



J.F. (Jim) Straw

204 Wildflower Way
Dalton, Georgia 30720-8029

Email: jfstraw@businesslyceum.com

Internet Marketing is Alive, Well & Thriving

You, no doubt, received a few hundred emails about the report, **“The Death of Internet Marketing”** ... mostly the same email as provided by the author of that report. (I read it. - Whatta bunch of crappola.)

NOTE: I will not give you the link to get a copy of **“The Death of Internet Marketing”** ... it isn't worth the price, even if it is FREE. — If you really want to read it, I'm pretty sure one of your friends will be happy to give you the URL - or - just send you a copy.

Do you know why everyone and their brother told you to get that report for FREE?

The **ONLY** reason you received so many emails about that report is because the author is/was (depending upon when you read this) paying \$1 ... free money ... for everyone any promoter sent to get the FREE report - and - beyond that, the author paid another \$1 to anyone those people sent to get the FREE report.

Not bad. — The author built one heck of an email list at a cost of only \$1 or \$2 per name - and - he didn't have to do anything to get those email addresses except pay the \$1 or \$2 for each email address. — Ain't it amazing what you can do when ya got the money to do it.

By the way, 3 days after I requested the report, I got an email from the author offering other reports ... NOT FREE. — Bet he has an autoresponder set-up to send a whole series of email messages to everyone who got the FREE report.

Can't fault him on that. It was a very clever promotion and it cost him a bundle ... he should benefit from his efforts. — Even if **“The Death of Internet Marketing”** itself was a bunch of crappola.

But, before I tell you why **“The Death of Internet Marketing”** is a bunch of crappola, let me explain ...

I have spent well over 50 years in business; doing business - and - over the past 37 years, I have written well over 700 books, booklets, reports, programs and articles about doing business and making money. Those writings have produced over \$400 Million in sales. (My bio-sheet is at the end of this report.)

Before I started writing about doing business and making money, I had already spent nearly 20 years in business; doing business successfully, and was a legitimate millionaire. Until about 15 years ago, I was doing the businesses I have written about. — For the past 15 years, I have MOSTLY just written about doing business and making money. Now I am semi-retired making another fortune as an affiliate marketer.

Throughout **“The Death of Internet Marketing”** the author claims Internet Marketing is dead ... or dying ... because, in effect, there are too many gurus coming out with too many Internet Marketing launches ... too many Internet Marketing programs ... too many ‘new’ books, booklets and reports about Internet Marketing. Each one trying to out-do the others - and - even trying to out-do their own latest product or program.

Beyond that, he claims that the death of Internet Marketing was evident in the fact that fewer and fewer people were responding to ... buying ... those books, booklets, reports and programs. — When you divide a pie into more and more pieces, the pieces necessarily get smaller and smaller.

In other words, his contention was that Internet Marketing was dead, or dying, because the competition with other gurus (and even beginners and amateurs) was getting too stiff.

They said the same things about Mailorder Marketing for over 30 years ... while I was making millions doing it.

Here’s how it used to happen in Mailorder Marketing

Every few years a Mailorder Marketer would write a book about **“how-to make a fortune in mailorder.”** — Usually good, viable information written by someone who was actually doing it.

Then, another Mailorder Marketer ... seeing the success of the first Mailorder Marketer ... would write his / her own book about "how-to get rich in mailorder." Then another. Then another. Then another.

Eventually, some promoter would have the idea to read all of the many books about making money in mailorder and 'compile' a book on the same subject without ever having to do it. — Then another. Then another. Then another.

Shortly, other promoters would write books about "how-to make a fortune in mailorder selling how-to make a fortune in mailorder books." They would even tell their readers how and where to do the research so the reader could write their own book about "how-to get rich in mailorder" without ever doing it.

That, of course, lead to more and more beginners and amateurs writing on the subject. — Unfortunately, too many of those beginners and amateurs ... having never done it themselves ... misread what had been written and filled their writings with their own misunderstandings. Those misunderstanding were then passed on to the next generation of "how-to get rich in mailorder" promoters as gospel.

Seeing an opportunity to increase their sales by duplicating their efforts, some of those who had written books about "how-to get rich in mailorder" began offering distributorships or dropship dealer programs ... letting even more beginners and amateurs sell their books and earn a commission on each sale.

After a very short while, someone would write a book about "how-to set-up distributors or dropship dealers for your books." — Others would start Mailorder Marketing clubs, associations, or groups, offering a host of beginners and amateurs an opportunity to "profit from the efforts of others" using tried and proven mailorder methods ... or so they said.

Throughout this whole process, the petty hucksters and con-men had a field day coming up with more and more outlandish programs; guaranteeing greater and greater profits with less and less effort, to those who were honestly seeking an opportunity to add to their income. — The sole purpose of those programs was to separate the gullible from their hard-earned money ... all based upon the stories, myths and fables

(some of them true; most of them highly embellished) about the fortunes to be made in Mailorder Marketing.

Some of these beginners, amateurs, petty hucksters and con-men amassed great fortunes and built huge followings.

As the pie ... the number of mailorder marketing opportunity seekers ... was cut into more and more pieces by more and more mailorder marketing promoters, the pieces ... sales and profits ... got smaller and smaller for each.

People who had bought into the Mailorder Marketing Madness began to complain more and more vehemently about the unfulfilled promises, worthless products, nebulous guarantees, deceit and deception they were encountering.

With complaints to the Better Business Bureaus and Federal Trade Commission mounting, journalists jumped on the bandwagon with articles proclaiming loudly that "Mailorder Is A Rip-Off." — Early on, the term "junk mail" was adopted. (Same thing as "spam" but by mail)

NOTE: Back then, I even had long-time customers asking to be taken off my mailing lists because I was sending them "junk mail." The articles by the journalists had scared the bejeebers out of them.

As the cycle came to an end, the ne'er do wells, high rolling promoters, petty hucksters and con-men, beginners and amateurs ... unable to sustain any profits ... abandoned their businesses. — The beginners, amateurs, petty hucksters and con-men who had amassed great fortunes and built huge followings survived for a while longer but, eventually, even they saw their fortunes decimated and their followings dwindle. — The Mailorder Marketing Madness subsided. — THEN ...

The whole cycle would repeat itself again and again.

BUT ... Guess What?

During the complete cycle, the old, original Mailorder Marketers who had been doing it successfully long before they wrote about it survived and thrived. As a matter of pure fact, some of them are still making money for their heirs after their death - and - some of the info-products they created 50 to 60 years ago are still selling. (Some of my best

selling info-products have been selling for over 25 years.)

TODAY ...

We are in an Internet Marketing Madness cycle!

Unfortunately, the author of “**The Death of Internet Marketing**” probably isn’t even aware of the cycle.

There aren’t any journalists ... that I know of ... who are writing articles about Internet Marketing being a rip-off - but - if you will visit the discussion boards and forums, you will find a host of posting declaring that “Internet Marketing DOES NOT Work” ... posted by yet another victim of the Internet Marketing Madness.

If you will take a few minutes and go back through my explanation of the Mailorder Marketing Madness cycle (I’ve seen it dozens of times) and change “Mailorder Marketing” to “Internet Marketing” you will see the cycle for what it is.

NOTE: Even the worst of the worst info-products, programs, systems and techniques offered or taught by the ne’er do wells, high rolling promoters, petty hucksters and con-men, beginners and amateurs contain some value. All you gotta do is weed through them and test them until you find whatever works for you.

Along with the report, “**The Death of Internet Marketing**” people were also given the opportunity to get a FREE copy of ...

“The PayPal Report”

NOTE: Again, if you don’t have a copy of it ASK one of your friends.

In that report, the author leads the unwary to believe that their PayPal account can be limited, cut-off, suspended, or put on hold for almost any reason. — More crappola by the same author.

Back about 20 years ago, when I owned a Bank, I attended a number of training seminars for bankers taught by VISA International and MasterCard.

During those training sessions, we learned how and when to limit,

cut-off, suspend or put a hold on a merchant's account. We learned what suspicious activities to watch for; how to address those issues; and how to protect our banks from losses to be incurred from merchants who showed a tendency toward devious, questionable or unscrupulous activities - and - how to tell the difference.

Since "PayPal" is a quasi-bank, with a great deal of their money coming to them through the Credit Card systems, I am quite sure they use the very same methods, applications, techniques and counter-measures I learned.

THEREFORE ...

If you don't want your "PayPal" account limited, cut-off, suspended, or put on hold all you have to do is ...

Deal Honestly & Above Board with Them!

AND - do remember, they can spot devious, questionable or unscrupulous activities a mile away.

Internet Marketing IS NOT Dead ... or even dying. It is just nearing the end of the Internet Marketing Madness cycle.

As always ...

Truth and Honesty in all your dealings will make you far more money in the long run than all the hype in the world. — But ...

Most of all ...

Unto Thine Own Self Be True!
(That means NEVER lie to yourself.)

Keep well,



J.F. (Jim) Straw

P.S. — The report, "**The Death of Internet Marketing**" concerned itself solely with the Internet Marketing of information products ... more

specifically info-products regarding Internet Marketing. The author has conveniently refrained from commenting about the millions of other products ... NOT info-products ... being offered and sold on the Internet every day; hour; minute. — That's just another reason why ...

Internet Marketing is Alive, Well & Thriving

Maybe the author of “**The Death of Internet Marketing**” is one of those who have never sold anything but info products. — As Mr. T says, “Pity the fool.”

NOTICE

I won't pay you anything to tell other people about this report - and - in case you didn't notice, I didn't ask for your email address to get the report. All you had to do was download the PDF file. — SO ...

If you want to share this report with anyone, please do so. — Either give them the URL for the PDF file download - or - just send them a copy. All I ask is that you don't alter the report in any way. — AND ...

Should you have any questions or comments about this report, just email me your comments, questions or whatever (I don't do telephones anymore ... too old and hard of hearing). — I will, personally, try to respond to each of you as soon as possible.

NOTE: You have my permission to freely give copies of this report to your friends and associates; or anyone else you think may benefit from it ... with the stipulation that you must provide it in its entirety without additions or deletions.

**“What you keep to yourself you lose, what you give away,
you keep forever.” — Axel Munthe**



en'tre-pre-neur' —
One who assumes
the risk and the
management of a
business;
enterpriser;
impresario...

J.F. (Jim) STRAW

Although he is not yet listed in Webster's Dictionary under the definition of "entrepreneur"...J.F. (Jim) Straw is recognized as one of the nation's top entrepreneurs.

The eldest son of a farmer / aircraft worker, born in Oklahoma and reared on farms in Oklahoma, Missouri, and Kansas, Straw began his long, successful career in business at the age of nine; when he sold his first cans of Cloverleaf Salve and copies of "GRIT" newspaper. Even at that early age, he had the unique talent of recognizing an opportunity, implementing a plan, and making a profit.

Straw's career has progressed through direct selling, service contracting, wholesale merchandising, entertainment (he was a professional Trumpet player, vocalist & Radio Announcer), freight forwarding, import/export, retail merchandising, warehousing, real estate, electronics manufacturing, finder's fees, closeout merchandising, financial brokerage, business consulting, steel fabrication, mining, banking, mailorder, writing, and publishing.

Over the past 37 years, J.F. Straw has written well over 700 books, booklets, manuals, reports, courses and articles about doing business – all based on his own personal, hands-on experience. His writings are "specific" methods, techniques and approaches to doing business that anyone can use to start or expand their business.

As a mailorder marketer...with over 700,000 customers worldwide...Straw sold over Four Hundred Million Dollars (\$400,000,000) worth of products and services by mail. Everything from Beauty Supplies to Heavy Equipment...Burglar Alarms to Sleeping Bags...Fishing Lures to Women's Wigs...Automobiles to Wheelchairs...Investment Opportunities to Seafood...Consulting Services to "How To" Courses...all by mailorder.

Today, he is making a new fortune on the Internet as an Affiliate Marketer.