

# Beware the Online "Bizz-Op"

By Jim Edwards

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How to Write and Publish Your Own eBook <http://www.7dayebook.com>

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Anyone with a lick of entrepreneurial spirit and a brand new home computer has wondered at least once how to put both to work on the Internet making money.

The online world beckons more than ever with the promise of instant riches for the next "million-dollar" idea. For those who can't think up their own product or service to sell online, thousands of business opportunities tout themselves as the path to online riches.

To cash in and get your piece of the pie, they explain, all any self-motivated, self-starter needs to do is hand over a couple of hundred dollars and they will instantly find themselves in a "proven, turn-key" business on the World Wide Web.

Many online business opportunity sellers, "bizz-oppers" for short, fail to mention that the real money for them lies in getting people to sign up for the opportunity itself.

These bizz-oppers have multiplied like fleas on a stray dog, and can open and close up shop online faster than a con man with a card table at the local flea market.

Though many online opportunities seem legitimate, many represent little more than ideas that might work if you devoted every waking moment to working them.

If you want to use your computer to make money from home, asking the following questions should help you actually choose a business opportunity with a fighting chance for success.

NOTE: Though some of these questions may seem a bit abrasive, I'm tired of seeing people get ripped off.

1. What is the business's target audience? Realistically, how many people can and will actually buy the product or service?
2. Why do they need you? Why don't they just do it themselves and keep all the money? (This usually exposes businesses only interested in signing people up.)
3. Is there a sign-up fee? If so, what does the fee buy you? Technical support? Marketing materials? A website address?
4. If the business involves using their website, can you modify the site or is it static? You won't benefit much from a site that looks like a thousand others if you plan on using the search engines to promote it.
5. How do they track your customers as opposed to another affiliate or distributor? Sites that use cookies to track visitors and commissions only work as long as the customer retains the cookie on their computer.
6. Will the company solicit your customer for other products and services? If so, will they pay you a commission on additional purchases?

Use common sense when investing in an online business opportunity.

Don't come across with any money until you've had a chance to talk with at least ten people who have bought into the opportunity, as well as ten people who were unhappy with it and quit.

If the opportunity promoters won't give you names of happy and unhappy clients you need to keep looking.

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