

# The Truth About Internet Fishing, er, Marketing

By Joe Bingham

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NetPlay Newsletters <http://www.netplaynewsletters.com>

This article is pure gold! Nothing like this has ever been written, nor will be. Learn now the deepest secrets behind making HUGE profits from instant sales.

The POWER of the Internet will explode profits right into your bank account! Supercharge your sales system with time proven easy methods. Your six figure income dreams are about to become reality!

Why?

Because I'm writing using big terms making everything sound super wonderful, that's why! And for no other reason!

I read an article the other day that flat out said the reason all of the BIG marketers are so successful is because they make everything sound bigger and better than it really is.

Hmmm. I bet all of the BIG marketers catch a lot of BIG fish, too.

You know, I went fishing last weekend and caught a 47 pound largemouth bass using a piece of sour apple taffy on a barbless size 12 hook and sewing thread tied to the bumper of my car. Yep, that bass hit that taffy hard, so I punched the throttle of the car and jerked that sucker clean out of the water. As I saw it flying, I popped the trunk of the car, and as soon as I heard him land inside, I headed home and told my wife to fire up the skillet!

Want to send me \$29.95 now so I can teach you how to fish?

Most people I know don't argue with old fisherman and their incredible stories, but listening to them doesn't cost anything either.

Does anybody argue with the BIG marketers, though? No. Why? Because we all know they are making money. And how do we know that? Because they have made OUR money!

Maybe making it rich strikes deeper in our hearts than catching a large fish does, but what happens to our nose for sniffing out the stench of a load of B.S. when it comes to reading marketing sales copy?

Oh yeah, we're all allergic to being poor and it stuffs us up so we can't smell.

Am I trying to cut anybody down here? No, not really. I mean, I love both fishing and Internet marketing. It's just that I've always made my points on the opposite side of the fence. If I tell you I caught a big fish, I'll back that up by getting it out of the freezer and having you over for dinner.

In truth, some of the BIG marketers DO deliver what they promise. You do need to be careful, however, because there are plenty that don't.

Realize that even though the sales copy is written so that it sounds like their deepest desire is to help you out, the true overall objective is to make sales. That's ok, that's what we are all trying to do. I like making money just as much as the next guy. I'm just saying be sure you know exactly what you are going to get for your money before you spend it. Don't buy into something on the hype of what it might do for you. Demand to KNOW what it WILL do.

There are marketers who deliver on their promises and do their best to be supportive of their product or service, however, there are plenty that are too concerned about making the next sale to follow up on yours.

Make sure you are getting what you want before you buy. If you're not sure that you will, ask questions. If they are unwilling to answer, more than likely their fish isn't as big as they said it was.

As for real fishermen, there's only been one that ever fed as many people with his fish as he claimed he could.

That was Jesus, and he over delivered.

As far as I know, though, Jesus isn't involved in Internet marketing, so trust carefully.

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