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Were You Hyped Or Scammed?

by Lucas Heijn

Do you want to start an online business? Work from home? You are not alone in your quest. You have probably already looked at many things and some of these have cost you money. I want you to imagine you're looking through your newspaper in the classified ads columns, and you come across an ad that reads something like this "Profitable Business Ready To Go" it's an ice cream franchise.

This sounds a really good business. I could really enjoy this. This is for me. You find that it comes with a brand-new ice cream van, plenty of ice cream and chocolate topping. The area that your franchise is assigned to is a new suburb, so new in fact; there are no houses, no people, no customers. This means you really have no business.

Many products on the Internet just the same. You can buy ready-made websites, loaded with products ready to go. You are told, you can start making money within 24 hours. So you buy the product and set up the site on your new web hosting account. You make sure all the payment buttons are working. And then you sit back and wait, and wait, and wait. Nothing happens.

This website, you just put up is just like that ice cream van. It looks great. It even works great. You've tested those payment buttons and they all work. But you make no sales. You have no customers.

You were told this product is selling like hotcakes. You will have your money back and more within 24 hours. That was just hype. Hot air.

Is there a difference between hype and being scammed? There is a similarity in that both hype and scams are designed to get money off you. But there is a difference. Hype is not a total untruth. Hype is stretching the truth to make something appear better than it really is.

There is a difference, though. In a scam the scammer uses totally dis-honest means to get your money. The scam is much like a con in that it poses to be something it is not. Like me you have probably received e-mails from people claiming to be PayPal who want you to fill in your details. They want this information so that they can use your PayPal account, fraudulently. You end up out of pocket with nothing to show for it.

Hype, on the other hand offers you a legitimate product, but it over states the truth. Any product on the Internet that promises you instant success is hype. If you want to start a business on the Internet there is no such thing as instant profits. Anyone that promises you other wise is stretching the truth.

Whether you run a business online or off-line, it takes time to build it. You need to build a customer base. You need to convince your customers that you are there for the long haul, that you're not a fly-by-night operator.

Remember our ice cream van? Great new van. Plenty of products. No customers. Your new website is exactly the same. Nobody knows you're there. You need to draw traffic to your new site. This doesn't happen overnight. It's a process that takes a lot of time and hard work.

To get traffic to your site is really another subject. I will explain this in another article.

About the Author:

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