

The So-Called Experts

By Peter Twist

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These so-called Experts !

For many years now I've been studying successful people, always intrigued to know what makes them tick.

One group that fascinates me are the Success or motivational "Gurus" You see, a lot of them seem to make money by telling you what you should be doing in order to be a success, they use themselves as examples, but some of them are only rich and successful by telling others 'how to' To me, that's easy, as the great singer Michael McDonald says in a song "Anyone can say what's wrong, but that don't make it right"

The people I admire most are the ones who 'walk the talk' they know what it's like to get up on a Monday morning and not want to do anything, how it feels when things keep going wrong but you have to keep a smile on your face, what it's like to have had hardships and make sacrifices, not to mention many mistakes along the way.

I was drawn towards people like Brian Tracy, as well as consulting and mentoring he had already run a number of successful companies plus he's a nice guy, I had the honour of meeting him at a seminar. Well, now more than ever with the growth of the internet there are so many 'gurus' going around, and also now more than ever it's so difficult to tell who's genuine and who's not.

I have always maintained that the internet is great for giving all of us a level playing field enabling us to compete with the big boys, but it can also hide a lot. Think about it, in offline business you get to see the company address, telephone number, some of the staff details and so on., now, someone working from a bedroom can claim to run a big international company.

When you visit a web site, check the following;

The person's name and possibly photograph
A snail mail address and country
Phone and fax number

Once you have a name, do a search on them with Google, Altavista to see if any related information comes up

Does their name show up on discussion boards

Use a program like Alexa, this displays information in your web browser about the site you are looking at. If the guru is claiming to be great at getting you business or hits, with Alexa you can see how much traffic their web site is getting.

If they have a newsletter or ezine, sign up for it and see what it's like.

Have you seen many articles written by them around the internet ?

Send an email to their contact email address and wait to see if they reply, even if you do get a reply see if it answers your query or whether it's an autoresponder message.

Phone them up !

Do they offer a 'no questions asked' guarantee or refund ?

How do they process credit cards, is it a reputable company like Clickbank, or 1Shopping Cart, do they use VeriSign and so on.

All of this sounds like common sense, but you'd be amazed how many people get ripped off by giving their credit card and personal details without checking first.

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mailto:powercomma101@postmaster-email.com

Peter Twist discusses these and many other internet issues in the new ebook "21st Century Internet Experts" - a PDF format book with streaming audio where he interviews 8 of the world's top internet experts.

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