

# Internet 101: If You Annoy Me, I Won't Buy!

By Dave Turner

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Dear Mr. Webmaster:

I came across your website the other day, as I was surfing the internet.

I'd like to be able to tell you how attractive your website looked and that I made a purchase. Unfortunately, I can do neither.

Why? Because I honestly don't know what your website looks like, and I didn't buy anything. You see, I was too busy fighting your pop-up windows.

As soon as I landed on your website, I was greeted by a pop-up inviting me to subscribe to your wonderful newsletter. I probably would have later on, but at that point, I just wanted to take my time and look around first.

But you wouldn't allow me to do that, because no sooner had I closed the first pop-up when up pops another one (no pun intended). This one was inviting me to sign up for a free internet marketing course.

Again, I probably would have later on, had I been given the opportunity to look around first. Anyway, I immediately closed that window. No sooner had I closed that window when--you guessed it, another pop-up. This one was inviting me to download a free e-book I had apparently won.

Well, in my book, three strikes and you're out! I didn't even bother closing the third window. I instead attempted to exit your website altogether. But you wouldn't even allow me to do

that. Trying to exit your website, I was literally bombarded by pop-ups and pop-unders. You even threw in a few "pop tarts" for good measure.

By my count, I closed eight different windows, before I was able to wrench myself free from the vice-like grip of your army of pop-ups.

Why did you do that, Mr. Webmaster? Why did you annoy me to distraction? Is it because you have so much money that the few dollars I might have spent no longer matter to you?

Or is it because you see me as just one insignificant person? And if I happen to get annoyed and don't buy anything, it's really no big deal?

Well, my friend, do I have news for you! In your eyes, I may just be one insignificant person. But I know hundreds of other people whom I won't be telling about your website. And if you annoyed me, Mr. Webmaster, imagine how many other people you probably annoyed. 20? 200? 2000?

And all of those people know dozens of other people too and so on and so forth. That's potentially hundreds of thousands of people who will never know about your website. That's a lot of money that you'll never see.

Now I ask you, Mr. Webmaster, is annoying even one person really worth it?

Sincerely,  
Dave Turner

Dave Turner is a writer and entrepreneur with over twenty years of home business and marketing experience. Questions? Comments? Dave can be reached at <mailto:dave@freebizadvice.com>  
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