

MAKING SENSE OF INTERNET MARKETING CHAOS

BY: HENRIK V BLUNCK

www.adsense-success.co.nr

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Foreword

This short e-book is written in realization that some marketers are cashing in rather large amounts on worthless and all too often inefficient products. Some will regard this e-book as an angry text. In a sense they are right. I am calling upon each and every one of you who has been cheated by any marketer to write to me at my e-mail address which is henrik@blunck.dk

I want to publish such findings to truly document all the errors of this "industry". All too many have far too long been able to go unnoticed, and the many marketers that have created their own "lobby of success" will be rather surprised when their empires will come falling down like a house of cards.

Long ago when I began looking into this field of business, things were rather surprising to me. One promise was bigger than the previous one, and everything seemed to be working both automatically and immediately. Slowly, some of the skepticism was replaced by curiosity. I would also like to add that some things have functioned excellently. I have gone past the first Google AdSense payout, beyond selling my first e-book. But, nonetheless, I was surprised by how difficult it actually was – even when advice was followed. Advice that others had assured their paying audiences was, virtually, one of this world's wonders... :-)

Happy reading. It is a foretaste of what will become a very revealing book, I hope.

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Chapter 1 – Status: Ultimate Chaos

Everybody is hunting one another. Common catchphrases:

- "The money is in the list."
- "You've heard the money's in the list. Read This!"
- "The money's in the buying list."
- "No, guys, you got it all wrong. Web 2.0 is the way!"

You got the picture, right?

I was actually quite surprised when, today, a mail arrived in the inbox. It was about one of the most recent e-books (with a video) entitled "The Guru Slayer." This internet marketer claimed there was a missing chapter, and that people should buy through his link. After the money back period they would be given the missing chapter. Smartass-behaviour to say the least!

Needless to say, I unsubscribed from that fool's mailing list straight away. I don't like any form of slander. I will tell the truth on anyone that does anything wrong – even to the point of revealing it on my [Danish blog on making money online](#).

The ultimate chaos, and subsequent extra skepticism for many people who have been mistreated by overly smart marketers has created exactly the environment I anticipated: the goats will be separated from the sheep in the next six months or so. No one enjoys the current environment where people are buying less than ever. Serious marketers are making less money than ever before. Many will break in the near future.

They will have caused their own demise because they didn't stay faithful to their own ideals.



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Lying And Backstabbing

At one time I got in touch with one marketer who was being slandered in that way. Guess what? Nothing happened! The affiliate remained an affiliate, and the marketer continued as though nothing had happened. So much for discovering this person's gmail-account.

It seems all goals and standards set in "normal" advertising is disregarded because these wannabe- and self-appointed gurus don't really care. If one list gets less attention, they simply get on with another list. On and on it all goes.

Where's the loyalty in all of this? Nowhere! You won't find any loyalty in a business dominated by greedy people who bonus their way through earning money online. I would even claim there might only be a dozen really worthy candidates for any "Marketeer of the Year" prize. Why? Because all the others aren't worthy of any real attention.

See How Products Are Launched

It begs our rolling on the floor laughing our behinds off when you see how products are launched nowadays. The same 15-20 colleagues will back up product X – all claiming they only very rarely recommend products from others.

What happens? People are dried off 7\$, 17\$, 27\$, 37\$ or whatever other amount is current fad-of-the-month..... Worthless products are presented as bonuses to make the product appear even more useful. The value of bonus products is, to say it as kindly as possible, subject to the imagination of the one doing the marketing.

Kill The Message – Or Shoot The Messenger?

You, the customer, needs to be aware of the techniques employed by the people behind all these product launches. Only a handful of them are useful – this is mostly seen by what remains online. I am shocked when I see how many marketeers claim they have had a message from such-and-such a webmaster from an adress which, when you check it, turns up as an error-page.

Dirty tricks. I know people will hate me for saying this. But check, double-check, even triple-check before you ever buy anything from anyone you cannot trust. I could have paid you an exclusive dinner for six (joined by my family) to explain all these things in persona if only I had saved some of the money that was scammed because the backup even included what I would normally consider trustworthy marketeers.

So if you get the impression that this chapter is an ANGRY overview, you wouldn't be all that much off base. I get stark raving mad when people cheat my wallet. They can waste my time, they can ask questions and get advice (which they afterwards might not even follow), they can do many things, but when they hit my wallet, I get quite angry.



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Chapter 2 – What Can Be Done?

When all is said and done, there is one thing that would be best to do: Build your credibility online. I have done so by blogging, creating hubs at hubpages.com, writing articles at worldvillage.com, creating my own thematic blogs on various subjects at my own domains.

In the near future the internet marketing bubble will burst. People will grow so tired of worthless offers, **so the best thing you can do is sit and wait. Wait for their credibility to vanish while you build yours.** Truly an unseen niche, especially at a time when growing numbers are accepted at face value, and no one even considers how bad the situation could get.

Withdrawal of funds

Some have grown so cocky that they fail to realize that PayPal CAN withdraw an amount from a marketer's account when he doesn't deliver. The trouble is: many don't take that very necessary step. I have seen this once. I had waited for thirty+ hours without any reply after a faulty download link was supplied to me. But just as soon as I entered "PayPal-withdrawal" into the subject line, I got a reply within two hours.

I had made a conscious decision that this was once too many, and although I realize this marketer was not the only one to scam people, enough was enough. He was going to be the first example if no reply was received within 24 hours. That was a conscious decision.

"Should I Listen" – Even If It Sounds Too Good To Be True?

Your choice. Your wallet. But I would do the math before I ever went along with any of the claims of marketers. When something sounds too good to be true, it usually is. When they claim to earn thousands and their numbers don't add up, something is fishy.

Don't misunderstand. There is huge potential online. Anything is possible at the fraction of the costs previously involved. But it does seem rather strange that as costs have decreased so have the standards by which people think they can have an online presence.

If people ever conducted themselves in that way on the job, they would get sacked long before they could even spell their names. You, the customer, is the boss. Respect is a two-way street. I would rather give an unnecessary refund to someone than ever have someone feel any grudges against me. The latter part is far more expensive in the long run. Anyone should know this, if they had any previous experience in marketing.

What Should We All Do?

Let's recap.

- Don't buy when information isn't credible.
- Trust your instinct. When you sense something is fishy, beware.
- Don't buy if you can't afford it.

If you buy:

- Make sure you put it to good use
- Get going, building your credibility
- Always remember only to market products you know to bring full value for money
- Sit and wait. It may take some time before your efforts are monetized

Finally:

- Never use slander. Make sure you speak the truth.
- Credibility is built – never bought.
- Credibility is lasting

BONUS Article: The Money Is In The Blog

Some marketers are beginning to feel the pressure from antispam-filters. Some newsletters include words like "free" spelled as "fr.ee" or "income" as "in.come" etc.

Why not have a double income source from the exact same content you already publish in your free newsletters?

Monetize news

You might as well release your news as an article on your blog after it has been released to your list. It has a dual advantage. Imagine the people who travel much. Sometimes they may be far from their laptops (and thus also their inboxes), but imagine that you have a good name for your blog, and they have ten minutes to spare...

Where would you like them to go? To your blog, of course. Now, it isn't foolproof, because there isn't always all that big a chance that people will think of YOUR blog first. This is where you have to make an effort. Links, references, resources all need to be in one place to be truly efficient. Your own mini-portal to the world of online income.

So, even though not all that many master this aspect, you could begin creating that awesome page which people will think of when they are away from their inboxes. You will see an increase in sales for a small effort on your part, so why not get going?

You could make the extra effort so that your blog is one or two days behind your newsletters, so people will still want to be on your list, but once it's on your blog, you can monetize using Google Adsense or Kontera or Affiliate Power Ads.

Why not make the best of it? The more you earn the happier everyone is. :-)

Affiliate Power Ads

This is a good supplement to Google Adsense and Kontera ads.

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