

Hi there

Is it that time already?

Right, before we hit the weekend, there's something I need to get off my chest . . .

What in the world is EVO?

Now you may have seen emails flying around promoting the pre-launch of something called EVO - an online gaming/money-making opportunity. This is from the same outfit that brought us Virtual World Direct (VWD), the UK and Euro Lottery syndicate that I fully backed a couple of years ago.

Before I get on to what I think of EVO, let me tell you that I am still very happy with the VWD opportunity - the cheques are still rolling in for very little effort and I have had a couple of nice lottery windfalls (one for £1,000!).

Anyway, the VWD guys obviously have ambitions for worldwide domination and have now come up with EVO (short for EVOLution - geddit!). What we have here (at least what I can fathom) is a mix of Web 2.0 (all that social networking you have on Myspace and facebook), with a network marketing plan and online gaming.

Now much as I have pushed the guys at the top they have not really offered any further details that will allow me to make an objective assessment of the opportunity.

What they have released is the usual MLM gobbledegook about payment plans. Now I think I have a reasonable brain, but this stuff just goes over my head and that worries me.

Also, I have expressed my concerns on the nature of the games that will be played online. VWD had better have some of the top software geeks in the world at their disposal if they are going to go head-to-head with what is already a very crowded and competitive business.

But hey, all this might be clarified in the weeks ahead and I will be the first to give EVO my thumbs up if the evidence stack up.

What peed me off a little this week was the VWD marketing team sent out some emails that appeared to come from me to those who had signed up on my VWD list. They used my name in the 'From' line and were obviously trying to drum up as much excitement (and sign ups) to the new opp and used my name as an implicit endorsement.

Tut-tut! I was very quick to get them to remove this. As you know, I would never put my name to anything I hadn't checked out thoroughly. As it stands, I am not convinced about this opportunity. Yes, I have been very happy with VWD's professionalism in the past and I don't have any complaints (and only praise) for the way they have handled VWD . . .

But this could be a step too far . . .

I WILL report back on this one very soon and give you my verdict!

Have a great weekend

Nick