

# 5 Warning Signs of a Scam Business

By Sandra Stammberger

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For years now the rush has been on to mine the Internet and find "gold." Just like miners in the old U.S. west, people flock to the Web hoping to strike it rich. Is it possible? Sure it is! However, those miners of old had to watch out for "fool's gold." You - in the days of the Internet - have to watch out for scam businesses.

Most scam business offers have five things in common. Before you decide to invest your hard-earned money in an Internet business, be sure to compare the offer to this list. The following warning signs might very well help you avoid a financial disaster!

1) No Contact Information or Limited Contact Information - Most scam artists don't want you to be able to locate them easily. After all, if you could find them easily, so could the authorities. That's why they often only give an email address (usually from a free provider like Yahoo or Hotmail) and/or a post office box. On the other hand, reputable companies DO want you to be able to contact them quickly and easily. They'll offer several ways... telephone, physical address, email, fax, etc.

2) No Verifiable References or Testimonials - Notice I said, "verifiable." Anyone can make up references or testimonials that would make you think a business opportunity is wonderful. But can you verify them? Do they list Web site addresses or email addresses for the people who supposedly gave the testimonials? Is there a way to contact the satisfied customers? If not... if you only see a reference ending with "John D. - California" - beware.

3) Phony Association Information - Many times, we take for granted the fact that someone offering a business opportunity is a legitimate company just because a Better Business Bureau or iCop logo is posted on the company's Web site. Not true! These logos can be simply copied and pasted onto the scam artist's site. There is a way to verify whether the company is a

legitimate member. Click the logo. If it goes to a profile of the company (on the BBB or iCop site), you'll know this company is an authentic member of the association.

4) "Make Thousands With No Work On Your Part" - This is the biggest lie on the Internet today. Everyone loves the idea of making thousands of dollars while they sleep. Is it possible? Yes! That part isn't a lie. The statement that it will take no work on your part is the lie. Even if the company gives you a free Web site, free products to sell for 100% profit, and a free shopping cart, you still have to work - and work hard! How will people find your new Web site? You'll have to market it. That takes a LOT of work in and of itself. Beware when people tell you that their business opportunities take no effort from you.

5) Rushing You To Make A Decision - I'm not talking about the product sites that offer special discounts if you buy before a specific date. I'm talking about the business opportunity companies that - instead of answering your questions - pressure you to go ahead and buy in. I advise you not to trust anyone who is unwilling to give you the information you need to make a qualified decision. I can almost promise a scam is involved if that is the case.

The bottom line is this: Any company offering legitimate business opportunities will want to talk with you, will want to give you all the information you need, will not give a false appearance of credibility, will help you work through the financial aspects of joining the company, and will have verifiable references that you can contact. Beware of anyone who does not offer these things. By keeping your eyes open for the five warning signs listed above, you can save a lot of trouble and money.

Reference Box:

Sandra Stammberger works with legitimate businesses to help them promote their biz op to thousands of interested individuals. If you have an upstanding company who is looking to recruit new signups - guaranteed - visit <http://www.guaranteed-signups.net> today!

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