

# HeadLiners and HeadCases

By Bob Pladek

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Bob Pladek  
outbroker@comcast.net

Insincorious Business <http://mydeas.com>

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Article title:

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Every so often, my little puzzler makes me sit down and take stock of all my missed opportunities in life. Nowhere have I missed more than in online marketing.

Remember when the guy in the wagon actually had to show up in town long enough to unload his elixir and time it just right so its magical powers began to take effect after he left? You got to love it when the wagons are legion, the elixirs countless, and the snake oil salesmen come right to the door of your screen. Makes being taken so, so much easier.

“Marco and the Magical Little Money-making Machine”

I’d write this fairytale, but its been done. A thousand plus times. Same ending. Not pretty.

“Intrepid Internet Investors: Incredible Instant wealth Initiatives.”

This story is not only history, and not only late-breaking, but tomorrow’s news as well. Plus I’m no fan of alliteration, in writing or in business concept.

“Be Your Own Boss.”

Great idea. Warning: you may find him or her a worse taskmaster, or a lazier son/daughter of a beeetch than the one you left.

“I WAS A MILLIONAIRE BY THE AGE OF 25”

I’d say “Retire now, please. Give someone else a chance,” but I KNOW that you have and that you are such a great person you’re going to tell us all the secret of your success.

Sorry. “sell.”

“\$9.99 for 10,000 hits”

I could have, but didn't, pay \$54.95 for about 120 thrown at Tyson's head. At least some of THEM were effective.

"Dear Potential Member....."

Ladies and Gentlemen, you got THAT one right.

"7 Marketing Secrets THEY Don't Want You to Know."

Those darn old "THEY." The "spy-gone-over-to-the-other-side" angle. Insider info. Probably obtained from THEY at great personal risk. But are there others beyond the 7? I've read some spys claim 10. Or 25 even. Maybe those are different "THEYS." It's all so confusing. Incidentally, a Google search of the phrase "Marketing Secrets" revealed 514,000 hits. When is a secret NOT a secret anymore?

"The Top Ten Most Common Mistakes Network Marketers Make."

Now, I dunno the answer, but my guess is it has something to do with not knowing the 10 Marketing Secrets. This is where it pays to only not know 7, I guess.

"MLM LEGAL"

I just cannot decide, in my own muddled head, whether it is a good idea or a bad idea to have a law firm specializing in MLM Marketing. I think it's a good idea so long as they retain the ability to refer people to other firms. Who can refer people to still other firms. Who know of some great references.....

"The Psychology of Selling. Your Price: \$69.95"

<http://www.hiqhq.com/sellpsych.asp>

"The Psychology of Selling. Your Price: \$155.00"

<http://www.amanet.org/selfstudy/00905.htm>

"The Psychology of Selling Coffee. Your Price: free."

<http://www.heritage-coffee.com/Psychology%20of%20Selling%20Coffee.htm>

Take my advice: copy the coffee one, and use MSWord to find/replace whatever it is you want to sell. It works. And you can buy a lot of coffee for \$155.00. You'll need it to stay awake to handle all the sales, no doubt.

"Make 300% to 500% Profit and More ...

Over and Over Again ...

No Matter What the Market is Doing!

NO Charts NO Studying Start with as little as \$250" <http://www.optionpro.com/index2.html>

Your price: \$195/yr. Leaving you \$55. By my calculation, \$195 is a little over 300% of \$55. Man does NOT lie.

"Maximum Online Auction Profits/How to Make \$3000/month on eBay"

1. Your cost: \$19.95

2. Book NOT listed on eBay

3. Join and you get affiliate income

4. Order Today and Receive Info On How To Easily Make \$500 in 1 Hour! [I guess they only expect you to work 6 hours/month] You'll also get a free certificate for a 3 day vacation to Las Vegas, plus 6 other bonus items!

There is so much here one hardly knows where to start. I suggest we just giggle and move on. I guess this is making money on eBay. Sorta.

My favorite on-line words are "Guaranteed Success" It's all I ever strived for, after all.

These were the top 10 finishers (of the ones I could understand) when I went looking for fail-safe business opportunities.

- StrikingItRich.com by Jaclyn Easton - GUARANTEED SUCCESS TIPS
- Cookbook Publishers: Guaranteed Success
- User Friendly: Guaranteed Success
- ROSACEA-LTD III: Guaranteed Success in Limiting Rosacea
- For Guaranteed Success, Listen To Those Who Use Your Web Site ( ...
- Guaranteed Success
- @ Profitabil e-business - Guaranteed success or refund money.
- Guaranteed Success from Mind Quest
- Guaranteed Success --The E-Commerce Solution for Direct Sales ...
- ~~~FUNDRAISING~~~ GUARANTEED SUCCESS~~~

The only question to be asked, is "whose"?

And that's not all that hard to answer. I guarantee it.

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<http://myDeas.com>

mailto: outbroker@comcast.net

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