



Those Elusive Niche Markets Exposed

Written by Robert Dove
Published by Shire publishers © July 2007

Those elusive niche markets exposed

Full Reprint & Resell rights

You have the rights to give this report away, to sell it or use it on your web site providing you do not alter anything.

Disclaimer and/or legal services.

Now I know this is free for you to do with as you wish, providing of course you do not alter anything; but my Lawyers advise me to include the following to cover me just in case this report should fall into unscrupulous hands. Of course the odds of that happening are minuscule, nevertheless my Lawyers are paid a lot of money for their advise, and it would be foolish to ignore them.

So here goes!

The information herein represents the views of the author as of the date of publication.

Because at the rate conditions change, the author reserves the right to alter, amend and update their opinions as new conditions dictate.

This report is for informational purposes only, and the author accepts no responsibility for any liabilities resulting from the use of this report.

Whilst every attempt has been taken to verify the information contained herein, the author and his resellers and affiliates cannot assume any responsibility for any errors, inaccuracies or omissions.

Any slights of people or organisations are unintentional.

Preface

This business must be one of the easiest of businesses to run, however you will need to put in some effort, without your input the business will not thrive, in fact if you are looking for a get rich quick scheme, then I suggest you read no further.

In short, this business will only work; **if you do!**

Please keep an open mind as you peruse through this book, read it through once, and then read it again, and again, and on each reading you will absorb the full impact that this business will have on your life and your financial situation.

This business operates in unique niche markets, that are growing in demand year on year.

There is no doubt whatsoever that you can make a success of this business, in fact if I can then anybody can, and you will have the benefits of following a tried and tested system.

You have by purchasing this book, shown yourself to be a go-getter, someone who is dissatisfied with their lot, and ready to make the transition from whatever holds you in your present state to be a successful entrepreneur.

I can't emphasise this enough.

Please keep an open mind, and don't let any preconceived ideas cloud your judgement.

In fact it might be better for you if you keep this secret from your friends or relatives, until you are actually up and running, unless of course they have very open minds; if they don't, they will almost certainly try to put you off.

Why? You might ask, well it's simple really; you will be leaving their comfort zone, you will be changing, you will be coming an independent entity; and people don't like change especially if it impacts on their lives, and they have no control over it.

Of course it is inevitable that you will identify several potential problems that might raise concerns and cause you to curtail your further reading. This is inevitable perhaps until now you have always put off going that extra mile, frightened of leaving your comfort zone!

Please be patient, as you digest the information, I will endeavour to allay any such feelings.

That's enough from me, what you have is an opportunity to operate a highly profitable business, that will not exhaust either your time or money to make it a success.

No Hype!

Now I could fill your eyes with images of me standing outside my mansion, leaning on the bonnet of my Merc,

I could, but I would be lying;

I don't live in a mansion, and I don't drive a Merc.

Oh, and I'm not a millionaire. (YET!) but I'm working on it.

What I do, is live where **I want to live**, and drive what **I want** to drive!

I have a comfortable home that backs onto a nature reserve, and I drive an ordinary Peugeot that my partner and I are comfortable with. It's just over two years old now, so I suppose a change is due; at least before the service agreement runs out and it needs an MOT. Someone else can pick up the tab for that, because by then I will be driving another brand new car.

I only work for a few hours in the mornings, from about seven or eight, until around noon; then for the rest of the day I slob about doing whatever takes my fancy, and when.

Oh yeah, I also take a holiday when I choose, if I fancy a week, a month or longer away then I just up sticks and go.

So there you have it. **I live** where **I want** to live, I drive the model of car **I want** to drive, plus I do pretty much what **I want** to do when **I want**.

The point I'm trying to make is just because you have money, you don't have to be flash. It's your money, you spend it as you wish. I just prefer to keep a low profile, others appear to need the attention that money can bring.

There is another upside to having access to cash, it makes shopping fun; especially for those larger items, like Cars, TV's, Kitchen appliances, etc. I shop at the major stores, simply because I want the guarantee that comes with the goods, but I never pay the shop price.

If you time your shopping spree towards the end of a calendar month, you will be in a commanding position and the sight of bundles of readies will bring tears to the eyes of an under pressure store manager and he will do all he can to make a sale, **just make sure it's in your favour**.

My personal motto is: - Just because you have buckets full of the folding stuff, doesn't mean you have to throw it away.

But I didn't know it was illegal!

Now before we embark on this wonderful journey, I must consider that you are very new (a newbie) to this Internet marketing lark, and I must just point out a few details about the minefield that you must negotiate.

I'm not going to preach, just tell it how it is.

The inventive, misguided but ultimately rather talented con-men that inhabit the Internet come in several varieties. Out in the real world you would only find a few kinds, but on the Internet there are many more.

Being ambitious is not a crime. It is an admirable quality and one that you should be proud of. Con-men put a lot of effort into constructing scam to snare the newbies.

If they put the same amount of effort into helping, guiding and ultimately selling quality products, they would become just as wealthy, but without the threat of jail constantly hanging over their heads.

I'd advise you to just concentrate your efforts in the right direction. It's actually easier to provide a decent service than it is to con people, (not that I've tried) and you can sleep easy.

Internet cons are a great education though because they tell you two important things.

- 1, What people are looking for.
- 2, What they're willing to pay for.

They also open up a niche market. The market is selling information products to newbies letting them know how to avoid the scams, and best of all; how to provide themselves with a real income online.

Here's an example of an anti scam 'info' product.

Following is some brief info on MLM schemes. Can you see how you'd create an info product, warning people about it?

(NOTE – this is a great point for the sales page – ‘How to ensure you don't become an unwitting scamster and face jail yourself etc)

MLM schemes are illegal and if even if you get suckered into becoming a part of one, you are just as guilty as the person you involved you.

Ignorance of the law is not an acceptable excuse!

Another good sales point here.

While it's not great to terrify your target market, emotions really do sell.

These 'plans' for success on the Internet come packaged and presented in ways that make it difficult to identify them as MLM schemes. They do, however, all have some things in common. The most obvious and the easiest to spot sign is that you are offered a commission for sales of products or services that are made by others....this is above and beyond any commission payments for sales that you make yourself. That's the thing that makes these plans MLM. You will be paying part of your commission to the person who recruited you and you will be receiving commission payments from people whom you recruit, as will, the person who recruited you and the person who recruited them.

The only limit to the number of levels that can be achieved in a MLM scheme is the point at which it collapses in on itself. Did I mention that the pyramid is an upside down one? The point is at the bottom...not at the top. There is always a point at which the scheme will collapse. When it gets heavy enough at the top, it will come tumbling down. You **do not** want to be anywhere near the point of collapse. As a matter of fact, you don't want to be anywhere near the pyramid at all.

Do you recall 'chain letters'? Chain letters are started by a person or a group of people and they prey on the greed of others. The first person starts a letter and collects \$1000 from each of the next nine people. Each of those nine people recruit (there's that word again) others to send them a \$1000 each...and on and on the pyramid builds until it gets top heavy and collapses. That is precisely what happens in an MLM scheme except that there is always a product involved in an MLM scheme and there isn't ever a product involved in a pyramid scheme.

***So how do you know for sure what is really an MLM scheme?
Here's a check list that will help you to avoid this bear:***

1. Are you required to recruit others in order to make money?. If the answer to that question is 'yes', it would be a pretty good bet that it is in fact an MLM scheme.
2. Do I have to buy any inventory? Remember....there is ALWAYS a product involved in an MLM scheme. If you are required to purchase inventory, you may well be looking at an MLM scheme.
3. If you see the words, 'down line or commissions' anywhere....especially in the fine print...this is definitely an MLM scheme. 'Down line Commissions' means a percentage of a commission that someone else has been paid.

4. Others have made millions! Oh, did you believe those glowing testimonials that you read? Anybody can write a testimonial. I could write one for myself or my business and sign anybody's name to it and so could you. There is never a way in an MLM scheme to check out the 'testimonials'. It simply isn't possible. Even if you are given addresses and phone numbers or email addresses, you have no way to be certain that these testimonials are fact and not just a lot of marketing hype.

Fact: MLM schemes are illegal.

Be certain that you are not drawn into one because then you are guilty of fraud.

E-mail processing:

This is a scam that preys on those seeking a work-at-home job but it is hungry for the person who wants an Internet business of their own rather than just a job.

This scamster only wants to take fifty bucks away from you. He says that for that very low price, you can start your very own business and work at your leisure from the comfort of your own home. You can be your own boss. You can just work when you want to.

Now wait just a minute here! Back up that mail truck and let's take a look at what is really inside this offer.

First of all, who do you think needs email 'processed' and what is processing? I've seen advertisements that claim you can make up to \$25 dollars just for processing a single email.

You have an email account yourself. Go look at it and see which of your emails would need to be processed. I can tell you....none of them....and nobody else has email that needs to be processed either.

This isn't a business opportunity. It's an outright scam. If you send in your \$50, what you will get in return is a set of poorly written instructions telling you how to place the same ad that you fell for and get other people to send you \$50 each.

That doesn't sound like a legitimate Internet business, does it? It isn't one. The only thing that you will gain from falling for this will be a wallet that is \$50 lighter.

You want to be the proud owner of a successful and legitimate Internet business. You don't want to become a scam artist yourself.

E-mail Marketing Business:

While it is certainly true that many people do make very nice incomes sending out marketing emails that advertise products, it just is not as simple as the ads telling you that you can send emails and make money make it sound. You can become an email marketer but you must build your own list of people to market to.

What these advertisements are selling is a list of names and email addresses. Understand that anytime you see an advertisement telling you that you can make boatloads of money, there will **ALWAYS** be a product that is being sold. Selling this product is the way that the people who placed these ads plan on making **THEIR** boat load of money...not YOURS.

Back in 2003 the United States Congress passed the CAN-SPAM Act. It became the law of the land in January 2004. CAN-SPAM is an acronym for **C**ontrolling the **A**ssault of **N**on-Solicited **P**ornography and **M**arketing.

The CAN-SPAM Act states that sending unsolicited bulk email is a crime. The Act is enforced by the Federal Trade Commission and they really are not kidding. There are fines and penalties for violations of the Act that go up to \$11,000 per incident that are handed down by the Department of Justice.

Legitimate Internet marketers, those who sell their own products and services, as well as, those who sell products and services of others (Affiliate Marketers), all have what are known as 'opt-in' lists. These are lists of people who have agreed to allow these legitimate merchants to send them email. The CAN-SPAM Act is not being violated if you have permission to send bulk email.

When you buy a list of names and email addresses, you do not have permission to send bulk email to the names on that list. I know..... I know..... The sellers of these lists will tell you that they have the right to give you permission to send email.

They DO NOT have that right. The one and only person who can give you permission to send bulk email to their inboxes is the person who owns that email address...the recipient. Third parties cannot give you that permission.

There are many legitimate list building techniques. None of these techniques are easy and they are certainly not fast. You can write and market e-books and articles, you can post to blogs and forums, you can do a lot of legal things to build your own opt-in list but you cannot **BUY** a legal opt-in list no matter what those ads tell you.

If this bear gets you, it can end up costing you millions of dollars. There really aren't any shortcuts to having a successful online business.

Fact: Sending unsolicited bulk email is a crime according to the CAN-SPAM Act of 2003. The penalties are stiff.

There are a few list building companies, that is to say they will hold your list for you, and all lists are opt in so conform to the CAN-SPAM act, the one that I use is:- [Autoresponder](#)

‘Instant Riches Can Be Yours!’

This ad is used by many different crooks and scam artists. The body of the advertisement changes with the tides or the seasons but the message remains the same.

The message is that you can become unbelievably wealthy overnight if you just know how. The bears that place these advertisements are preying upon your ambition. Your ambition is a good thing but you must remember that is also bear bait.

Do you remember when the ‘Dot-Com Bubble’ burst in 2000? For several years prior to the burst of the bubble, many bright-eyed-bushy-tailed young entrepreneurs made millions overnight. They lost those millions overnight, as well.

Here is the bottom line of all Internet business opportunities: You can be a successful online business entrepreneur.....IF and ONLY IF....you are willing to put in the time, effort, energy, and money to become successful. That success is not going to come overnight. You might appear to be an overnight success to your friends and families but YOU will know better.

Fact: Overnight fortunes are never made overnight. They are the product of a lot of hard work and devotion to a dream. Don’t believe the hype – but DO use the hype to discover what people want. There wouldn’t be hype if there wasn’t a market for it.

Become a Blogging Millionaire:

When this scam came out of the woods, I was just sure that nobody would buy into the scheme. I was wrong. A lot of people have fallen for this.

The ‘pitch’ is that all you have to do is just set up a blog (you can do this for free) and then sell high priced advertising space to big multimillion dollar companies. You are told that these huge companies have stacks of cash lying around just waiting for you to claim it.

Yes, blogging is big on the Internet at the moment but you won’t be making millions by starting your own blog. Blogging is a tool that is used by many very successful Internet marketers but it is rarely a tool in itself.

Following the theme of this e-book, millions *have* been made through blogging but only through people selling info products about *how* to blog – rarely by blogging themselves.

There may well be a few blogs that are owned and operated by people who are famous or infamous that make money selling advertising space.

You always must ask the question: “What is the promoter getting out of this offer?” You can bet your boots that they aren’t doing all this advertising for YOUR benefit and to help YOU get rich. They are selling something that will make money for THEM.

In this case, the blogging web site is free but the information that, according to them, you MUST have comes at a price. For just a few hundred bucks they can tell you how to turn your blog into a “money-making machine”.

Do you have any idea how many blog sites there are on the Internet? Me neither but I can tell you that there are a lot more than a few. Huge multimillion dollar International corporations are not going to pay you for advertising space on your little blog web site.

Fact: You aren't going to make millions selling advertising space on your blog site.

**NOTE: You might make a full time living telling newbies
how to blog through a simple info product.**

There are many legitimate ways to start and succeed at running an online business. You are to be greatly admired for wanting to do better for yourself and for your family. You still need to think outside the box though!

There are a lot of bears out there in the Internet jungle that will try to convince you that there are shortcuts that can make you successful and wealthy overnight. Instead of buying into what they say, look at what they DO, copy it and while remaining ethical, use the same methods to help people, but make sure you make money while doing it.

I could go on and on and write a book just about Internet scams, but that is not what I set out to do, there are literally hundreds of ways you can be done, so I'll just cover a few more.

You have been chosen!

Scamsters are wonderful creatures. They're inventive, creative and I recommend you learn what you can from them and put it to good (legitimate) use.

So how do they do it?

They trick you into believing that what they are offering you is help when, in fact, what they are doing is tricking you into falling into their traps.

Of course to use a trap you need bait – so let's have a look at the bait!

You have been CHOSEN:

This little piece of bait usually arrives in your inbox. It is nothing that you solicited so it IS SPAM but it is very clever SPAM. The email will say something like, “You have been chosen to participate in a _____!!

The blank can be filled in many ways. One of the ways that went around for awhile, and may still be making the rounds, is “You have been chosen to participate in a program that is marketing walk-up Internet access.”

All you have to do, since you have been CHOSEN, is to buy this machine that will be installed in a ‘high-traffic’ area close to where you live. Then you can just go pick up your money whenever you find the time.

They imply that you can easily find the time to go pick up your money between flying by personal jet to play golf with Donald Trump and having dinner with the President. Snap!

You send in your several thousand dollars to purchase (or lease) this machine then you have absolutely no control over where the machine is placed...IF it is placed. It can be put in a low traffic dimly lit corner of a dive in the sleaziest part of town...it isn’t up to you. Oh, My!

You are SO SMART! Well, everybody likes to be thought of as intelligent, don’t they? This is very good bait! It is designed to make you believe that FINALLY somebody realizes just how smart you really are.

Again, this bait usually arrives in your inbox and it is SPAM. The offer tells you that because you are such an intelligent person, you can become an Internet Consultant and earn millions just by advising others. Sometimes you will also see these kinds of advertisements on web sites as well.

But, wait just a minute! Didn’t you just get here? Aren’t you still considered a newbie in the world of Internet commerce?

What exactly do you know and what kind of advice can you give? Ah.....but the critters that baited this trap will gladly tell you everything you need to know so that you can become a highly paid and sought after ‘consultant’for a price. Oh, My!

You are SO HONEST!

Well, of course you are honest. You know that, you just didn’t realize that others were aware of this fine quality.

This offer for a credit card or a guaranteed loan is made by unsolicited email sometimes but you can also see these advertisements in trade magazines and in newspapers.

They tell you that, even if you are young and aren’t well established financially or even if you have had credit difficulties in the past, THEY know that you are an honest person and they are willing to help you because you are such an honest person. You will see the word, ‘honest’ repeated often in these advertisements.

You are told that you can get a home equity loan even if you don't have any equity in your home. You are told that you can get a credit card with a really high spending limit no matter what your credit history is.

These offers are most often Ponzi schemes (which we will discuss later) or they are an attempt to get your personal information for the purpose of identity theft. Oh, My!

You DESERVE our help! Somewhere inside all of us mere mortals there is a little place that tells us that we really ARE deserving of the better things in life. That is just a fact of human nature and one that can be used as bait by the Internet jungle critters to lure you into their traps.

Sometimes this bait is used to lure you into making risky investments. Many times the Internet scamsters believe that because you are in business for yourself, you must have a ton of disposable income and they want to get their greedy little hands on some of it. So they place advertisements that tell you that you DESERVE to participate in the LIMITED offer.

The offer is only limited by the number of people who actually take this bait. A lot of these offers that are made because you are so deserving of them are pushing off-shore bank accounts or land in foreign countries. Many are MLM or Ponzi schemes.

Some of these offers are for free goods or services. After all, you DESERVE to get stuff for free. The offer will be a membership in a 'buying club'. Of course, there really are many legitimate buying clubs that really do offer great discounts on brand name merchandise. Their offers will not, however, arrive in your inbox unsolicited. Oh, My!

You can be NUMBER ONE! Okay, who doesn't want to be number one?

There is a tiny little problem, however. There is only ONE number one spot and only one person or company can occupy that position. Promising to make you number one is very good bait.

When you see advertisements that guarantee you the NUMBER ONE spot in Google search results, stop just a minute and think about that promise. How many number one spots are there? There is ONE...so how can this company promise to make everybody number one and deliver on that promise? Answer: they can't deliver. They can, however, collect a lot of money for themselves.

If that amazing offer appeared in your inbox, you can bet your bottom dollar that it is part of a mass mailing that went out to hundreds of thousands of other people just like you. If you see an advertisement for such an offer, you don't think that it was placed just for you, do you? How many people do you think will see the same advertisement?

Here are the hard cold facts about rankings in Google search results (or rankings in any search engine results for that matter). The top Internet marketers, the guys and gals who really do make tons of money marketing on the Internet, struggle for YEARS to gain a Page Rank of 7 or better. Top page ranks in search results is one of the hardest tasks in all Internet marketing.

There is NOBODY that can promise (and keep the promise) to make you number one in search engine results. There are ways to improve your PR in search engine results....all of which take time, effort and know-how.

Writing and marketing articles and e-books, posting to blogs and forums, doing link exchanges, etc are all proven PR rank improvements techniques.

There is no magic formula. Don't take this bait! Oh, My!

Success can be EASY for YOU! Everybody looks for an easier way to do everything. Hey....why do you think the wheel and the lever were invented? We all want to do as little work as possible to achieve our goals. You aren't the only one. "Easy for You" is a bait that is wildly successful for that very reason.

These advertisements sometimes arrive as unsolicited mail in your inbox but they can also be found splashed all over the Internet and in newspapers and magazines. Easy riches! Wow!

They tell you that only fools work hard to make money. They say that making money is so easy that it is basically a 'no-brainer'. They shout that hard work is overrated and a totally unnecessary complication that YOU don't have to be burdened with. ALL you have to do, they say, is take their advice, which they will happily supply to you for a price.

Now actually the above can be true – I'm a great believer in working smart not hard, but it took me 15 years to learn how to work smart.

This bait is designed to take whatever money you do have out of your pocket and put it in the pockets of these scammeroonies.

THEY certainly don't intend to work for their money. Oh, My!

You can learn the SECRETS of Success! Do you know what a secret is? It's a piece of information that isn't common knowledge. It is something that is whispered into listening ears. Ah....but we all want to know the 'secrets'. What great bait! Secrets!

You will be inundated with offers from those who will reveal their secrets of success to you. Almost every time that you opt-in to a list or sign up for a marketing course of any kind, you will be promised that you are going to learn some 'secrets'.

Now, some courses and seminars really do provide useful inside information to budding Internet entrepreneurs but the information is hardly a secret. It might be gems of knowledge gained through experience. It could be bits of wisdom or even some very good advice.

The trick to knowing which of the thousands of courses, seminars, teleseminars or webinars that you can really benefit from, is knowing who the leaders of the authors of the courses or the leaders and speakers at events are. You need to know what their backgrounds are.

You can learn a lot from those who have blazed trails...but they won't be secrets. Really successful Internet marketers have a lot they can teach you and much wisdom they can share but everybody is NOT a successful Internet marketer who offers to reveal secrets to you.

Don't believe everything you read. Check out the credentials of authors or speakers before you pay for the information they are offering.

Don't take the bait! Oh, My!

Often it's the well-known 'gurus' who scam us the most by selling us things they know we either don't need or won't work for us.

You can learn to SELL Anything! "Everyone lives by selling something." - Robert Louis Stevenson (1850-1894) Scottish novelist, poet. How true! We all sell something. We sell our time or our knowledge or we sell a product or a service. Everybody is selling something. Some of us do it better than others.

There is, however, a catch to selling. You have to have something of value to sell before you will have any paying customers.

There is no doubt that effective selling techniques exist. There is no doubt that some of these techniques can be taught. But....you can't actually learn to sell ANYTHING. You can sell something. You can sell merchandize or services that have value.

But you can't sell just ANYTHING!

Many marketers, those of the bricks and mortar world and those of the Internet marketing world, have found out that selling is only the first part of a process. The second part is that the customer who buys whatever is being sold has untold power. Today, if the customer isn't happy, they usually have a recourse. If you sell inferior products, you will get a lot of returns and you will have your credibility severely damaged.

Selling isn't all that hard if you have a good product or a good service that will satisfy the customers who purchase it. You have to keep it sold. You don't want returns.

The irony is, you can create an honest, valuable product by watching what the Internet scammers do.

When is a scammer not a scammer?

The Ponzi scheme is one ploy that isn't all that easy to identify. On the surface it appears to be a perfectly legitimate business enterprise.

You may be wondering how the Ponzi Scheme got its name. There was a person by the name of Ponzi....Charles Ponzi. He was born in Italy in 1882 and migrated to the United States as a very young man of 21 years in 1903. He was a poor boy. He had only two dollars and fifty cents in his pocket when he landed on US shores.

He was poor but he had big dreams and a whole boatload of ambition...not to mention a propensity for shady dealing. He pulled off one of the worse swindling schemes in history...so bad that the swindle bears his name...the Ponzi Scheme.

He stole some money, got caught, went to prison, met a man by the name of Charles Morse and learned that rich people can get away with almost anything. He decided to become rich.

He married a woman named Rose Gnecco in 1918. He suffered through several failed business ventures. One such failed adventure was a catalogue similar to what we know today as the yellow pages. His business failed shortly after he launched this campaign but a few weeks later he received a letter from a company in Spain asking about the catalogue. Included in the letter was a 'postal coupon'. Ponzi didn't know what it was so he asked. He found out that the postal coupon was way in which a company could send mail to a foreign company and include a postal coupon so that the person could reply at no cost to themselves.

I won't go into great detail here. If you want to read about the details of the scheme.

[click here.](#)

What the deal amounted to was buying postal coupons in countries with low rates and cashing them in countries with high rates. It was a form of currency trading. He claimed that after expenses he was making a 400% profit and easily attracted investors into his scheme.

The scheme was a complicated but very effective one....albeit illegal. Ponzi, of course, got greedier and began convincing more investors to sink large sums into his company and using those funds to pay former investors.

A fraudulent investment operation that involves paying returns to investors out of the money raised from subsequent investors, rather than from profits generated by any real business. A Ponzi scheme offers high short-term returns in order to entice new investors, whose money is needed to fund payout's to earlier investors, and to lure its victims into "ever-bigger risks" is the way in which Wikipedia defines a Ponzi scheme.

Charles Ponzi died in 1949 but his name lives on in infamy the scheme didn't die with him.

This is a modern day Ponzi scheme as quoted from Crimes of Persuasion. [Click here](#) to read more about the following scheme as well as many others.

A man who ran a \$300 million Ponzi scheme has been indicted on charges of defrauding more than 500 people in 17 states. He promised to pay interest as high as 36% on investments in companies that make short-term, high-interest loans. Investors were told that the money would be invested in Cash 4 Titles and similar companies that provide high-interest loans to borrowers who pledge their car titles and future payroll checks as collateral.

Almost none of the investor funds went to Cash 4 Titles or to any other company engaged in providing 'car title loans' or making 'pay roll check advances'. Instead, he used some of the money to pay off previous investors but transferred the bulk of it to an offshore account at the Bank of Bermuda.

Prosecutors are seeking the forfeiture of more than \$25 million that he earned off the scheme, along with titles to his homes. They also seek forfeiture of the title and interest he held in a commercial aviation company.

A settlement between the Bank of Bermuda and victims of the Cayman-based Ponzi scheme received approval of the courts 10/12/01.

While continuing to deny liability, the settlement agreement provides for a payment of up to 50% of actual out of pocket losses to investors in Cash 4 Titles, although the total payment, including all court approved fees and expenses, is not to exceed \$67.5 million."

Ponzi schemes really are crimes of persuasion and those who promote them sometimes don't know they're illegal.

The people who are duped into investing in such schemes aren't in any way planning to cheat or profit from another's misfortune. The investors are not criminals; they are victims.

A Ponzi scheme is comparable to pyramid scheme. You might even call it a very, very elaborate pyramid scheme.

Pyramid schemes aren't a new con game that was thought up by the sneaky snakes of the Internet. Pyramid schemes can be traced back to the 1950's when 29 chain letters became very popular.

You see rather harmless versions of pyramid schemes in your inbox occasionally. These emails will tell you that if you don't pass the email along to 10 or so of your closest friends, terrible things will happen to you but there is rarely any money involved.

The kind of pyramids that involve large sums of money are no longer sent through the USPS because they are very illegal and land those who send them in jail and have heavy fines levied against them.

Even if it weren't illegal, it would be difficult to find enough people now days that would be willing to participate in such an obvious pyramid scheme. The public did finally become educated about pyramid schemes but that only served to make those who perpetrate them become better able to disguise them.

The above statement actually isn't true – there was a 'women empowering women' ponzi scheme that swept the UK just a few short years ago.

They'll never go away because they appeal to human nature too much.

If you are out there doing business on the Internet you are visible. You are visible to your suppliers. You are visible to your customers. You are visible to your potential customers.

You want to be visible to these people. You MUST be visible to these people. Sadly, you are also very visible to the rather dubious characters who would be happy to part you from your money.

We've talked before about the CAN-SPAM Act and related rules and penalties but that doesn't mean that there aren't still spammers out there. There are laws against robbing convenience stores, too, but that still happens and so does SPAM.

These sneaky Spammers turn their spiders or robots loose to crawl through the Internet and harvest email addresses. Email addresses can be used many ways.

One of them is identity theft.

You must make yourself available to your supplies, customers and potential customers but rather than post your email address on your web site for the world to see...and the Spam spiders to find...it is better to embed your address in a graphic or to use contact information that is web based and does not publish your email address.

Another thing that email addresses that are collected by the Spam spiders are used for is to appeal to your generosity and your willingness to help those who are less fortunate than you.

Great qualities...but ones that can be used by sneaky snakes to relieve you of some of your hard earned dollars. Here is a typical ploy and one that has been repeated for years:

Hello, my dear Friend,

Please excuse me for any inconvenience caused by this message. My name is Valentin. I'm a student and I live with my mother in city Kaluga, Russia. My mother is invalid. She cannot see and she receive a very small pension which is not enough even for medications and food. I work very hard every day to be able to buy the necessities for my mother, but my salary is very small, because my studies still not finished. Due to deep crisis authorities stoped gas supply in our district and we cannot heat our home anymore. I don't know what to do, because the weather will be very cold in the next months and the temperature outside can be lower than minus 35 degrees Celsius, as it was in the last winter. I am very afraid that the temperature inside our home can be very cold and we will not be able to survive. I don't know what I can do in this situation.

Thanks to the free Internet access in our local library I found several e-mail addresses and I decided to appeal to you with a prayer in my heart for a small help. If you have any old sleeping bag, warm blanket, portable stove, warm clothes and shoes, electric water-boiler, canned and dried food, vitamins, medicines from cold, any hygiene-products, I will be very grateful to you if you could send it to our postal address which is: Valentin Mikhailine, Rileewa Uliza, 6-45.Kaluga. 248030, Russia.

If you think that it would be better or easier for you to help with some money, please write me back and I will give you details for sending it safely if you agree. This way to help is very good because in this case I will be able to buy a portable stove and heat our home during the winter. I hope to hear from you very soon and I pray that you will be able to help us to survive this winter. I also hope very much that this hard situation will get better very soon in our country. Please excuse me, once more, for any inconvenience caused by this message.

Valentin and my mother Elena.

Kaluga. Russia. E-mail: valyam@eposte.ru

You've probably worked out by now that this is a hoax.

It is a cruel one that is being repeatedly perpetrated by an Internet con men. I did not correct the spelling nor did I correct the grammar. This is exactly as it was received via email.

Then the emails that are harvested by the Spam spiders can also be used to send emails that are designed to appeal to your desire to make a lot of money without having to do any work...and be doing a good deed in the process.

Wow! That sounds like a real win/win/win situation. It isn't....stop drooling.

This email is sent to you by somebody in a foreign country that has a lot of money or access to a lot of money and is concerned about crooked government officials getting their hands on his (or his family's or his church's) money.

All the sender of this email wants, he says, is to be allowed to use your bank account to protect the money from these crooked government officials...sometimes the money is meant for orphans or building a church or some other noble cause. In return for you allowing him to use your bank account, he will give you a substantial percentage of the funds just for your 'inconvenience'.

This substantial percentage is often times said to be in the millions of dollars.

You may have heard of the Nigerian scam...that is hardly new news. But now there is one going around with a slightly different twist. This con man wants to give you back the money that his countrymen stole from you.....

Comment:gooddaysir/ma,

my name is usman abdulahi i am the chairman of the financial aid in nigeria.

my aiim of writting this lettter is to inform you that thje rate which nigerians has been sending scam mail is much and has also been collecting money from people in other countries. we are sending this lettter to every body who has nigerians must have stolen their money to please send us a mail and the information on how they collected yoiur money and the money will be sent to you.

the number of 1000 m,en has been caught running scams and has been arrested .we also went further on and saw the sum of \$32million in their account and now this money has to be shared to every body who has lost their .i want you to send me a mail; if your was stollen so that we refund the money to you and also send us full information on how they collected it .i am expecting to hear from you to refund thanks usman abdulahi

Mmmmmm – wouldn't it be nice if it were true?

Do you know what the terms 'pharming and phishing' mean in Internet jargon? If you don't you need to know.

These definitions are supplied by Search Security.

"Phishing is e-mail fraud where the perpetrator sends out legitimate-looking e-mails that appear to come from well known and trustworthy Web sites in an attempt to gather personal and financial information from the recipient.

A phishing expedition, like the fishing expedition it's named for, is a speculative venture: the phisher puts out the lure hoping to fool at least a few of the prey that encounter the bait.”

The best prevention for a phishing scam is to never, EVER click on a link supplied by the sender of an email. It is wiser to always go to the site using either a bookmarked link or typing the address that you know to be legitimate into the address bar on your browser.

Many very reliable sites have been fooled by these snakes...big ones like Yahoo and PayPal.

You can be fooled as well.

This definition was also supplied by Search Security.

“Pharming is a scamming practice in which malicious code is installed on a personal computer or server, misdirecting users to fraudulent Web sites without their knowledge or consent. Pharming has been called "phishing without a lure."

Both of these illegal practices are used by the Internet sneaky snakes. They are designed to rob you of your personal information or to hack into your web site.

We will discuss the problem of pharming a bit more in the next chapter.

Pharming, Phishing and Phoney Phuckers

You’ve come a long way since the start of this book and the small scale, simple scams that we talked about there.

Now we’re about to play with the big guys – the premier scammers.

When you first meet a premier scammer, he will look, speak and act just like any other normal Internet business person.

There won’t be a bone stuck through his nose. He won’t be carrying a spear or poison darts.

He will be carrying....are you ready for this?.....Software! That’s right....I said....Software.

These con men have a particular fondness for newbies. They are easier marks than those who have been successfully living and thriving in the Internet jungle for a while. Newbies aren’t as likely to ask the right questions before being bullied into purchasing software.

I'm sorry to say that newbies easily become software junkies.

They become addicted to the stuff. If you show a newbie a piece of software that promises to lighten his work load or make him more successful or make his computer run better or faster, he is almost always interested. The scammers know this....they depend on it.

Now if you put together an info product – just a few pages – letting him know where he can get hold of the same or similar software for FREE, you're going to make a lot of money.

It is not beyond your remit, although you'll need to spend a few hours trawling the net for the information and web sites that hold the products you are looking for.

You, as a newbie, must recognize your software addiction and try to control it. It can not only cost you a ton of money, it can be downright dangerous.

Do you know what the acronym TUS stands for? You don't? I'll tell you. It stands for **Totally Useless Software (TUS)**...and the jungle is full of scammeroonies pushing it.

You DO need some software programs...there isn't any doubt about it. For example: You must have some kind of word processing program on your computer. The software that supplies this word processing ability, however, can be so bloated with un-needed features that all it does is eat up your computer resources.

You will have paid a lot of bucks out for features that you do not need now and will most likely never need. The basic software is useless but the glut of added features makes most of it totally useless.

You can spend a lot of money on software that just simply won't help you to achieve your goals. You can even spend real hard-earned money on such foolishness as singing happy faces....no kidding.

You will hear lots about PDF files, they are spoken about in hushed tones, as if they have a magical property, well I suppose they do to an extent, but there is an easy way to write your articles, e-books and reports that only needs one piece of software, [click here](#) the answer may surprise you. Oh by the way this is not an affiliate link, I just like their products, and have done since 1991.

You can buy software that will supply you with line charts, graphs, pie charts, etc. that have absolutely no discernable use. They might look really impressive but they don't mean anything. But, hey, you might like a lava lamp icon on your task bar. Or, maybe you believe that there is software out there that can keep the evil spirits from invading your computer. If you do, maybe you should consider another line of work.

Besides TUS there are con men that will try to sell you pirated software.

Everybody loves a bargain! There are no two ways about it...deep discounts are very, very attractive. This is another thing that the bad boys are well aware of.

Many very useful and needed pieces of software are often pirated. Programs like Adobe Photoshop or Microsoft Word are particularly vulnerable. It is illegal to sell pirated software but it is equally illegal to buy pirated software if you can reasonably believe that it has been pirated or stolen.

Here are a list of things that can help you determine if the scamsters are trying to sell stolen software:

1. Check the price of the software on the web site of the manufacturer. If the price that you are being offered is way out of line with what the manufacturer is charging, it is a pretty safe bet that you are being asked to buy stolen software. Don't.
2. If you agree to buy a piece of software...the price seems to be in line...but you get to the seller's sales and service page and are asked to forego your right to a charge back claim on your credit card, do not complete the sale. You should always have the right to protest a sale and you never want to give up that right.
3. Each manufacturer of a legitimate software product places an embedded code in the software. You are very likely being asked to purchase stolen software if you are instructed to use a special number or a different procedure to activate the software.
4. If you buy a piece of software and are sent a disc to install it on your computer and on the disc you see either NFR or OEM, it was stolen. NFR means, Not For Resale. This is most often stamped on a beta product version. OEM means Original Equipment Manufacturer. This code is stamped on software that is included in the purchase of a new computer.
5. All legitimate software can be registered. If the seller of the software tells you that it cannot be registered, you can bet that it was stolen. You are not a criminal but if you buy software that you know has been stolen, you can become a criminal. Receiving stolen property is a crime in all fifty states and in most civilized countries in the world. Don't!
6. Those who sell legitimate software will always supply you with their names, addresses and telephone numbers. They have nothing to hide. Those who are selling stolen or pirated software will not provide you with their real names, real addresses or real telephone numbers....and their email addresses are changed daily...or more frequently.
7. All legitimate software manufacturers and retailers will give you a written warranty. They will also have a very fair refund policy. The crooks will offer neither.

8. We've discussed what SPAM is. It is a bulk email that you receive that you have not asked for. Legitimate software manufacturers and retailers do not engage in the illegal act of sending SPAM. If you get an offer for a piece of software at a ridiculously low price and that offer arrives in your inbox as SPAM. Hit the delete button and forget about it.

If you order a piece of software at a really low price, pay for it, and it never shows up in your mail box or you don't receive the download instructions forthwith, that is the best of the bad things that can happen to you.

Now what could be better than putting the above info into a free report – giving it away, for free of course, and putting links in it back to your \$5 'where to get free software' info product. Learn the scams and use them to make a legitimate income.

In the last chapter we talked about phishing and pharming briefly. Bogus software or stolen software or Totally Useless Software is often the preferred method of con artist to have you for lunch. These pieces of software very often contain malicious codes for the purpose of either phishing or pharming.

If you go to a web site where bogus software is being sold, put in your personal information (including your credit card information), you will have been the victim of a phishing scam.

Do you want to try to guess what will happen to that information that you supplied while you were looking for such a bargain? It won't be good, I can tell you that. You won't know who has your information or what they are going to do with it.

Pharming can be accomplished by these consters by embedding information into a disc or a download that can accomplish their evil plans for you (whoaor ha ha ha! – evil laugh).

You can find that your computer no longer does what you tell it to do...you can be redirected to sites that can take information right out of your hard drive and then use it in any way they want to. They can practically make you PC get up and run round the room these days.

The bottom line of all this information is, that, yes, you do need software. Software makes the computers go round. It's what allows you to be creative and productive. BUT...you need no more than you NEED and that needs to be purchased from the manufacturers or from legitimate retailers even if you do have to pay more for it.

It is easy to become a software junkie. There is, after all, some really cool software out there and software is what makes your computer of more useful. The good software makes you better able to produce the work that you must produce in order to be a successful online employee or a successful online business owner. We all need software.

Before you actually purchase any software, however, you need to ask yourself three questions and you need to answer yourself honestly:

1. Is this piece of software something that I actually need? If the software will provide you with the ability to do your required work faster or make your job easier, then it is good software for you. If all the software is going to do is take up resources on your computer and slow it down without providing any real benefits for you, then it is TUS (Totally Useless Software). If the software is bloated with features that you will never use, you should look for a simpler or even older version. Added features eat up resources and slow your computer down.
2. Is the price I am paying in line with the prices charged by the manufacturer or legitimate retailers of this software? This really is important. Receiving stolen goods is a crime. Think of it like this: If someone offered to sell you a Rolex watch for \$29.95, you would immediately know that the watch was either not a real Rolex or that it was hotter than a two dollar pistol (love that phrase). You wouldn't be foolish enough to spend \$30 on a fake watch and you sure wouldn't want to be guilty of receiving stolen merchandise...so either way...you would walk away. That same thing is true of software. If the price is too low, the software is either bogus or hot.
3. Is there a sufficient satisfaction guarantee? There are super-duper-60-day-wonder salesmen out there that pride themselves on being able to sell ice boxes to Eskimos. They will make wild promises or jump through hoops just to make a sale. Don't get suckered in....read the fine print! You should never buy any piece of software that does not come with a guarantee. This guarantee should cover more than the fact that the software will work...it should also guarantee that if the software doesn't work for YOU that you can return it and get your money back.

Guru's don't do Guru Do

You're now a lot more informed about the scams and cons than when you first started reading. There are plenty more some more elaborate than others but hopefully you now know what to look for as you start your wonderful adventure into the mystical world of Internet marketing, and you have formulated some ideas about creating your own product using the tips you've learned.

You've probably had a good look at how other people make money (or SAY they make money on the net). This is all good information. Observation is the key to online success. If you take away nothing else from this book take away this:

'Don't do as I say, do as I DO'

Watch the gurus and experts, but don't buy what they're selling (at least not immediately), look at what they DO to make money. I promise you'll see a difference.

If someone says they make money from Adwords for example, you bet bet that they *actually* make money from selling books on Adwords, not using the techniques in their books.

It's been said that, 'Politics makes strange bedfellows', it could be said that the Internet makes for even stranger bedfellows! You may have seen joint venture agreements made between fierce competitors who sell the very same products to the very same market. It happens. When the details of a joint venture agreement can be worked out so that each partner can equally benefit from that agreement, joint venture agreements between competitors are not all that uncommon.

There are experts in article and e-book writing and marketing. There are experts in viral marketing techniques. There are experts in the writing of effective sales letters. There are many real experts or gurus that often offer courses, seminars, teleseminars and webinars in order to teach those who can pay for the information how to do certain things and do them very well in the Internet marketing jungle. Some of these courses are invaluable and some are just \$3,000 nine-hour sales pitches.

To find out which is which, ASK people who've been on them, through forums.

There are also Fake Gurus

However, just because somebody claims to be a guru or an expert doesn't make them a real guru or expert. Sometimes that claim just makes them another one of the not-so-friendly Internet con men.

The thing about signing up for courses, seminars, teleseminars or webinars is that there is no recourse to getting your money back if all you get is a bunch of stuff that anybody would know who had been in the Internet marketing arena for more than fifteen minutes.

You can't say, 'They didn't tell me anything I didn't already know. I want my money back' and expect to get your money back. That isn't going to happen.

The best thing that you can do before you sign up for any instruction is to check out the instructors or speakers who will be presenting information to you. Run a check on them by plugging their names into the Google search box. This won't tell you everything you need to know, but it is a place to start.

Remember - Ask other marketers if they know who these so-called experts or gurus are and if they have ever taken a course or attended a seminar, teleseminar or webinar where these same gurus or experts were the instructors or speakers.

Who Makes Fake Claims

Remember that anybody can CLAIM anything to be a fact...but that doesn't make it a real fact. An 'expert' can TELL you and the rest of the world that he charges \$1000 to write a single 300-400 word article. Maybe he does CHARGE that...the question is whether there is anybody who actually PAYS him that much for a single article.

Still he can claim that as a fact and offer to teach you how to write articles that you can charge \$1000 each for. Of course, in order for him to teach you his wonderful article writing secrets, you will be required to pay him for this information and to pay him very dearly indeed. He needs it...he isn't making any money actually writing articles.

Before you pay anyone to teach you something, have a go yourself. On the net trying things usually doesn't cost much and at worst you won't make any money. However making mistakes is the best way to learn so why not try.

Another common fake claim by guru scammer who are of the not-so-friendly variety, is the 'I'm making boat loads of money'. They CLAIM that they are making...oh I don't know....\$100,000 a MONTH by using their fool-proof money making system.

Here's a true horror story

Several years ago, adverts began appearing all over the Internet; guaranteeing anyone who invested \$50 would receive a return of \$10,000 a month.

Great stuff, invest a mere \$50,00 and get back \$120,000 a year, with an added bonus of \$500 cash for you for everyone you introduced and bought a site.

Adverts sprang up all over the place both on and offline, even in the Exchange and mart, a UK advertising magazine with strict advertising policies, so you would think everything was hunky dory, and above board. E-mails flooded inboxes as friends tried to do each other a favour and get them to grab a piece of the highly lucrative pie.

It very quickly snowballed!

People from all over the world, and from all walks of life bought into the dream, some invested great wads of cash buying multiple sites. One chap invested a whopping \$12,000, the return would have been a fantastic \$28,800,000 a year, he even ordered a yacht on the strength of it.

Even when it became obvious that things were not going according to plan, there were devotees, people convinced they had found the Internet version of the Holy Grail, others were bailing out selling their sites at knock down prices to these disciples who were convinced that in the long run it would all come together.

So where are all his millionaire now?

Well they're certainly not millionaires, most are broke and sorely regretting the day they heard of this Guru, (whoever he is). One guy that I know of bought five sites, he only ever earned \$0.45 cents, yes that right 45 cents return on \$250, and because there was a payment threshold of \$50 he didn't even see that.

The so called Guru pocketed over \$5,000,000 (some estimates put it at \$10,000,000), and to my knowledge no one ever managed to earn the guaranteed \$10,000 a month, or any of the \$500 commissions. As for any refunds, I think there would have to be a real cold snap in the place he deserves to inhabit, before they would be contemplated.

You might think this enterprising gentleman would be languishing in a cell somewhere for Internet fraud, not so, legally he kept just inside of the law, he was full of plausible excuses as to why people were not earning the promised riches. (It was their own fault)

Now that is a true story, I haven't mentioned his name because, he hasn't been convicted of any crime and I can't afford to be sued.

Please when you embark on your journey into cyberspace, keep your wits about you, if it looks too good to be true; **it probably is.**

Among the dross there are plenty of genuine programs you can be involved in, but to be honest if you want to make real money, and not feel as if you still have a job; then you must have a product of your own.

Now this product can be something that you have thought up yourself, or you can buy a license to a particular product and market as your own, you can even find PLR (Just look on Google) products that give you the consent to market them as you wish.

Another method that does well, and falls nicely into the niche market is affiliate marketing.

There's that word again, "Niche". What does it really mean?

People have agonised over this ever since the concept hit the Internet, "I don't know any niches"! You might say. Of course you do, you know plenty; you just didn't know what they were, because although the gurus trip out the phrase "niche marketing" they leave you thinking that only they know what it is.

In a nutshell, it is a minority subject. Now by that I don't mean that only a handful of people will be interested, on the contrary; fishing is a niche subject, but in the UK alone it's estimated that up to 4,000,000 people participate almost every weekend. What makes it a minority to you is that perhaps you don't go fishing, therefore have no interest in it.

Imagine having a potential client base of 4,000,000, supposing you put out the latest ‘must have’ to the anglers of the UK even with a conservative return estimate of 2% that’s 80,000 prospects, if that what-not sold for \$25 you would stand to coin it in to the tune of \$2,000000, even if only 1% bought your product; it would net you a cool \$1,000,000.

Golf is another niche, that has thousands of devotees. How many people play golf? I couldn’t say, but I do know that the golf courses are always busy, and more and more are built every year; so anything written about golf wouldn’t interest me, but something new, different or informative about golf will interest those that are.

You don’t have to involve yourself in these activities to write about them, just do the necessary research. After all Jules Verne didn’t really go to the centre of the earth did he?

You can’t go wrong by taking a look at this. A free 2/12 hour video on niche marketing. This really is a cracking course, and best of all it’s **FREE. No catch.**

[Click Here for your copy](#)



So there you are the word “niche” should hold no fears for you.

You already have a niche, you just haven’t realised it yet. Do you have a hobby, or a passion that you can write about?

Simply do your research (that word again) it is crucial to your prosperity, just decide on a subject and dive in.

I quite like dogs, but simply liking dogs just doesn’t do it, there are many aspects to the subject dog, but lets take dog training as a start.

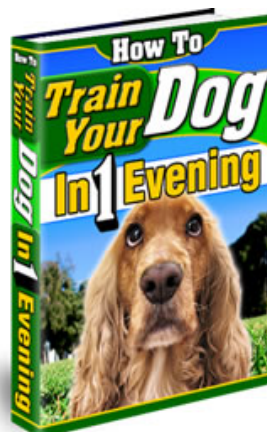
The next page will show you how a niche web site on dog training gels together.

Click and paste your way to a web site

Canine Capers.Com

Headline as Domain name or as close as possible. This helps to improve your search engine results.

This web site was built by simply copying and pasting the relevant information from the affiliate site



The graphic is supplied by the owner of the product.

The graphic is also hyperlinked to the affiliate site

[A retired plumber and his wife were so distraught with their dog, they considered getting rid of her.](#)
[Now she wins awards!](#)

Sub headline is hyperlinked to the affiliate site

Sub headline also supplied by the owner of the product.

Dog training – The Basic Commands

The body is also supplied by the owner of the product, but you can take suitable articles from article directories.

There are of course many reasons for owners to want a calm, obedient and faithful dog. For one thing, obedient and trained dogs are happier dogs, less likely to get into tussles with people or with other dogs. Another reason is that many communities require that the dogs living in their neighbourhoods be well trained. This is especially true for many breeds thought to have aggression and behaviour problems – dog breeds like pit bulls and rottweilers for instance.

And of course, training your dog well will also make he or she a much better family companion, especially in households where there are young children. Many studies have shown that proper dog training makes a big impact when it comes to cutting down the number of dog bites and other behaviour problems encountered by dog owning households.

When considering training your own dog, or having someone else help you train it, there are certain basic commands that must be mastered in order for a dog to be considered truly trained. These basic commands include:

*Heel – it is important that any dog learn to walk beside its owner on a loose lead, neither pulling ahead nor lagging behind

*Respond to the word No – the word no is one word that all dogs must learn. Training your dog to respond to this important word can save you a ton of trouble.

*Sit – Training your dog to sit on command is a vital part of any dog training program.

*Stay – A well trained dog should remain where his or her owner commands, so stay is a very important command in dog training.

***Down** – Lying down on command is more than just a cute trick; it is a key component of any successful dog training program.

Dog training does much more than just create an obedient, willing companion. Training your dog properly actually strengthens the bond that already exists between dog and handler. Dogs are pack animals, and they look to their pack leader to tell them what to do. The key to successful dog training is to set yourself up as that pack leader.

Establishing yourself as pack leader is a very important concept for any potential dog trainer to understand. There is only one leader in every pack of dogs, and the owner must establish him or herself as the dominant animal. Failure to do so leads to all manner of behaviour problems.

A properly trained dog will respond properly to all the owner's commands, and will not display anxiety, displeasure or confusion. A good dog training program will focus on allowing the dog to learn just what is expected of it, and will use positive reinforcement to reward desired behaviours.

In addition to making the dog a good member of the community, obedience training is a great way to fulfil some of the dog's own needs, including the need for exercise, the security that comes with knowing what is expected of it, a feeling of accomplishment and a good working relationship with its handler. Dog training gives the dog an important job to do, and an important goal to reach.

Giving the dog a job is more important than you may think. Dogs were originally bred by humans to do important work, such as herding sheep, guarding property and protecting people. Many dogs today have no important job to do, and this can often lead to boredom and neurotic behaviour.

Basic obedience training, and ongoing training sessions, provide the dog with an important job to do. This is especially important for high energy breeds like German shepherds and border collies. Training sessions are a great way for these high energy dogs to use up their extra energy and simply to enjoy themselves.

Incorporating playtime into your dog training sessions is a great way to prevent both yourself and your dog from becoming bored. Playing with your dog helps to strengthen the all important bond between you – the pack leader – and your dog. Visit [here](#) for immediate access to even more dog training tips

The final graphic is also hyperlinked to the affiliate web site



In the article body there is only one hyperlink, but you can have as many as you like provided they don't become overcrowded.

Now it may or may not be obvious that the web site although mine and set up by me, the product is not mine I simply logged into [Clickbank](#) and chose a subject I liked, I like dogs, and thousands of other people like dogs, but when it comes to training them, most of us make a hash of it, and end up with a miserable pet. These facts combined make a perfect subject for a niche market.

You can be more of a mercenary when you raid [Clickbank](#) for your products, although it is desirable to go for a subject you like, there is also the need to make money, at least that's the object of the exercise.

To make certain that the products you want to promote give you the best return, don't pick anything that gives you less than 50% commission, 75% is better.

Before you can have your pages on the web, you need a web host [click here](#) for the one I use, you can also buy your domain name there. Give some thought to it, try to pick a domain name that has some aspect of your product in the name. Etc., if it's a dog site then include dog, or if it's dog training try a combination that includes this as well, finding a suitable domain name is crucial, but there are millions registered so you need to be creative.

It doesn't matter which web page compiler you use, your pages need to be fast loading to avoid customer boredom and stop them hitting the back button, and leaving your site never to return, there's always a debate about which is the best one; Dreamweaver is a high end product, easy to use but expensive. You can get a free one from Mozilla [here](#). Microsoft front page used to come bundled free with computer systems, it's no longer supported by Microsoft, but there is another one in the Microsoft stable which I use, it's not free, but it is easy, you can download a 60 day free trail from [here](#), it's true a true WYSIWYG. Web compiler, which simply means; what you see is what you get.

The following is brought to you by **Cyberwave Media, Inc.** All rights reserved.

"Fact: The average time a customer will wait for a page to open before hitting the dreaded "Stop" or "Back" button is less than 10 seconds!"

What can a business Web site owner do? Simple, use the following tricks and techniques to make your site faster loading, better looking, and far more sales-friendly.

1. Properly "describe" your graphics.

This first trick is very simple, you don't have to change your images one bit. Simply make sure both the height and width of the images are included in their description, and make sure they are accurate. You need to do this on EVERY single image, even if it's a one pixel GIF. Why? Because your computer "draws" the page on your browser as it downloads. If the height and width aren't specified, the computer will hold random (ransom) space for the image until the download is complete, then "redraw" the whole page to fit the actual size of the graphic.

Placing height and width descriptions on ALL your images will significantly speed up your site, and make your site look better as it loads for your visitors.

2. Ruthlessly "compress" your file sizes.

First we'll approach this as if you already own Photoshop, Fireworks, Image Ready, or other similar graphics program. If you do, here's the story. For GIFs make sure to save the image with the fewest possible colors in the "Adaptive" palette. Use your color picker to eliminate unnecessary colors in the indexing process. Use your "lasso" to select the most critical, detailed areas of the image first. This trick alone will often cut 5K off a file size by allowing you to use 16 colors instead of 64 colors.

Never use all 8 bits (264 colors), for a simple graphic!

For JPEGs, make sure to save the image at the lowest quality you can live with. I usually start with "1" and work up to "3" if necessary. If you're using Photoshop, be sure to "close" the JPEG and re-open it in order to view what it will actually look like on your Web page. A client recently contacted me because he was concerned his graphics were too slow and were costing him sales. He was right. His homepage graphics totaled 167K, not even counting the text! Try to keep your total homepage graphics under 20K, and your entire page, including text, under 40K. If you don't have Photoshop, or don't have time to learn to use it, try the following two tools to compress your graphics online:

<http://www.netmechanic.com/accelerate.htm>

<http://www.spinwave.com/crunchers.html>

Compress those images until "it hurts,"
and you will see your site speed improve dramatically.

3. Speed Up Your HTML

The next quickest way to speed up your Web site is to learn a little bit about HTML, or "Hyper Text Markup Language." HTML is the coding behind the scenes of most pages. Some of it is quite technical, but a lot is pretty darn easy.

Example: Did you ever go home for Christmas and get stuck talking with Uncle Bob who bored you to death with stories you'd already heard over and over? Well, sloppy HTML works the same way. HTML gives "instructions" to your computer. It tells your computer how to turn the code into the colors, pictures, sounds and words, which then appear as a Web page. Poor HTML frustrates your computer, needlessly repeating itself, just like uncle Bob.

Some of the most common speed-suckers in HTML are those extra repetitions of "style tags." For instance, both Claris and Microsoft FrontPage like to put style tags on almost every line of text, even if the style hasn't changed at all, like this:

`<p><small>Welcome!</small></p>`
`<p><small>Nice to see you...</small></p>`
`<p><small>Please order now.</small></p>`

With all due respect to Microsoft, that's a lot of code for such a simple task! You don't need the code to repeat the font face and size "style tags" every time, You only need them once at the beginning, and then once to close the command, like this:

`<p><small>Welcome!</p>`
`<p>Nice to see you...</p>`
`<p>Please order now.</small></p>`

That may not seem like much, but over the course of a 300 line salesletter, this could add up to an extra 10K of file size, resulting in a page which loads 5 to 10 seconds slower.

Comment tags can be extra too. Not to mention the totally worthless code that a lot of software will automatically place at the top of your META tags, promoting itself while doing nothing at all for the rest of your page.

Consider learning enough HTML to be able to go in and delete this "fluff" from the source code of your pages. It's fun and rewarding to see the improved performance of your faster (more profitable) site. If you'd like some help, check out the easy-to-follow HTML resource pages at the end of this article.

4. Crucial FrontPage Fixes

Many of you probably use Microsoft FrontPage. If you've made it this far, you're probably wondering how to balance the convenience of a WYSIWYG (what you see is what you get) program with your need for more efficient design.

Well, here's one FrontPage trick that will increase your Web site's effectiveness by about 12% in no time at all. Because that's about how many of your potential customers could be trying to view your pages through the screen of a Macintosh computer.

When you pick a font in front page, such as Arial, that font is "native" to Windows machines, but not to Macs. In fact, if you were to view it with an older Macintosh, it would look terrible.

To fix this, simply specify not one, but TWO fonts, Arial and Helvetica. It looks like:

``

There. You just made your Web site legible and attractive to all those millions of Macintosh users whose machines have Helvetica as a native system font (thank you).

Another nasty quirk of FrontPage is to place fixed "table heights" in your HTML code. A "table" is a block of space defined by your HTML which helps in the layout of your Web page. Tables are good things but fixing their height is not. Why? As many of you have probably discovered, a Web page will look entirely different from one machine (or one browser), to the next. So a paragraph which is 4 inches tall on my screen could be 7 inches tall on your screen! That's when you see a Web page come up twice, or three times. It's trying to reconcile the space it needs to fill with the wrong size boundaries that are set by the HTML.

It literally "chokes" on the information while your customers wait!

Luckily, this is easy to fix too! Just go into the HTML and remove all of the "table heights" you find. You really don't need them. Like this: Before:

```
<table border=0 cellpadding=0 cellspacing=0 width=100 height=385>
```

After:

```
<table border=0 cellpadding=0 cellspacing=0 width=100>
```

This way, no matter what font size your customers have as the preference on their browser, the HTML is free to quickly display your message without your table "hitting its head" on a ceiling height that FrontPage has arbitrarily set too low.

This will shave more precious seconds off your load time!

If you're new to tables, and you'd like to get more comfortable with the idea, there's a good tutorial I'll give you a link to in just a minute.

5. The Famous Mini-Table Trick

As we learned above, "tables" are blocks of information, that are part of the format of your Web page. A normal Web page is one BIG table. But it's also possible to create a "starter table" which will load quickly, so your visitor has something to look at right away.

Just make a LITTLE table with about one or two paragraphs plus your banner graphics at the top, then put the rest in a second table down below. The browser will "draw" the top table long before the rest of the page is finished, and you will reap the benefits of a virtual "load time" that could be HALF of what it was before!

To see this trick in action, look at the code for this page and check out a site developed for MarketingExperts.com. Use your browser to "view" the HTML "source" code. Scroll down past the meta tags and you'll see that the first section of this page is one table which loads quite briskly, while the rest of this long page follows.

Conclusion

If you try just a few of these tricks, you could easily speed up your business Web site by 10 to 50%, plus you'll fix those nasty problems created by FrontPage! Then all the hot marketing strategies that you learn in this newsletter each month will be just that much more effective.

Further Study -- Resource Links

- If you want to find out about the actual load time of your Web site, and file sizes of your homepage and graphics, try the free analysis tools at [NetMechanic](#).
- Ready to fix your FrontPage tables? It might help to get a quick overview on the structure of tables from [Killer Web Sites](#), by David Siegel.

THIS FREE NEWSLETTER EXCERPT IS **PASS-IT-ON-WARE**

If you enjoy reading this free newsletter excerpt, please share this PDF file with a friend, or tell them about our Web site at: <http://www.cyberwave.com/oml/>
Cyberwave Media, Inc. 1005 Terminal Way, #110 Reno, NV 89502 808-874-0089



If you didn't check out the free video offer before, here's a polite reminder.

You can't put all the required information in an e-book, there are limitations, but this 2/12 hour video puts it all there in front of you to watch, pause and absorb and then act on the powerful business plan.

Here's the [link](#) again for you.

As you saw earlier, you can put a web page up to sell almost anything, but please be discerning in the products you choose if you want to go down the affiliate route.

There is one affiliate program I can recommend, it is run by one of the Internet's top affiliate marketers, and to start you off he will give you over \$1,000 of free videos.



You Could Be \$500 Richer in 30 Days

Its true! You could earn an extra \$500, \$300 or \$200 on top of your regular affiliate commissions each month! High converting product with a top notch affiliate program that pays out 70%, plus cash rewards and recognition to the top 3 monthly affiliates. Exclusive training and unparalleled support so you can succeed no matter what your level of experience is.

[Grab your spot today!](#)

Thank you for reading. I hope you have enjoyed this report.

Please feel free to pass it on.