

## SECRET METHODS OF HOME WORK BUSINESS OPPORTUNITIES SCAMS

Home work business opportunities scams have become the order of the day on the internet. And the menace continues to grow in leaps and bounds. Each day you come across newer and newer scams and scammers. In fact, if you happen to be a bit net savvy and have ever scoured the net looking for 'Get Rich Quick' home work business opportunities or a proven income opportunity, you already know what I am talking about.

Reportedly, more than 90% of these so called home work business opportunities are outright scams. What they actually do is capitalize on peoples hopes and dreams, take advantage of human weaknesses and finally succeed in emptying the wallets of the common man. Most internet marketers (scamsters included) are well aware that its not just making money with home work business opportunities but making easy money that is one of the single biggest motivational factors for anybody. It's therefore not surprising that its the number 1 searched topic by millions of net surfers each and every day. What people look for in the real world applies equally well in the online world too. It is common knowledge that given good home work business opportunities that work, most people would be far happier working for themselves than under a boss who is breathing down their back. No one really enjoys work pressure or work politics, right. And above all we would like to work to our own schedules, not someone else's. Perhaps, these are some of the principal reasons why the most heart attacks occur on Monday mornings!

In case you haven't noticed it yet, internet marketers and clever scammers alike draw heavily on this knowledge while drafting their sales letters especially those relating to home work business opportunities. Just recall how many times you have come across a sales letter for home work business opportunities or a proven income opportunity that harps on themes such as- 'Work in your pajamas', 'Fire your Boss', 'spend more time with your wife and kids', 'work whenever you like to' or 'work from your vacation home' or island or whatever it is that really pleases you. Sounds familiar? Savvy marketers understand that the act of buying a product is driven by human emotion and is therefore impulsive in nature. It becomes logical only afterwards in order to uphold the wisdom of the purchase decision. That's why you will invariably find these themes built into sales letters for home work business opportunities because they are meant to appeal to exactly that - your emotions.

Close scrutiny of effective sales letters for home work business opportunities will almost always reveal a distinctive pattern. So much so that, you can safely conclude that the more effective they are, the more likely it is that they have stuck to the pattern. It is well researched human psychology that people respond positively if you can instill hope or fear or cause a sense of urgency or appear as an authority or appear to be unbiased or even unusual. Taking the cue, today's cyber sales letters are deftly crafted, cutting edge works of art that have all these concepts and more woven into them for best effect. Some examples of this in action are- 'Learn how I made a million dollars in 15 minutes' (kindles hope), 'Don't be spied on' or 'you don't want any legal trouble' (evokes fear), 'prices to go up in 2 days' or 'the discount ends today' (creates a sense of urgency), 'I made \$300000 from Google last year' or 'I am a member of the International Home Business Entrepreneur's Association' (appear as an authority), a 3rd party or reviewer like style to the letter (to appear unbiased), 'Stop reading and leave if you can't invest in your future' or 'Don't buy this unless you are convinced the others are bad' (appear unusual to earn your loyalty).

Even a savvy surfer who is proficient in these techniques can occasionally fall prey to one of these cunningly crafted devices blinded by the lure of easy internet riches. But the vast majority of those that do so are enterprising young men and women from all walks of life who are often unaware of the powerful sales conversion techniques in operation here and mistake it to be a proven income opportunity. Its a matter of much regret and concern that the internet in the short span of time since its advent into the larger public sphere has already transformed itself into a safe haven for spammers, scammers, pornographers and fraudsters touting home work business opportunities.

If at all there is something that we can console ourselves about, it is the fact that there are still a few really good and legitimate home work business opportunities out there that truly work. However, like the proverbial pin in the haystack, it takes more than mere foresight to identify genuine home work business opportunities from the vast and ever increasing population of internet fraudsters. You will always do well to conduct a fairly in depth review of prospective home work business opportunities by doing a Google search on it or by visiting popular or eclectic forums on home work business opportunities where you will have the chance to enquire with present users of the program as to how they are doing with it. This will go a long way in helping you make an educated decision for yourself as to whether it indeed is a proven income opportunity. If anybody tells you that he's got a secret to share with you on how to make a million dollars in 15 minutes flat or that there are residual income home work business opportunities out there that require little or no investment of your time, money or effort, you better watch out. Unfortunately, there are no home work business opportunities that give you returns for no investment of your time, money or effort. Its against the Common Law of Business or for that matter home work business opportunities to not invest anything at all in a venture and yet earn an income from it. There are simply no home work business opportunities or even an already proven income opportunity on the surface of this earth that will succeed for you without good old hard work, patience, dedication, investment and enterprise.

Do you have what it takes to devote 1 or 2 hours of your time every day and I stress the words- 'every day'? What if I show you one of the genuine and most popular home work business opportunities that will work for you provided you work it? A proven income opportunity. Its called the Plugin Profit site. Its one of those few home work business opportunities on the net that has stood the test of time and is still going incredibly strong. You will have to join 5 affiliate programs. Relax, for all of them are free except one. And the investment for you on that one program is just under twenty dollars per month apart from a monthly fee of about twenty five dollars which goes to your web hosting account with Host4profit that they recommend. Once you join these 5 programs you get a dynamic, profit pulling, home work business opportunities affiliate web site for free created specifically for you with tutorials, great bonuses, user forums and 24 hour customer support. The 30 Days to Success guide that comes free with the program literally holds you by your hand (explaining every silly detail) and walks you through the process of getting everything up and running in a very short while. One of the many bonuses that come with the program is a free membership to the webs most respected forum -The Warrior Forum, where you will get to rub shoulders with some of the giants in the field of internet marketing on an everyday basis for free! You can also seek the help and advice of other members through the exclusive Plugin Profit site members forum hosted within the Warrior forum. This one bonus alone can take you places. You will find links to this proven income opportunity as well as to my main web site at the bottom of this page.

It is worth re-iterating that none of these home work business opportunities will work, not even a genuine and proven income opportunity if you are new to the concept of hard work. Its becoming increasingly difficult to identify good home work business opportunities that work thanks to the continuing proliferation of fraudsters who constitute the vast majority. Good home work business opportunities like the one mentioned above which is a proven income opportunity can only provide you with the system and the tools, its up to you to make the best use of them. You can lead a horse to the water, but you can't make it drink it.