? Of course! We all make mistakes - after all, we are human! But you can learn from those mistakes and they will make you wiser next time. If you mess up, just dust yourself off, see where you went wrong and don't beat yourself up over it; but do learn from it so you don't make the same mistake again.



Chapter 7

Build It, They'll Come...

What's another misconception about online business? Build it and they will come. Excuse me? Just how do you expect them to find you? They certainly can't drive by! Odds are they won't see it in the ads in the newspaper or on a flyer on their windshield. Are there millions of people online? Yes, there are. But will all those millions find your site? No they won't!

Imagine you are standing on a big beach. As far as you can see, there is nothing but sand. Reach down and pick up a grain of sand. Now, throw that piece of sand as far as you can. Now...find it! Well, that grain of sand is your website! That's what you are up against - helping people to find you among all the other "grains of sand" out there!

And how many do you think need to find your site to make you a sale? 2? 10? Maybe at your local store, but online - guess again! It takes a lot more traffic to make a sale online than it does offline. Why? Partly because of the impersonal nature of the Internet. You can't greet them at the door. You don't have salespeople to help. Many a sale has been made offline because a real person was there to help make that sale. The other drawback to online selling is there are scams out there, so people who have been burned are wary of getting burned again.

One of the services I sell at LotsaPerks is Guaranteed Visitors. You order the number of visitors you would like to see your site and we make sure to leave your text banner up as long as it takes to get those visitors. A lot of people will order 5,000 or even 10,000 visitors and think they will get hundreds of sales from them. I'd love to tell you they will, but chances are better they might get from 1 to 10 sales or even none! I started LotsaPerks using this same method. I kept running traffic for 5 months straight and I did make sales, but it took awhile before it happened. You have to build a momentum. Some will see it and bookmark it. Some will see it and tell someone else, etc. Plus a lot of traffic does make you look more popular to the search engines, thus giving you a higher rating. It all adds up to building your business. After a while, if you do this religiously, you won't have to order traffic anymore. You will get plenty of traffic on your own.



Chapter 8

Ad Copy

A lot of people think their ads have to make the sales. In reality, you don't want to try to sell in your ads. What you really need to do is to make your ad interesting enough that it entices people to go to your site.

You should be able to depend on the ad copy on the site to make that sale, but that's not always an easy thing to do. I usually suggest people get their own site and do their own ad copy for their product - even an affiliate product. Why? Because you can "tweak" that copy until it works well for you. If you get a lot of traffic and aren't making sales, it's either your product or your ad copy that's holding you back. Odds are it's the copy. Since you like the product, there will be others who like it too, so I would suspect it's the copy that's keeping sales down. See not all companies really know how to do good copy. Just because they have a good product doesn't mean they know how to WRITE! Online business is still in its infancy when you compare it to offline business. Making sales online is a whole new ballgame, so to speak. As I mentioned to you before, it's much harder to make sales with writing than it is in person.

And speaking of that, ever get tired of seeing the same old ad over and over again? Why not try writing one of your own? Instead of using the same ad everyone else is using, think up your own ad. What drew you to the product? Whatever it was will probably be the same thing that draws others. Write your ad from the standpoint of the buyer, not you, the seller. If you can't get your own site yet, try to bring out the big benefits in your ad if you think the site doesn't do a good job of it.

Until you can make your own site or have one made for you, my suggestion is that you get a free site so you can experiment with ad copy. It will also allow you to advertise all your offers in one place; thus, it will save you money on advertising! You can get a free site in many places. One is [GeoCities](#).



Chapter 9

So, What Does it Really Take to Build it?

Now, so how do you really build a business online? Building a business online is about 3 main things:

1. Building trust
2. Advertising
3. Submitting to the Search Engines with properly prepared pages

What? That's it? Yep, that's it. But it takes longer than you think. The main problem I see with people now is they think it should happen "yesterday". We live in the age of "now". You send an email, they get it "now". You place an order for a digital product, you get it "now". You place any order online and usually you'll get your confirmation of your order "now". So, there are many "nows" with the Internet, but building a business from nothing to viable is not "now"! Like I said, it's all about trust, and you don't build trust overnight.

I have a lot of subscribers, but many of them tend not to believe things I tell them. Why? Because they figure I'm just out to make a buck. Am I in business to make money - well, of course! But I also have a credibility I wish to keep. If I recommend something just to make ME money, then I risk losing that credibility. It is to my advantage AND my subscribers' advantage that I recommend something because it is a good venture, not just because it pays well. But, as I told you before, there are many out there who recommend something because they have been offered a top position, whether or not it is a good risk. In addition, they will hype it to the extent that many fall for the hype and expect to be in the money quickly. Unfortunately, unless they really know how to market the venture, they will end up disappointed.

Advertising is essential for every business. Even when you start making sales, you can't stop advertising. Because people can't drive by your site and see it to remind them, you have to constantly remind them you exist or they will forget. Even your regular customers will forget you if you don't remind them. Your competition is advertising, so you need to be advertising too!

There are many ways to advertise online. You can get guaranteed visitors; you can place ads in ezines; you can do solo ads in ezines; you can buy leads; you can advertise in pay-per-click search engines; you can do free advertising; you can put a subscribe box on your site to build your subscriber list. Building a subscriber list is very important, as it allows people a way to get to "know" you and how you think, thus building trust.

What you need to know most regarding advertising is that you need to track your advertising. If you don't track it, you don't know what is working the best for you and you

will wind up wasting money on things that aren't working well. Also realize that advertising in ezines is a very good way to get the word out about your offer. Most of the time, you will get better results with a solo ad or top sponsor ad, as they don't get lost in the sea of free ads.

And don't cry to ezines or ad agencies when you don't get sales from your advertising. When you put an ad in your local newspaper, do you complain to them you want your money back if you don't sell what you advertised? Of course not! And you wouldn't get it back as long as they ran that ad, because that's what you contracted them to do. Advertising is all about testing and tracking until you find that way that works best -

- 1.the ad title that gets more emails opened;
- 2.the ad that gets them to your site;
- 3.and the site that convinces them to buy when they get there.

If you aren't making sales, it isn't the ad agency's fault; the fault lies in one of the three things I just listed.



Chapter 10

Do's and Don'ts

It constantly amazes me the impatience of society now. Everyone wants not only MIRACLES, but they want them RIGHT NOW! You need to be realistic. No one can perform miracles for you. Hey, if I could perform miracles, I'd be a multi-millionaire and I'd be living on some tropical island right now!

DON'T order 1,000 visitors and expect to get 900 sales from them. Don't order 1,000 visitors and expect to get even 10 sales! Could it happen? Sure. Count on it happening? Never!

DON'T send a bunch of free ads to ezines and expect to get a bunch of sales from them. Could it happen? Sure. Count on it happening? Never!

DON'T send me an email and expect that you will get an answer in 5 minutes. Could it happen? Sure. Count on it happening? Never!

DON'T order something that is NOT digital from my site and expect to get it all set up and started today. Could it happen? Sure. Count on it happening? Never!

DON'T expect all the guaranteed signups you order to make you money and become productive. Could it happen? Sure. Count on it happening? Never!

DON'T expect me to be in my office 24/7 waiting for your call. Could it happen?
NEVER!

DON'T treat people like servants and second-class people and expect them to bend over backwards to please you. Could it happen? Not likely. Count on it happening? Never!

DON'T order guaranteed signups today and expect that when they start you'll get them all in one day. Could it happen? Sure. Count on it happening? Never!

DON'T expect to start a business today and retire comfortably in 6 months or even 1 year. Could it happen? Yes. Count on it happening? Never!

DO treat others the way you would like to be treated.

DO complain **TO THE BUSINESS** first if you have a problem, not to their merchant account provider. Always give the business the chance to correct a problem **BEFORE** you try other means of complaining.

DO be realistic with your expectations.



Chapter 11

Great Resources to Help You

Need some ways to make money online? Here are a few I recommend at the present time:

1. [Make \\$100/signup](#). This is a great program I highly recommend.
2. [The Perks Co-op](#). Guaranteed to make you money or your money back (see the page for more info on our guarantee).
3. [Make \\$500/month or double your money back](#).
4. [Great Affiliate Program](#).
5. [Another great program](#)

Great things to help you with YOUR business(s):

[Free Autoresponder](#)

A good place to host your list as you build it. It's free until you get 1,000 subscribers! And there are templates for you to use. You can set emails to go out at certain times. It's quite easy to use:

[List Hosting](#)

Get a free rotator so you can rotate your URLs with one link:

[Free Rotator](#).

Need some banners for your site or your affiliate site? Don't know how to make them? No problem. Go to [Banner Forge](#) and open up a free account and make yourself some! High quality banners! Easy to do!

Track your advertising - get an account at [Trafficzilla](#). It's a great place for many advertising resources at a very reasonable price. I highly recommend this one. You can submit articles, submit your site, do advertising, write press releases and more there and the monthly fee is extremely low. It's definitely worth it! [Click Here](#)

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Summary

The final word is a good one and a true one. Success can be achieved online. It is there for the taking. There is plenty of room for everyone to be successful. The one thing to remember is work smart and be patient. It will happen for you if you don't give up!

And remember, when you need advertising at reasonable rates, do visit me at [LotsaPerks!](#)

Questions? Feel free to write me at lotsaperks@lotsaperks.com

