

Get rich quick?

By Cajun Clark

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Cajun Clark's Cookbook <http://www.cajunclarks.com>

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When the World Wide Web first started, when Internet marketing was in its infancy, somehow, somewhere folks came along who saw an opportunity, started writing on the subject, and became "experts." Right, wrong or indifferent, when you're involved in something new and unproven, it's easy to become recognized as a "professional."

This first generation stuck with their marketing; some failed, but others succeeded. And for those that succeeded, there was another generation coming along who did what was hoped for but not expected: they validated the first generation. Whether it was because they believed in those who had come before for ideological reasons or financial gain, only they know for sure. However, now there are two generations purporting to be experts in subjects pertaining to www marketing. What more credibility could you ask for?

Now, enough time has passed to be in the third generation. And what's to be found. For one thing, pyramid schemes have made it into cyberspace. One so-called expert touted a fantastic program, guaranteed to make you rich within a matter of months. However, you had to pay a fee to participate. And like the old snail-mail chain letter of years gone by, only the ones involved in the top level succeeded; everyone else down the line lost!

But that's not the end of this sad scenario. Consider this: Get rich schemes are nothing new. For all we know they may have even been around since humans walked the earth! Can you hear that sales pitch now? Fire starting made easy. Learn the secrets of fire starting, for the low price of one mastodon roast.

You know there would always be a certain number of susceptible people, or perhaps gullible is more apt, who buy into this hype. Problem was, there were only a few ways to build a fire, and they all required that certain basics be performed.

If we advance in time several hundred thousand years and consider a slightly less fictional example of recent history I give you the medicine wagon show promoters. Every one of them--east, west, north or south--had an elixir guaranteed to cure gout, croup, aches, pains, and every thing else under the sun. Wrong! However, what these cure-alls would do for you is produce intoxication and addiction.

Ten to twenty years ago, the same claim to fame was being made. But no longer was the message being made from the back of a wagon. Now the "secrets of success" came in the form of records, cassette tapes and books. Several that immediately come to mind are: Napoleon Hill's "Think and Grow Rich." Norman Vincent Peale's "The Power of Positive Thinking." Robert Ringer's "Winning Through Intimidation" and "Looking Out For Number One" are a couple more from that time.

Don't misunderstand me, these books and others, had several things in common. They were good "reads." They caused you to think. They gave you ideas that you may or may not have thought about before. But what they did NOT contain was the plan or road map on how to get rich quick!

What they encouraged was to always keep learning. So that you would not only be able to recognize an opportunity when it presented itself, but to also be able to take advantage of that opportunity. Hard work was, and is always required. Because the harder you work, the luckier you get. Enough said, the old ways have been explored, now it's...

Cyberspace, The Internet, World Wide Web, call it what you will; Get Rich Schemes abound. You read right, Get Rich Schemes abound. "Pssst. Hey, over here, I've got the secret."

What's the secret? How to get your web site ranked number one; How to add 10,000 names to your mailing list in 10 days; How to...How to...and on, and on. All you have to do is fork over X amount of dollars, and you'll be in on the secret. Many times, if you sign up for their newsletter--oops, sorry, guess that should be ezine--you'll be given the secret for free. Right. But every time you receive an email with whatever you signed up for, there'll be at least one sales pitch, usually more. One important fact is, there's no such thing as a free lunch.

Now granted, there are many Internet marketers that provide

valuable products and/or services at a fair price. But they're hard to find. However, when you do, stick to that individual like super glue. Develop a one-on-one, mutually beneficial relationship with him or her. Share what you learn, be thankful for the opportunity.

Finally, whether you realize it or not, when it comes to web site statistics--the books are cooked. Yes, just like some of the corporations that have been in the news. For instance, you have a web site with 10 graphics on the first page, a visitor clicks on your site for one-nanosecond and you're credited with 10 hits. Huh? How's that again? If you have three graphics on your front page, a visitor visits for 10 minutes; you're credited with three hits. Interesting concept; don't you agree?

Oh well, just remember...There's no silver bullet. There's no such thing as magic dust. There's no alternative to learning, being ready for when the opportunity presents itself, and implementing the basics day-after-day-after-day. There's no other way.

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