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Why People Fail Online!

There is no wonder that so many people try and fail online. How many of these have tripped you up?

- 1. You are misled.**
- 2. One Time Offers**
- 3. Products that just don't work for you!**
- 4. Traffic Software**
- 5. Why THEY say you fail!**
- 6. Actual scams**

1. You are misled.

Shifty snake oil salesmen have been conning people for years. Now they are more sophisticated and use clever messages to persuade you.

To write this report, I analysed a random selection of sales pages that appeared in my inbox. Here are a few of my findings.

I chose one at random of those I analysed and so in a typical sales page analysis showed...

The word “easy” appeared 18 times!

“This is FINALLY a fun and **EASY** way for NEWBIEs like me to get FREE traffic and then make money without any selling”

“we want to make it as **EASY** as possible for you to make money...”

The word “work” appeared 23 times

“Without Any Hard **WORK** Or Effort Required”

“make commissions without any hard **WORK** or selling required”

and here with both

“bank an **EASY** \$XXX in just X days without any hard **WORK** required”

The phrase make money appeared 14 times.

“And **Make Money** Even If You’re A NEWBIE...”

Even make this claim – “and making money within just a few hours”

This from another such sales page...

“**make money**, in literally just a few minutes. Because I have already done all **the hard work!**”

This language is included to tell you that it will be so **easy** for you to **make money without working!**

You also get dubious looking sales images showing massive profits. There is no evidence given just an image showing a BIG number along side a stock image of a happy person.

This image is to make you want to be like the happy person.

There is often a summary like this...

- **Revolutionary Method Gets Free ...**
- Set & Forget Traffic Source, Brings In 1,000s Of Buyers For Free...
- **Daily Commissions**
- **No Experience, Tech skills or Website required...**
- Start Writing Your Own Paychecks...
- **It's As Easy As Flipping A Switch...**

I also found examples like this...

“Start Writing Your Own **Paychecks**”

“you can **easily** make as much money as you want and you can literally WRITE your own **paycheck**”

Recently the 3 steps have started to appear. Usually in graphic form the 3 steps show you how easy its all going to be.

STEP #1

Login And Activate The Never-Before- Technology

STEP #2

Within Minutes, Gets Us HOT Buyer Traffic For FREE And Then Once The Viral Traffic Begins It Just Keeps Coming

STEP #3

Makes Us Money On Autopilot With **NO Selling Required**

Have you got all that yet?

- It's easy.
- No work
- It's never seen before etc etc

Nearly all of them include some of the following.

Will be a monthly charge - if you don't buy now! This isn't true.

Price is going up – perhaps even with a timer ticking down. It may a little.

Google will take this down or is not happy about it – no they won't.

“My good buddy, created this KILLER system **and Google is not happy about it.**”

A Google insider helped create this secret – No they didn't.

If you try and leave the page a pop up will appear with a few dollars discount.

Stop for a moment and think. If any of this was true and there was a technique, hack or software that actually made thousands in 3 simple steps – **IT WOULD NOT BE SOLD!** The inventor would be too busy making money for themselves and enjoying it!

It certainly will not be sold for \$10!

This won't be true because it can't possibly be true!

One thing to remember you rarely know what the product you get actually is! They may have told you that it's amazing or a revolutionary product but they haven't actually said what it is!

Some do spell it out but then there is a catch. And that is “one time offers”.

2. One Time Offers

I hate one time offers with a passion! To me they are a scam and I won't have them unless there is a very good reason for it and it's clearly laid out.

The idea behind a OTO (One Time Offer) is a special offer that is offered to add extra value to the base product.

I have no problem with that. But I begin to get annoyed when there are FOUR or FIVE OTOs each one adding a little bit more.

The real reason is to get more money from someone who has just bought something and so already has their credit card in their hand.

Let's look at a real-world example. Buying a new car.

The base price is quoted and sounds good but then you are offered extras. It's up to you whether you want the leather seats, upgraded engine and so on but at least the basic car is still a good product that works.

For some OTOs you suddenly find that the product you thought you bought wasn't what you thought, instead you got the "lite or limited version" and you now NEED these extra offers to get the full thing. There was no mention of limits on the sales page! **That's a scam!**

So suddenly there's a pro version, an elite version, a monthly club etc etc all at extra costs all with pushy sales videos and "you must ACT NOW!"

This would be the equivalent to finding out that the car you've bought only has wheels if you upgrade to PRO and GO 10 X FASTER!

Burger bars do these upsells all the time and its up to you if you want extra fries, onion rings and so on but at least you get the burger without the bun being an upgrade!

There are also just too many "one time offers" as many as 10! – They are just

helping themselves not helping you.

Wouldn't it be far better if you were told the full price before you paid any money? And if other options and benefits were honestly presented at the start.

Here's my **BIG OTO TIPS!**

1. Don't buy them the first time they are presented. Right click on the **No Thanks** and open the next part of the sales process in a new tab or window. Quite often this brings up the same offer but at a lower price.
2. Don't buy them until you are sure it is what you want.
3. Don't buy them until you have tried the basic product and decide if you actually want to invest more in it.
4. Don't worry the term "One Time Offer" is hardly ever true as its often available from the membership area or offered in a follow-up email.

Don't be put off about including them in your own products but please be honest about what they are and what value they add and **NEVER EVER** devalue your base product just to have a OTO or 10.

3. Products that just don't work for you!

Internet marketing is not a one size fits all way of making money. So, there maybe genuine reasons why a blueprint, method or system just won't work for you. That's why I include 20 profit plan blueprints so you can find at least one you like and will work for you. But there are also two reasons why products won't work for you.

1. Some just don't work for you – maybe because you don't have the staff or resources an Internet Marketing Guru has!

Such as, "invest a few thousand to test the best pay per click keywords!" Most people don't have a "few thousand" just to run a test.

2. They are incomplete – it's as if failure is actually built in so you keep buying and failing, failing and buying and often blaming yourself.

You get so far and then think "now what?" But are soon sent the next product to buy.

3. It's too complex.

It's far more technical than you imagined.

4. Traffic Software!

Internet marketing is full of “**AMAZING TRAFFIC SOFTWARE!**”

There is also some deeply flawed traffic software offers that you should only try with caution.

They can be complicated to set up.

Many traffic software solutions require “API” keys to be set up with the likes of Facebook, Twitter and Youtube so the software can post to them. Some users may find these steps complicated.

OTOs

One Time Offers are common with traffic software offers as you actually end up paying for a version that has a lot of restrictions. You get to pay a lot more for the full version!

Limited life span

A worrying trend is that this type of software has a very limited lifespan. You may find that software that worked well a few months ago just wont work now. I had this experience myself and wanted to include some traffic software inside Really Easy Home Profits. I purchased all the rights necessary but then decided to test all was well. To my horror, the software didn't work now and none of my messages to support were answered.

Really good software usually has a fantastic support team behind it.

5. Why THEY say you fail!

There are so many articles and blog posts telling us why we fail online. Guess what? They would have you believe that it's your fault!

Here are some of the common arguments. Please try to not pull your hair out!

Lack of belief, confidence, and certainty in themselves

They say – “Number one reason is a lot of people fail because they lack belief, confidence, and certainty in themselves, and in the process, and in their business!”

This is of course utter nonsense. Meanwhile they sell you a product to help you prepare your mind to profit!

Lack of patience

They say – “ a lot of people fail is they don't have any patience. They focus on the short-term, not the long-term.”

*You told us we could make money in hours or days! Remember this? “**make money**, in literally just a few minutes”.*

They're not willing to do the work!

They say - “people fail because they're not willing to do the work. They're not willing to fully commit themselves and put in the work that's required to create the success that they want. Success is not easy, guys. People don't achieve success as they're just not willing to do the work!”

*What happened to “bank an **EASY** \$XXX in just X days without any hard **WORK** required”?*

They have crazy, unrealistic expectations.

They say - “they get caught up in this short-term thinking mentality, the get rich quick mentality. As a result of that, they think that “I'm just going to start this and I'm going to make hundreds of thousands of dollars.”

*That's exactly what you told us! Remember, “bank an **EASY** \$XXX in just X days without any hard **WORK** required”?*

6. Actual scams

The above may have been dodgy or shady practices but these are some of the absolute scams to look out for.

1, Affiliate marketing course scams

This type of scam preys on the online business newbie. A sales page with formulaic headlines with huge red text that promise the world.

They use paid ads to drive traffic to their websites, milk it for all it's worth, and give out substandard information full of holes.

The truth about affiliate marketing is this. It is possible to make money this way but...

1. You need to find a market that buys things - *If they don't buy you won't make commission.*
2. Products they want to buy – *you need to find hot products they will buy on a whim.*
3. You provide content to make them want to buy it via your affiliate link so you get paid a commission. *You need to presell the need and desire to buy it and send them to the right website page to click and buy.*
4. The potential buyers see your content – *this means sending relevant traffic to your video, blog or report.*

If any of those four are missing you won't make a penny no matter how hard you try.

Plus - An expensive course must be a Great Course

“Look at my car, my mansion my beautiful wife – you could make millions too. Just send \$2000 to me and I'll show you how.” The key word is “could” as in I could win Olympic Gold or build a house on Mars. These often fall into the Guru gap too.

2, “The \$7 Guaranteed system – keep 100% of the profits”

This “special report” is a few pages long and tells you to post the same advert that you replied to get the same report! They even encourage you to send “this amazing offer” to your friends and family – don't!

3, They claim to sell you a list of companies or people that hire home workers.

Sounds great? It isn't!

You are actually sent an old worthless list of companies and people that is scraped off the Internet. It may once have been useful but not after hundreds if not thousands of others have applied before you.

4, Fill in surveys and earn a few dollars each time.

Sounds easy – scammers make it so hard to make anything at all.

One scam charges a subscription, another sets impossible minimum earnings to actually get paid and other just steal your identity using the data they request from you.

5, Post reviews online

This scam is extremely common. You are told you are paid to write positive reviews on certain websites, and then you are never paid. They get the review, and you get nothing.

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