

FREE REPORT



Chris Carpenter presents ...

**A SPECIAL REPORT that Draws Back The Curtain To Reveal
The Difference Between Criminal Internet Scamming
and Legitimate Affiliate Marketing !**

**“WARNING: Internet Scams Can
APPEAR Very Genuine, And They
Can Fool Almost Anyone !”**

**Scammers Will Steal From You--
So Learn How to Spot An Online Scam
And AFFILIATE With Law-abiding Marketers instead ...**

Approximate time to read this document: 15 minutes

Legal Disclaimer:

GOOGLE is a trademark of Google Inc. This digital publication (ebook) known commonly as “Google Cash” is not officially endorsed or affiliated with Google Inc. (But we like them a lot!). All logos & trademarks, product names and service marks that appear on our website or within this publication remain the property of their respective owners. We teach you how to earn money as a freelance affiliate. Under no circumstances are you officially employed by Google Inc. Earnings shown on our sites or within this ebook are not typical. Your results will vary. Everyone's results differ, based on individual input. You WILL make money if you follow the advice in this ebook. Affiliate marketing is here to stay and Google is a tremendous provider of targeted traffic.

By: Chris Carpenter
Mexico - December 2009.

Inside You'll Discover:

1. ***Auction Fraud & Non-delivered merchandise***: Heads up! This kind of scamming accounts for 60 percent or more of all internet fraud !
2. ***Phishing***: How to tell the difference between your bank and a clone-website scam.
3. ***Investment Scams & Ponzi Schemes***: Sky-high returns on your investment, from overlooked stocks & companies that don't exist.
4. ***In the news-- The Google Cash Scams***: Illegitimate use of registered trademarks to create trustworthy-looking work-at-home scams
5. ***Affiliate Marketing***: Providing a valuable service on the internet--
One that You Can Use Immediately To Make Money...

Dear Friend,

Now more than ever, internet scammers are showing real brilliance and creativity—and they're using it to steal your money. They know exactly what it takes to trick you into trusting them. They build nearly-perfect webpages with legitimate logos, and send e-mails with schemes that can outwit even the most savvy people around.

Read this special report to learn how to spot a scam right away.

Facts & Figures: Everyday, countless innocent people are swindled by various types of online scams. Here are some horrifying figures from 2008:

- **In 2008, the Internet Crime Complaint Center (IC3) received 275,284 complaint submissions.** This was a 33 percent increase over 2007.
- The vast majority of complaints were fraudulent in nature and involved a financial loss on the part of the complainant.
- IC3 referred 72,940 of those complaints to federal, state and local law enforcement. **These are real crimes.**
- The total dollar loss from all submitted cases of fraud was \$264.6 million, with a median dollar loss of \$931.00 per complaint.

No one can afford to lose \$931.00.

Now that you understand the kind of internet thievery that happened in 2008, let's get to work on the common types of scams, and how to see right through them.

Online Auctions:

“Going once, going twice-- all your money gone!”

More than 60 percent of all internet fraud involves online auctions or non-delivered merchandise. Some of the common complaints made by buyers regarding online auction frauds include:

- Shipment of merchandise that was of inferior quality to what was described
- **Failure to ship the goods altogether**
- Skill bidding, where deceitful sellers bid on their own auction items to drive up their overall price, and entice higher bids from excited buyers.
- Failure to disclose pertinent information about terms of sale



Common complaints by sellers include:

- Bid siphoning, where fraudulent dealers offer potential bidders better deals and lure them away from legitimate auction sites
- Bid shielding, when deceitful buyers place very high bids and then retract them, indirectly sending out a message that the merchandise is available at lower price

Non-delivered merchandise fraud can also come from any smaller website that offer goods for sale. Be careful. **Try to pay with PayPal or with Visa**, both which offer buyer protection.

How to protect yourself in Online Auctions

- **Try to stick with eBay.** Auctions on eBay are rigorously designed to protect both the buyer and the seller.
- Be sure to go to eBay directly in your browser by typing in the URL, or by using the address as a favorite. **Never click on a link in an e-mail** that looks like it's from eBay.
- **Check the seller's rating.** In general, try to buy from sellers with high feedback counts and ratings over 96 percent positive.
- **Pay with PayPal.** Both eBay and PayPal offer comprehensive programs for dispute resolution, purchase protection and refunds.

Phishing and Clone Websites:

“Don’t take the bait !”

These days it’s common to find e-mail in your spam folder that mimic's your bank or a popular payment site like PayPal. You’re asked to log in to your account **by clicking a link in the e-mail** and confirming your personal details. These kinds of e-mails should be recognized and deleted right away.

Why do people get trapped? Clone websites are based on cyber-squatting (a trick that misuses the copyrights and trademarks of a reputable online company to make evil money) and are smartly designed to match the authentic sites that are regarded and trusted by people. PayPal is a good example, as it is often cloned.

Thousands of people are sent phishing emails by fake banks, fake auction sites and fake online shops. These emails typically contain an urgent message compelling the recipient to go to the site immediately. One such message could be to inform the recipient that his or her password needed to be updated before the online account was suspended. Because the e-mail looks authentic and because of the urgent tone, most people don’t think twice about the validity of the e-mail.

The e-mail is designed to make it super convenient to the recipient; there is even a link embedded in the email itself. Once the **victim clicks on this link**, he is redirected to a fake clone website that looks exactly like the genuine site. Now he proceeds to do as asked **and enters critical personal and financial information about himself** including his user name or account number, and also his password. This is like giving a criminal the keys to your safe.

A recent survey that was conducted revealed shocking statistics – more than 100,000 new phishing pages were being launched every week, of which 99.8 % were created using automated phishing kits. Pretty scary, huh?

How to identify the fake clone websites:

- **Most internet banks will never ask you to re-confirm your password for any reason.** If you do get a mail asking you to do so, do not follow the instructions given within. Just delete this mail right away.
- If you have a nagging feeling that you should check your account and make sure that there are indeed no problems with it, then you should access your account through the usual link you use in your browser. **Never click on the embedded link that is included in the mail.**
- Clicking on dubious links that are included in the email messages could get your **computer infected with a virus.** This virus is typically capable of recording anything that you type and is known as key logger. For this reason it is recommended that you always keep your computer updated with the latest anti-virus software.
- Finally, many people get these e-mails since they are sent in bulk. But even if five out of 5000 people receiving these e-mails respond, the scammers make good

money. **It's our responsibility to be careful with these fake clone websites and keep our personal details private and safe !**

Investment Scams & Ponzi Schemes:

“You will not make the money they promise.”



Online investment scams have got to be the sneakiest of all online scams. The mechanics are really simple – the scammer buys a ton of penny-stock shares while they are still selling at rock-bottom prices; he floods the nation with faux e-mails saying “HERE’S A HOT TIP!” **and that’s it!** He just sits back, watches the prices soar on his computer screen, and pockets a massive profit.

While it’s simple for fraudsters to make their messages and emails look credible and trustworthy, **it can be almost impossible for online investors to know the difference between what’s real and what’s not ...**

How To Spot Investment Scam

Strategies:

- **Avoid acting on testimonials from strangers** – Why would a stranger want to share a ‘hot tip’ with you? Surely he’d rather help his friends and family make money; think about it.
- **Watch out for messages that tell you to act immediately** or lose out on the ‘next big thing’ – Pressure to act immediately, whether subtle or overt, is a sure sign that something is amiss. Take your time to check out the claim.
- **Beware of claims promising quick profits at no risk** – Investments are always a risky proposition and no one can predict precisely how an investment will perform. Investments that sound very promising are often the riskiest of them all. Assess your risks and do your own investigation before you invest.
- Online Investment Newsletters – Thousands of online investment newsletters have been sent around the internet offering “lucky” investors hot tips and lucrative information about featured companies and recommended stocks. While some may be genuine, **most newsletters are sent by people who are paid by companies to recommend their stocks.**
- Bulletin Boards – Because users can conceal their identity behind multiple aliases, it’s easy for one person to generate an illusion of widespread interest by posting several messages under different pseudonyms. Very often an **“unbiased observer” turns out to be a company insider** or even a large shareholder pumping up the company image by revealing inside information about lucrative contracts or new

products.

- **E-mail Spam** – The ability to reach millions of investors with a click of a button **makes it easy for fraudsters to spread rumors about a company** and to find investors for bogus investment schemes. E-mail spam is far more effective and has a wider reach than the older strategies of mass mailing and cold calling. Bulk e-mail programs make it even easier for spammers to send out personalized messages to countless e-mail addresses at one time.



Ponzi schemes are named after Charles Ponzi, who discovered in the 1920's that the International Postal Reply coupons could be bought for cheap in Germany and sold for a higher price in America. In order to make it a huge business, Ponzi solicited investors and offered huge returns in a very short span. In brief, Ponzi and **the initial investors made giants returns, but all the latter investors lost their money**. Ponzi schemes of the day have a striking resemblance to pyramid & MLM schemes, many are still lurking on the web.

Recently, the Securities and Exchange Commission busted a huge Internet Ponzi scheme where if people paid a certain amount of money to the company and viewed certain ads on the internet, they would be paid for it. As in any Ponzi scheme, the assured return was a whopping 40% in a couple of week's time! Over 300,000 people were duped into this scam accounting to more than \$50 million.

How To Avoid The Ponzis:

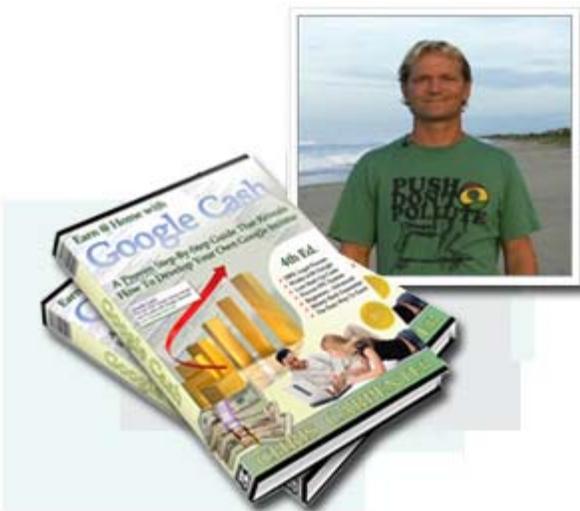
Ponzi schemes do not come into market with the labels of being Ponzies so you have to differentiate between the authentic investment options and scams. Here are some suggestions that could be helpful:

- First sign – **Abnormally high returns**, avoid such deals!
- Use the web to do some **research the company**, the scheme and its products.
- **Only opt for the companies** that are **listed on the stock exchanges** and have complied with the necessary registration formalities.

News Flash—The Google Cash Scams:

“The good guys versus the bad guys.”

In 2003, I created a great e-book called, "Google Cash." This book gave a comprehensive look at pay-per-click advertising, affiliate marketing and many beneficial strategies for **making money LEGALLY and LEGITIMATELY on the internet**. The book has only been available on



ClickBank, which is a respected online retailer for digital products. ClickBank protects both the vendor and the buyer, and offers a simple process for refunds.

My coining of the name "Google Cash" was based on the concept that pay-per-click traffic from Google and other sources could earn affiliate marketers cash. Simple enough; but I made a mistake in that "Google" was a trademarked name. Since then, thousands of people have released products, bought domains, offered services ... and their names feature the trademarked word "Google". (Some are taken to court and even sued).

Some might consider me fortunate, and my ebook went on to become a bestseller, and the name became a well-recognized moniker for legitimacy in internet marketing and online business.

But over the last few years, scammers have started using the name "Google Cash" to lure people into "Work At Home" scams. Scammers have been offering "Google Cash Kits" where people pay \$200-300 for a kit that tells them how to work DIRECTLY for Google. Many of these sites have photos of people holding a sizable check they received from Google-- these, of course, are bogus checks.

On December 7, Google filed a lawsuit in Federal District Court against Pacific Webworks, Inc., and John Does 1-50, alleging trademark infringement, dilution, unfair competition and cyberpiracy. On [Google's official blog regarding the suit](#), it stated,

"Although there's no secret kit that can guarantee riches, **many people really do make money online. In our experience, the best way to build a business on the web is to really serve users — offer useful products and services or write about something you have a passionate interest in."**

I have always professed to operate legally, and legitimately. My \$67 book has been one of the internet's great guides to creating an online business as Google suggests in its blog. So to distance myself from scammers, illegal activity, illegitimacy, and the profoundly hurtful nature of internet scamming, I am changing the name of my book to something that reflects real and beneficial online business—

AND NOW I'M GIVING IT AWAY FOR FREE ...

Affiliate Marketing:

“Make money online providing a valuable service.”

The sad thing about investment scams, Ponzi schemes and these latest scams involving Google Cash is that folks are suffering in this economy, and they're trying new ways to make money. In their earnest attempts to obtain an even a small profit, they are being robbed.

Owning a business can be a rewarding way to make money and provide a lifestyle for yourself. There are no shortcuts in this world, but as Google said, "many people really do make money online."

The truth is, many people make money online with affiliate marketing.

Affiliate Marketing is a legitimate online business practice where a business or "merchant" rewards a "publisher" (affiliate) for providing traffic, referrals or sales. The affiliate does not need to manufacture, warehouse or sell any product of his own—but simply use strategic techniques to assist merchants in selling *their* products.

Affiliate Marketing is a legitimate online business.

Take a Minute and Imagine

Imagine Being Excited

to see your first sale

to see your first checks arriving

to pay off your last credit card

Imagine When You Feel

vindicated and successful

like you are part of the new economy

Imagine What You Look Like

happy because you are working for yourself

healthy and tan because you have time for recreation

Imagine How You Can

spend more time with family

play more golf

Imagine in a just a few weeks having the certainty

of having new income and confidence

to teach your friends what you've learned

to make good business decisions at the right time

to regain control over your finances

YOU CAN!

You can be 22 or 62, man or woman, with a college degree or without.

I promise you have the power to create your own successful online business.

Let My FREE EBOOK be Your Guide

In a single instant, you will know that staying up late was entirely worth it, and you are going to carve out a new life as **someone who makes money from their fingertips** from anywhere there is an internet connection.

Are you willing to let me help you?

When you answer, yes, you will step toward

control over your life

and

increased wealth and security.

The process starts when you go to the next step.

The process starts when you read my book.

The process starts now!

Please take a moment to download my free book-- which also, by the way, needs a new name. Maybe you can help me with that too.

Please follow this link to get your free copy of my \$67.00 book:

<http://launch.qcdetective.com/google-cash-scam.php>

Best wishes on your online success,

Chris Carpenter

P.S. Make money online; don't lose it to scammers - and spread this ebook around.
Honestly. Imagine if you could help just one person save thousands of dollars and certain
heartbreak.