

Hello

I like to think I've seen it all in the biz opp world and can spot a sneaky sales message. But I admit something I saw last week threw me completely.

Here's what happened . . .

A reader approached me with a very tempting offer that turned out to be so quirky I had to share it with you. I won't name them or the product to spare blushes, but it went something like this:

Hi Nick

I want to let you know about the business I'm in and see if you think it's HOT or NOT. It shows how to make lots of money by helping people save money.

(Good so far . . .)

No, this isn't con but a legitimate way of getting a rebate from the Inland Revenue on your income tax by registering as a home based business and by submitting your business expenses.

(Yep, no complaints yet)

Now you will have to prove that you are in the business to make a profit and the way you do this is by getting a fee/commission for every person you share this with in a similar way Sky TV and others do.

(Hmmm, still fine, though I need more info - this 'sharing with others' worries me . . .)

The accountant who specialises in this area has put together a conservative scenario of what people spend which shows rebates between £2,000 and £4,000 AND you have the opportunity to make as much money as you like by sharing this knowledge

with others who will also appreciate the deal. The potential is limitless.

There are many entrepreneurial types who are running with this and have already given up the day job."

Hey, not bad! So all I have to do is register as a home business and make between £2,000 - £4,000 in rebates AND make money by sharing this info with others?

Sounds like a piece of cake!

But once you get to see the details, the true motive becomes clear. You see, to gain these legitimate tax breaks you have to . . . wait for it . . . buy a supply of Tahitian Noni juice!

Tahitian what?

Tahitian Noni juice is one of those drinks that claims to promote many health benefits and well-being. Nothing wrong with that. However, what's not obvious until you read the small print is the juice is the product fronting a network marketing scheme.

Now if I were a cynical so and so, I would say it is because network marketing has a bad name and the mere mention of Tahitian Noni Juice (it could just as easily be water filters, cleaning products, online education courses etc) would put off prospective readers.

So why not lure them in with another benefit and then slip the real deal in later?

Genius!

Burying the bad news is something politicians are a dab hand at! You may recall a member of Department of Transport's inner circle suggested that the 9/11 bombings were "a good day to bury bad news"!

And that's not a million miles away from the strategy at play here. By deflecting our focus from the true nature of the opportunity, the network marketing scheme is able to disarm the biz opp seeker and draw them into the offer.

Of course, this stealth marketing tactic can be used cynically or it can be used wisely . . . especially when you are in a highly competitive marketplace

- If you have bought into a resale rights package (along with hundreds of others) you'll be facing the big challenge of differentiating your offer from others. Most people will take the obvious route and reveal the product early on and so risk the offer meeting resistance. A far better approach might be to come from a different angle upfront and introduce the product further into the copy.

- Change the vocabulary of your product or offer: again if you're facing a lot of competition or your target market is swamped by similar offers, try to come up with a new name or vocabulary for describing your product or market. Just check out the cosmetic ads in magazines or on TV to see how many different names a simple face cream! With resale rights, consider renaming your DVD set, ebooks etc with something that gives your product a fresh appeal.

- Shift the Unique Selling Proposition (USP) of your product: while competitors may gravitate towards the obvious benefits of a product (e.g: it makes you money), try and find a new angle (you'll have more time to spend with your family etc).

- Focus on the ultimate emotional benefits: how will your prospect feel when they experience the primary benefits of your product or service. Who cares about having money or losing weight if you are miserable? What are the positive emotions your prospect will feel? Bring those to the front of you prospect contact and I guarantee you will be miles ahead of your competitors in drawing enquirers in. Will your prospect feel happier? Will they feel justified? Proud? A sense of importance or purpose? Will they get the warm glow of security?

If you have a digital camera, internet connection and an eye for profit, you'll love this . . .

Just how could cats, rubbish and ice creams pour £600 or more into your bank account every week?

To find out how even the most amateur snapper could make a great reoccurring side income by sending boring photographs to certain industry websites.

Want to find out more? Then just [click here](#) for my full report

I told you it would be big!

A couple of years ago I published a business blueprint that revealed how you could start your own PC Doctor Service. The idea here was to help for 'silver surfers' to set up their PCs, troubleshoot problems and generally offer an affordable, professional and trustworthy service to a booming grey PC owners market.

Back then, I'd seen several US franchises and thought the idea was ripe for development over here. Fast-forward 2-years and there are several well-established PC Support services out there.

One reader who was inspired by the original article has since joined a PC Doctor type franchise. I have since talked to the owner - Phil Bird - and was so impressed by the outfit was happy to recommend them to my readers.

They do have franchise opportunities and get this - they're currently free!

You can check out full details at the website here:

<http://www.pcsupportgroup.com>

Or email Phil direct for more details on phil.bird@pcsupportgroup.com

[A Brainstorm with Charlie Wright . . .](#)

Just had lunch with my old friend Charlie Wright (he of the ever popular Biz Opp Jungle <http://bizoppjungle.com/>) . . .

We were brainstorming some ideas for the forthcoming seminars we are offering to the publishing industry (sorry these aren't open to readers yet) on how to launch and profit from e-letters and we hit upon a money-making idea so compelling and so obvious, yet few people are doing it . . .

We're so fired up that Charlie will be revealing this cracking strategy in the next issue of What Really Makes Money. If you are a current subscriber then you'll get your hands on it at the end of next week.

If you are yet to subscribe, you'll have to wait a little longer for when the Christmas Fast Cash Compendium comes out . . .

Either way, you're going to love it!

Best regards

Nick

Oh yes, you can always subscribe to What Really Makes Money by going here:

<http://canonburypublishing.com/nick/>

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