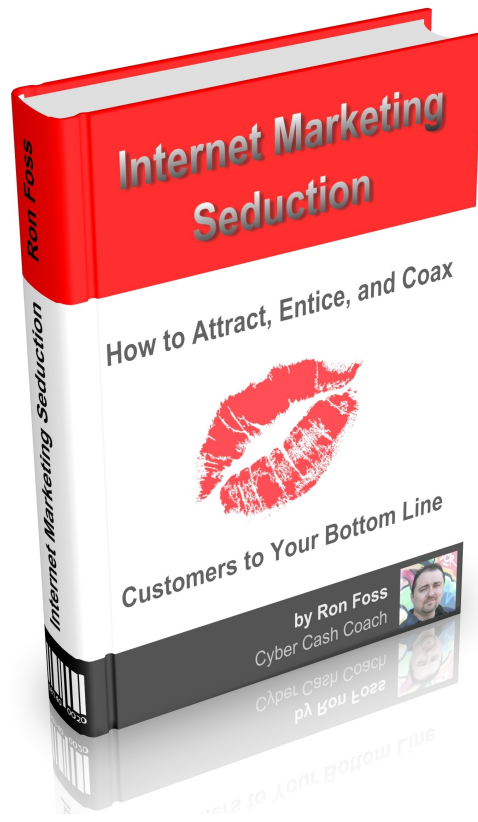


Internet Marketing Seduction

*How to Attract, Entice, and Coax
Customers to Your Bottom Line*



by Ron Foss, [Cyber Cash Coach](#)

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Table of Contents

1. Introduction
2. Creating Controversy
3. The **"Shock"** Tactic
4. The **"Scare"** Tactic
5. The **"CCL"** Tactic
6. The **"No Price"** Tactic
7. The **"Testimonial"** Tactic
8. The **"WIIFM"** Tactic
9. The **"Countdown"** Tactic
10. The **"Review"** Tactic
11. The **"Get Personal"** Tactic
12. Wait . . . There's More!
13. An Offer You CAN'T Refuse
14. Getting All **"Hyped"** Up
15. **"Trash"** Talking
16. Show 'Em What You Got!
17. Go **"Pro"**
18. Let's Be Partners
19. Shh! This Is Secret
20. Do You **"Qualify"**?
21. Let's Go Through This One More Time
22. In Closing

Introduction

It's a fact. Internet Marketers use "dirty tricks". Although many of them won't admit to the fact. Still, it's the TRUTH! Some of them may not even realize they're using them. And some of them **DO** know. The latter half are the folks that are raking in the cash daily.

What **IS** a "dirty trick"?

Well, that's easy. It is a sly method used by people everyday to get a desired reaction out of another person. Or at least that's my take on them. When you think of these words, you may think "rip-off", "unethical", or "illegal".

Let's get one thing straight right off the bat:

The tactics discussed in this report are **NOT** illegal.

They are **NOT** unethical.

They are **NOT** a rip-off.

But they **ARE** a bit on the "crafty" side. Crafty or not, the point is THEY WORK. And if you're **NOT USING THEM**, then you're LOSING MONEY.

So, why did I call this collection of tactics "Dirty"? Because they are psychologically "sneaky". They scream out. . .

"PAY ATTENTION TO ME!"

And boy do they ever get that type of reaction. You grabbed this eBook, right? It caught **YOUR** attention, didn't it? Whether you consider yourself the most honest person in the world, you still wanted to know what these so called "dirty tricks" were, didn't you?

Maybe to arm yourself against them. Or maybe to even use them yourself. The fact of the matter is, you are here, reading these words right now regardless of the reason. So the title I used WORKED TO GET YOUR ATTENTION AND MAKE YOU TAKE THE ACTION I DESIRED.

And really, it's simply a matter of human nature. People always want to know the dirty secrets that others seem to be hiding. Why do you think

all those "rag mags" sell so well? Sure, you probably know that most, if not all of the stories published are a bunch of lies.

But you still want to read it. Even if it's just to prove to yourself you were **RIGHT** and it's nothing but a pack of filthy **LIES**. Dirty trick I know. **That's the point!**

And that's just what you're going to learn inside this report. How to do the exact same thing to bring you in more money.

Diving right in, we're going to discuss my #1 favorite dirty trick. . .



CREATING CONTROVERSY

This has to be one of the **BEST** ways to generate sales. Controversy creates two types of interest. Negative *and* positive. And both forms of interest work together to make you profits. *How exactly?*

Well, let's do a quick example:

"Person P" and "Person N"

Person P loves what you have written and can directly relate to what you have said.

Person N on the other hand thinks you're an obnoxious creep full of insane beliefs.

Both "Person P" and "Person N" comment on your writing. They read each others comments and they are inflamed by those comments. So, they begin a back and forth battle of words based entirely on what you had to say!

Now comes "Person S", "Person V", and "Person C". They add their two cents worth and take sides of who's right and who's wrong. Then come more comments. And more, and more.

If you're selling something that expands on your initial post, you'll get *both* those that hate what you had to say, and those that love it, buying your product.

The **negative** folks will want further proof that you're a total moron while the **positive** folks will want to learn more about what you are teaching or saying.

Every single day, millions of folks hop onto the internet and have something to say. Most likely they'll do this through writing, whether it's through an article, an email, or a blog.

The "trick" is to make what you discuss controversial through your writings.

Don't be **BORING**. That won't do a thing for you. The essence of creating controversy is by using **passion**.

If you've had a bad experience with another person,
tell people about it.

If you really love a particular product, or person,
tell people about it.

But be sure that your writings can convey the passion that you feel, whether it's **negative** or **positive**.

If you are effectively creating controversy through your writings, most people that read it will either love what you have to say or hate it. Either way, they'll **TALK ABOUT IT**.

And if you give them a chance to communicate how they feel about it, this will lead to more profits in your pockets! But, in order to use controversy you have to be willing to take a stand on a certain topic. No "*wishy-washy*" comments will do.

If you make people angry, **GOOD!**, but don't back down on your opinions. That defeats the purpose of using this tactic completely. If some people don't like what you're saying, **who cares??** At least you had the guts to stand up for what you believe and say it.

And that's the point that will come across to those that love your writings.

I KNOW FOR A FACT that this works. Jason Cain is a living example of this dirty trick. He uses controversy in his writings and makes immense profits from the dust he stirs up. Some folks **hate** him. Some folks **love** him. The love-hate factor doesn't really matter though.

What **DOES** matter is that people are reading what he has to say. And they are **LISTENING**. And, they are **BUYING**.

Another terrific example is a fellow by the name of Stuart Halpryn. He creates controversy through the amount of money he charges for products he sells.

He lets his readers know that he is directly responsible for angering other marketers by charging extremely low prices for *their* products to

his customers.

And it works! He's earning good money from using controversy.

The whole idea of this tactic is to speak your mind, send off a spark, and watch it build into a **roaring flame**.



THE "SHOCK" TACTIC

I'm sure you've heard the term "*shock value*" before. Well that's what this tactic is all about. Shocking your readers or customers.

Some folks will use strong language to shock their readers. Some will use incredible stories. And still others will tell them how they have made huge mistakes.

How many times have you heard or seen these:

WARNING

DON'T BE AN IDIOT LIKE ME

I WAS A LOSER UNTIL I . . .

YOUR METHODS OF MAKING MONEY STINK!

***IF YOU DON'T WANT TO DO X-Y-Z THEN
LEAVE THIS PAGE NOW***

STOP BEING AN WIMP AND COMMAND MORE RESPECT

20 TIME MORON FINALLY GETS IT RIGHT

HIGH SCHOOL DROP-OUT MAKES SIX FIGURES A YEAR

Or something similar. They get your attention don't they? Sure they do! And that's why they get used. They suck you in and make you want to keep reading.

Let's be honest here. If you can't do a simple thing like generate more interest in what you're selling, *then you won't make any money.* Simple as that.

People, despite what they might say, want to be successful at one thing or another in life. And they want to be the best at it. If they feel they can better their own lives through your tragedy all the better. That's one less person they have to compete with! Plus, they won't feel stupid by making that same mistake. **Even better.**

Use this tactic **sparingly** though. Too much can turn off your prospects and have them hunting for their answers somewhere else.



THE "SCARE" TACTIC

Yes, it's possible to **scare** your potential customers into taking action. This is particularly useful if your topic relates to health, money, or love. I mean really, who wants to be sick, poor, and alone? Hmm. . .I don't see any hands raised. **EXACTLY!**

Fear can be your greatest salesman. Truly. Think about it. When the 9/11 tragedy rocked the nation, how many jerks do you think made money from it? **A LOT**. It's sad, but true.

They scared the heck out of people and sold them gas masks in case of a toxic gas epidemic. And what about all the other snakes out there that made money by selling t-shirts, bumper stickers, and other useless garbage? Yeah, maybe they gave a portion of their profits to the families affected, but I can almost bet it was a very tiny fraction of their overall take.

Am I saying take such a devastating event and work it to your advantage? **ABSOLUTELY NOT!** That **IS** completely **unethical**. What I'm saying is that you **CAN** use the fear factor to make people take action.

Say, for instance, you're trying to make some money by selling an ebook about how to protect your computer from malicious viruses. Wouldn't you want it more if you knew what kind of *catastrophe could occur* to your computer if you ignored such useful information? What if you ran your business from your computer and it went kaput on you? Wouldn't you want to save yourself *thousands of dollars* just by spending twenty?

That's the idea behind this *dirty trick*. Use your customers fears, ethically of course, and you can generate more **profits**.



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