

Hi

How ridiculous is this . . .

I met 2 of my cousins for a drink last night.

No, that's not the ridiculous bit . . . what's weird is we've all been living in London for years and our offices are within walking distance of each other, and yet we have never met up!

That's impersonal London for you!

Now I'm not sure if it is something to do with the Laight entrepreneurial genes, but we each had eerily connected lives. While I publish business opportunity, investment and gambling advice, one cousin - Paul - works as a trader for a binary betting broker, while Jonathan is a retail analyst for a bank. But his greatest passion is betting and even had a share in a couple of horses! It was incredible how much our interests overlapped and I got some great new ideas.

Anyway, the reason I mention all this is that we actually have Facebook to thank for bringing us together. You probably know <http://www.facebook.com> - it's a free online social networking site. I suppose you could describe it as a funkier version of Friends Reunited.

Everyone seems to be talking about Facebook right now. It's a little like YouTube was last year and Blogger.com the year before that.

Is there a way for us to make money out of Facebook?

Well nothing immediately jumps out at me. However I know that there is a lot of buzz in publishing circles right now about how to

exploit user-generated content through the likes of social networking sites and wikis!

Wiki-what? Don't worry . . . that's just a fancypants term for what are basically collaborative sites where the content is generated by users for free.

Now imagine if you could form an online community of people who share the same passion for . . . hmmm, let's say children's TV Shows from the 1970s - now what if you went to all the existing forums devoted to nostalgia and invited people to come along to your site and add their own posts about specific shows. Over time that site could turn into a recognised source of reliable info on that subject.

Just think how your site would be viewed by search engines! All that ever-growing keyword rich content would send you to the top of the results pages pretty quickly.

And with all these people visiting your site - both to add free content and those who have stumbled across your site - how easy would it be to monetise those names by having an affiliate deal with eBay and Amazon so that people could go on a nostalgia trip and buy DVDs and related memorabilia of their favourite shows!

Hmmm . . . now as I write this I realise this might be a very viable model!

Let me investigate further and I'll flesh this out some more and see if I can do a full-blown business blueprint for you . . .

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Did you get half a letter yesterday?

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Did you get my letter yesterday - the one that alerted you to the very exciting opportunity to profit from the financial markets?

If you did, then you may have noticed that the gremlins at our mailing house had spirited one

of the pages from my letter away so that it ended mid sentence! Thankfully, all that is missing is my signature and a PS!

Apologies for the mistake! But it does give me a good excuse to give you advance warning that we are opening the doors to the brilliant Don't Tell The Professionals trading course for one week only. All this is due to the unique market conditions.

If you haven't a clue what I'm talking about - don't worry I'll be sending you full details tomorrow. But in the meantime I can give you a sneak peek [here](#)

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If you want to make money from Import/Export, go to this seminar

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Justin Power is a nice man - a VERY nice man.

He's an old friend and head honcho over at Wentworth Publishing. You may recognise the name, as Wentworth are responsible for everything from Government Auction News, the classic Bruno Furst Memory Course and the Schmidt Report Tax letter.

A couple of years back Justin also bought Wade World Trade's Import/Export course. Now I have very fond memories of this as I did my first freelancing copywriting stint when it was owned by Peter van Berckel back in the mid 1990s. They've been running the same small ads in the national press for decades (and the course itself was first launched back in 1946, so it could rightly lay claim to being one of the oldest surviving business opportunities in existence!).

The course reveals how to set up your own Import/Export Agency where you match buyers and sellers and take a cut in commission. It's a solid business opportunity and gets my highest possible recommendation.

But that's not what I wanted to share with you.

Justin told me about a one day seminar he was putting on and I thought it was so interesting I'd let you know about it. This Seminar is for ideal for anyone interested in a business opportunity that requires next to no capital. And of course, if you are already running a small to medium-sized Import/Export Agency - or you would like - it's well worth attending.

Full details [here](#)

By the way, I don't get a penny from telling you about this. I like Justin and all the guys at Wentworth and they always deliver top quality advice.

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Why this betting syndicate deal sucks!

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I got an email from a reader today asking my advice on a particular betting syndicate. I think you'll find the resulting correspondence very interesting.

First off, here's the original email:

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"Dear Nick, Can you give me any information on D & E Associates of St Leonards Road, Windsor?"

I had a trial month with them and they appeared quite successful although the 'biggie' went down. This was supposed to be for a coup and on asking about the loss on behalf of the 'connections' was told to treat it as a loan and take it off the winnings of the next one, assume this sounded reasonable.

Two days to the end of the trial received letter stating membership could only be renewed by paying upfront for two years, £477 but with a guarantee card stating if member fee not recovered and profit shown the full fee of £477 would be refunded.

They state their strike rate was 80% with 25

points profit not taking into account last Saturdays miss.

Is this a normal ploy - trial membership one month then a '2 year deal?'"

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Now my gut reaction was to tell the reader to avoid this. The jump from one month to a 2-year deal is just too great a leap of faith for me. But to double-check my feelings I asked our betting expert - Clive Keeling - to answer. His response was so acute I felt it was worth repeating here:

"One thing I keep reiterating regarding these tipsters is the simple fact that there is no regulatory authority to keep an eye on them and their business practices. I will echo what my publisher said regarding your discomfort in the deal. If you don't like it, walk away.

From a personal perspective, I leave these types of people alone, and tend to concentrate on the more transparent tipsters out there who do not suddenly come up with these pressurised offers, and the promise of future winnings - an 80% strike rate is highly suspicious for a backing system and this is a cause for concern. Also, the promise of future winnings is just plain wrong - nothing can ever be guaranteed in this game.

These glossy brochure boys' guarantees are also not worth the paper they're written on to be honest with you.

As far as the £477 for 2 years is concerned, have you been satisfied with current performance? Have you asked how they have fared previously over the jumps season - bear in mind that your trial period has been over the flat and the jumps is, quite naturally, a whole different ball game (kicking off as we speak and running until April).

I am trying to gather a roster together of tipsters who are not of this ilk, and who deliver consistent, realist profits over the longer term, and who don't use pressure tactics.

BOTTOM LINE - if you are going to part with

a large chunk of money, you are well within your rights to fire off questions - what's your jump's strike rate like? Do you have any unsolicited testimonials? Have you kept records of your personal bets (bookmakers provide statements on a regular basis and Betfair provides historical data)?

Is your address an accommodation address? Do you proof your bets to a legitimate proofing organisation? (And if they say The Racing Post, then ignore this, as the racing post is not a proofing organisation)

Personally these go to line my cat litter box. If it just doesn't fit, walk away

To get more of Clive's tell-it-like-it-is reviews of betting systems and tipsters, just go here:

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Yes! The next issue is coming!

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A bit of a tease now . . .

The next WRMM issue is out at the end of next week and I just wanted to give you a quick taster of what's in store . . .

You'll find a great blueprint on making money from Government Surplus sales AND one on setting up your own local directory publishing business.

After recent reviews of Day Job Killer and Robert Evans' I investigate the massive impact changes in Google's adwords rules next year will have on the whole affiliate business model and how you can make money out of it!

You'll also find some hard advice on how to see through the marketing hype of financial tipsters and trading systems so you can find the best and most profitable ones for you.

More details of this next week . . .

Regards

Nick

&nbsp; [Previous](#) | [Next](#)

&nbsp; [Back to top](#)