

The Lies...
The Myths...
And Finally,
The TRUTH...
About making money, online!
by Brian Barnhouse

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This report is intended to help YOU identify some of the reasons why 97% of people fail to make money, online. It is also intended to be an informational guide to help identify what it takes to join the "3% group" who actually make money with their online business. Hopefully, you'll see this ebook as a way to inject a little basic business common sense back into the online world, when it pertains to the "Reality" of making money, online.

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Section 1: The 5 Lies & Myths of Marketing Ploys...

For 10 years, the numbers have been the same: 97% of the people trying to make money, online, are FAILING to make a profit.

Now, there are a host of reasons for those kind of numbers...And, it's important to note, that NOT all of the reasons can be blamed on others! Sure, there are "bad" programs, there are 'useless' ebooks, and there are many 'slick sales pages'...which were written by 'slick salesmen' who can't wait to separate YOU from YOUR checkbook! BUT, at some point (especially after reading this ebook), it is the responsibility of 'people' to be able to identify some of the 'red-flags' that are being used to lure You away from Your money! And, it is also important that you know what the 'Reality' (which is very different then what is being promoted at most programs), of making money online, entails.

So, lets start with some common 'myths'...And really, these could be more accurately described as "marketing ploys". Many times you will see one, or more, being used at the same time, or on the same website.

1) Self-proclaimed "Gurus"...What is their product?

This marketing ploy has been around awhile. This is when ebook writers give themselves a 'name'...ie: "The Rich Jerk", "The Affilitate Guru", "The Money King"...and several others. Now, I believe there is nothing wrong with 'branding your product'. In fact, that is a VERY important aspect of 'brick & mortar' business! BUT, when you have NO idea what their product is, until you lay down your money, that is simply a marketing ploy. They want you to remember their name, and if you hear, or see it enough times, you may just buy into it.

2) Quick riches...

With VERY few exceptions, most people will fall for the 'ploy' of quick riches. It is in our nature, and from a very young age, we understand that the more money we have, the more stuff we can have. So, the 'ploy' of "Quick Riches" appeals to our sense of greed...

The “Quick Riches” ploy is used at most money-making websites these days. And, the more ‘relatable’ it is, the more we will pay attention to the sales pitch...ie:

“From Bankruptcy to \$150,000 per month, in 45 days”...

A lot of people can relate to someone who filed bankruptcy, or who was on the verge of bankruptcy...So, by using that type of ‘ploy’, it only helps to ‘keep’ people’s attention, so they keep reading the webpage. You will see the “quick riches” ploy, ALL THE TIME! Again, ask yourself: EXACTLY what is the actual product? You will see Ploy #1 & #2 in combination with each other, most of the time!

3) The “Do-Nothing” programs...

This one just drives me nuts! I have spent a lot of time, surfing for credits, at Traffic Exchange programs, and on a daily basis I STILL run into a video where there is a gentleman saying:

“You do not have to refer others”...”You do not have to promote”...”You do not have to do the usual things, that you have to do at other programs”...”And this is Double Your Money back GUARANTEED”...

WOW...That is the most incredible program ever, right? Well, in reality, that is a ‘slick’ marketer, who is playing the ‘numbers’ game...Because if you throw enough ‘stuff’ on the wall, eventually some of it will stick...

There are a lot of these types of programs, and more seem to be popping up, everyday!

Let’s use our common sense for just a second. Name ANY offline business where you can do Absolutely Nothing, and still make money? There isn’t one!

The same BASIC business principles apply to Online business’s, too! This “Do-Nothing” program, is one of the major reasons why 97% of people are failing! People join (thinking ‘**what could be simpler**’), and then within a couple months, they realize that they aren’t making

any money, and then quit...simply out of a couple months worth of payments to the “Do-Nothing” program.

The REAL winner, with the “Do-Nothing” type of program, is the owner...Selling email addresses of ‘Paying Opportunity Seekers’ is BIG, BIG, BIG business! You can bet the baby’s milk money, that the program owner is doing Just That: Selling Those Email addresses...And usually selling them the same day that the person joins their program!

The next “ploy” is almost Always tied together with a “Do-Nothing” program...

4) Guarantees...

Here is an absolute statistical fact:

“ONLY 7% of people will follow through with a Money-Back Guarantee!”

A Money-Back Guarantee can be a very effective marketing ‘ploy’...And even though I usually fall in the 93% group (who never pursue the guarantee)...For the smart 7%, this can be the deciding factor before joining, or buying into, a program.

Personally, I feel “Guarantees” are a legitimate marketing ploy, and should be used, and pursued, whenever they apply. However, just be sure to read the “Terms” of the guarantee...ie: The longer the guarantee, the less likely chance of you pursuing it. Also, being able to actually receive your money back, is a whole other issue...

Start looking at Guarantees as a positive thing, but do NOT make them the deciding factor in your buying decisions...More than likely (93% chance), you won’t pursue the guarantee, anyways. I could not find hard data, but I would be curious to see the statistics on what percentage actually receive their money back...

5) Testimonials...

This is the age of “Joint Ventures”...In fact, you may have even seen an ebook being sold for \$27, describing the power of “JV’s” and how to go about finding “JV’s” to further YOUR online earnings.

At the heart of Joint Ventures is a very smart way to go about sharing 'databases' with other website owners...And, can be a GREAT source of sharing website visitors, and gaining new customers...

However, this type of "Venture"...Even with ALL of the Great advantages it brings, can be a little misleading, when it comes to "Testimonials" on a website. Obviously, a testimonial from a "JV" partner, is going to be over-the-top positive. So, just use common sense, when reading testimonials. So, just be aware that some "testimonials" could be leaning towards a 'mutual joint-venture'...So, take ALL testimonials with a grain of salt.

In conclusion, regarding the 5 marketing ploys...

- 1) **"Gurus"** – who have a memorable name, and having TOP Secret information, that you supposedly don't have access to, and 'must' have in order to make money! Exactly what is the product?
- 2) **"Quick Riches"** – This one is self-explanatory. Usually includes a relatable situation, and a 'rags to riches' story.
- 3) **"Do-Nothing Programs"** – This is the most FALSE marketing 'ploy' of them all.
- 4) **"Guarantee"** – This one is almost always combined with a "Do-Nothing" program...And remember, only 7% of people will actually follow through with a guarantee.
- 5) **"Testimonials"** – Be sure to take ALL testimonials with a grain of salt, as many times, they are in combination with a Joint-Venture.

Before spending YOUR hard earned money...Take notice of HOW many of the 5 marketing ploys are being used on the sales page. The more ploys being used, the more likely that the program, or information you are buying, will be a complete WASTE!

Now, let's continue with the 6 Truths...

Section 2: The 6 truths...

There really are 6 main "Truths"...That YOU need to understand, if trying to make money, online:

1) Devote YOUR time...

EVERYONE wants to make a Ton of money, and sail into the sunset... HOWEVER, many people are NOT willing to invest even one or two hours per day, doing the things that NEED to be done!

A LOT of time can be wasted by surfing for information, or by simply "investigating" the latest program...STOP IT! Plan your MARKETING, and STICK WITH YOUR PLAN!

EVERY SINGLE day I receive emails, from people who complain that they are not having any results...But, when I press them for information, they state they Only surf for credits at 3 "TE's"...or have only joined a couple of "SafeLists"...

Let's stick with BASIC BUSINESS principles:

1) For "Brick & Mortar" business...the old adage is:
"Location, Location, Location..."

2) For "Internet" business...The adage is just as simple:
"Traffic, Traffic, Traffic..."

YOUR success, will depend on YOU bringing "TRAFFIC" to YOUR website URL...Period! I don't care what program you promote, I don't care what ANY OTHER "GURU" says...YOUR Success is completely dependent upon YOU bringing "TRAFFIC" (people viewing your website)!

So, Plan your TIME...Which should be 95% devoted to bringing "Traffic" to your program URL! Then, STICK WITH YOUR PLAN!

For effective ways to plan your time...Download the ebook:
"Putting off Procrastination, NOW!" from the link, below:
<http://swfht.com/SWFHTpop.pdf>

2) Patience...

Be prepared to invest SIX MONTHS before you see any profit!
For some reason, the "Internet" (where every other website is filled with HYPE and promises of quick riches), has people believing that BASIC business principles don't apply!

NO ONE, NOT ONE TIME, has made a fortune overnight on the internet! Period! QUIT believing it is going to happen for you! If you have bills that need paid immediately, and are looking for the internet to pay them...I'm sorry, but you'd be better off going down to your local "Gas 'n Shop", and buying some lottery tickets...Because "Quick Riches" DO NOT happen on the internet! Feel FREE to join ANY other program, and then come back here in a couple of months, and read the above words again...Because they will still apply perfectly!

3) "It takes MONEY, to make Money"...

I'm at fault for this one...Let me repeat, I'm at fault for not following this BASIC Business Principle, myself...Every now and then, I'll question spending money for traffic credits, or solo safelist ads, or traffic co-ops, etc...

For YEARS, I was a professional musician, traveling all over the United States and Canada, playing EVERY hole-in-the-wall there was...I NEVER questioned, or even thought twice about spending money, to further my musical career! Never, Not once! If I needed new guitar strings...I bought them! If I needed amplifier repair...I had it fixed! When I settled down, and stopped traveling...I purchased a Tavern/NightClub...I NEVER thought twice about spending the money that it took to operate that business!...And I'm talking A LOT of monthly expenses: Heat in the winter, Electricity, Cooler repairs, Decorations, etc, etc, etc...

The GOOD news is, to operate an INTERNET business, you don't need to spend such large amounts of money, for operational expenses...BUT, YOU DO NEED to spend some money! Now, believe me, there is an entire group of people who join the "free" part of every program, and they must think,

that if they join enough "free" programs, and Expect & DEMAND something for FREE, that they will actually do well at making money...

If YOU are unwilling to spend money for YOUR internet business...Then there is a legitimate option for you: It's called a "JOB"...(Just over broke)! There are millions of 'content' people who follow that path, and have been trained to accept that lifestyle!

If YOU are unwilling to spend \$25 per month (for membership in a money-making program)...QUIT, immediately! YOU are wasting YOUR time!

You must spend money, to make money...Period!

Now, I will say this...There are ways to make FREE MONEY, online. Which is detailed on the SWFHT.com website...So, if you are starting from \$0.00, there is a path for you. BUT, you will need to reinvest those earnings to further your online business!

4) Focus your efforts on Multi-Level programs!...

I can NOT count how many times, I have received emails from people who think MLM (Multi-Level Marketing), is "Just a pyramid scheme"...

Let me take the opportunity, to share with YOU the REAL "pyramid" scheme of our generation! CORPORATIONS!

YES, the "corporate" structure is the LARGEST, Unregulated Pyramid in the WORLD...Let me give you an example:

1) The 5 "heirs" of the WalMart fortune are all worth \$10 BILLION dollars, each! The entry level employee starts at \$7.75 per hour!

Let me share some math with you...

Let's say that entry level employee makes \$10 per hour, and works 40 hours per week...for 52 weeks per year. It will take that employee, almost 500,000 years, [Yes, that's FIVE-HUNDRED THOUSAND "YEARS"], to earn what ONE of the WalMart 'heirs' are worth! The BIGGEST "pyramid scheme" of all time is the "Corporate Structure"...

The above example applies to EVERY corporation on earth, from Enron, IBM, Microsoft, Pizza Hut, etc, etc...There has NEVER been an "MLM" company that has such diverse gaps of earnings, compared to the REAL Pyramid Scheme: The Corporate Structure!

Let's look at some more stats:

The fact is, MOST "new" millionaires are made by way of inheritance... BUT, 60% of "NEW Self-Made" millionaires come from MLM... The famous quote from J. Paul Getty, still holds true to this day:

"I would rather have 1% of the efforts of a thousand people than 100% of the efforts of myself."

YOU should NOT ignore mathematical FACTS...Focus your money-making efforts on MLM programs...They are statistically YOUR BEST route to become independently wealthy!

5) Focus your efforts on programs that require a monthly, on-going financial commitment...

What would you rather have – a \$20.00 profit ONE time, or a \$3.00 profit, over and over again, for an indefinite period of time?

This one, is pretty simple...To build TRUE "residual" (month after month), income...YOU need to focus on programs that require an ONGOING financial commitment! Period!

Those are the types of programs YOU NEED, to reach YOUR income goals! YOU want to make a 'sale' just once, and then be paid over and over, for your effort!

Now, let's focus on where YOU can start...

Section 3: Where do I start?

NOW, let's put it ALL together...

- 1) **Devote YOUR time...** You MUST work your program! Devote 95% of your time to Marketing!
- 2) **Have Patience...** All GOOD things take time!
- 3) **Be willing to spend a little money...** ALL business takes money to run, effectively! It is NO different with online business!
- 4) **Focus on MLM programs, and more than one source of income...** Multiple streams of income is important! If one of your sources fails, or for some reason ceases to exist, you'll still be covered.
- 5) **Focus on programs that require an ongoing financial commitment...** Make a 'sale' once, and be paid over & over again. This is the EXACT same principle as the some of the most lucrative 'real world' businesses...ie: Insurance, Utilities, etc...

You want your customers/referrals to be "Repeat" customers, month after month!

NOW, the ONLY program that has combined all of the elements listed above...is SWFHT.com (short for: Start Working From Home Today). YOU have already completed the FIRST STEP, by becoming a member of SWFHT.com...

YOUR next step is to log into your SWFHT.com account, you can log in at: <http://www.swfht.com/login.php>

And then, click on the "Set-Up Instructions" link button...That page will give you a couple of different options on how to proceed with YOUR SWFHT account. I hope you have found this ebook informative, and I wish you the very best!

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