

How NOT to Be an Internet Marketing Zombie by Gary Simpson

How NOT to Be an Internet Marketing ZOMBIE

A dark, stylized illustration of a graveyard at night. In the center, a zombie with pale skin, red eyes, and a wide, toothy grin is rising from an open, grey tomb. The zombie's arms are outstretched. Several large, green cockroaches are scattered throughout the scene, some on the tombstones and others in the air. In the background, there are several tombstones, including a large, ornate one with a crow perched on top. The sky is dark blue with a few white birds flying. The overall mood is eerie and horror-themed.

~ Special NO Holds Barred Report ~

WARNING:
This report contains
FOUL LANGUAGE!

by

Gary Simpson

www.motivationselfesteem.com/talk

IMPORTANT DISCLAIMER NOTICE

This manual is intended for education purpose only.

The information contained herein is the opinion of the author based on information gathered from many sources but mainly from **personal experience**.

Every person has different goals and expectations. This combined with vast differences in personality, discipline and other traits means that every person will reach a different outcome.

No responsibility whatsoever is assumed by the author for any material contained herein.

I see tough times ahead for Internet marketers. I see tough times ahead for the entire industry. Things are getting worse – and it's on BOTH sides of the equation. Hopefully, I may be able to bring some light to bear on what is happening and **STOP the PLAGUE** of the zombie marketers, the ones who are causing the mass loss of trust for EVERYONE ...

Gary Simpson



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WARNING:

There are some parts of this report where I resort to what can only be described as crude or foul language.

It's not my normal fare to do this and I have NEVER done it in any of my numerous educational e-books, reports or manuals before. Yes, I am annoyed and when people get angry and annoyed they tend to swear. I'm no different. When people get angry it seems rather false for them to say "Oh damn!" or "gee willikens" or "golly gosh!"

Like most other people I occasionally swear. Kids swear, grandmothers swear. I don't condone it. It usually sounds ugly and boorish.

When I hear some lout sounding off in public like that I am usually the one to ask him to refrain himself. Coming from women it kinda sounds even worse. I try very hard NOT to swear in front of women and children and rarely, if ever, do.

I asked a lady from the UK who was interviewing me over Skype what her views were. Predictably **Jean Shaw** said she didn't like it but she did say something that made me take notice. Something that I really hadn't considered and **I THANK her for that**. She said that a number of people look to me as a voice of authority on the art of writing and that if I started doing this then others would follow. THAT was a VERY good point. [Jean's site: <http://www.jeansmenopausalmoment.com>]

I wouldn't like to see that. So, because of what Jean said to me, I have moderated the text and added the obligatory asterisk to tone down the effect that such swearing will have. I think this is an "acceptable" compromise.

My sincere apologies if you find certain words in this report crass, vulgar, rude, offensive or plain disgusting. Having said all the foregoing I have tried to keep my anger down to a dull roar and limit the number of bombs that I drop. **Please do NOT read this report if you will be offended by a few swear words, even if they are somewhat disguised.** And NO, I do not have Tourette's Syndrome.

Gary Simpson

How NOT to Be an Internet Marketing ZOMBIE.

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YOU MAY FREELY SHARE THIS REPORT WITH OTHERS

Please refer to page 54 to see what you can and cannot do with this report. It may be freely shared PROVIDING it remains intact and is NOT altered in ANY way. Please go to page 54 for further details about this.

1.0 - Introduction:

This report has almost been begging me to write it for six months. You see, six months ago I started to see things happening in Internet marketing that disturbed me. As the days and weeks flew by – and time literally DOES fly by – I observed the phenomenon more and more.

You see, more and more people were coming into the Internet Marketing market place because of the way that our economies are. Just look at the way that prices are rising in EVERYTHING that our “wonderful” governments supply – water, electricity and gas just for starters. Then the local government costs went through the roof. Gasoline (or petrol) costs rose and along with that so did everything that required transport, which is pretty much EVERY physical thing.

Twelve months ago 20 litres of chlorine for my swimming pool cost me AUD \$12. Now it costs AUD\$22. Yes, I am Australian.

Food costs also sky-rocketed. Basically, everything that we cannot do without has massively increased in cost. And just to make sure we are punished well and truly our banks have been forcing interest rate spikes and extra fees and charges onto us as well.

Therefore we are being properly whipped into submission from every side. I have said it for many years now but I am going to say it again here: **“A poor population is a controllable population.”**

Our governments do NOT want us to have money. When people are affluent or even relatively well off they become rebellious. And that is something that NO government wants.

Co-incidentally, just this afternoon I was watching a movie, well part of it anyway because it began to bore me. I tend to get bored very easily. It was an old classic from 1939 called Robin Hood, starring good old Errol Flynn. In it, Robin's "merry men" (and wasn't Errol certainly one of them? Well, enough of that or I will get another barrage of complaints for being biased, bigoted and insensitive – ho-hum. What else is new?) were rallying against the evil establishment for taxing the living crapper out of the general population.

That was way back in medieval times. It made me wonder yet again... [sigh] what else is new?

So, the upshot of all these massive increased costs means that many, many people are turning to alternative ways of trying to supplement the ever-diminishing buying power of their wages and salaries.

Enter the Internet...

... and all those marvelous claims that we all see EVERY day about little Wilbur Winkler, a dyslexic high-school drop out, who one day, through some miraculous twist of fate, accidentally stumbled across a fabulous way to generate hordes of money by just pressing a few buttons on his computer keyboard. Shazzam!

Pardon me but (cough) HORSE-SH*T!

Like I said, I don't normally swear in my e-books or on my blog but – seriously – I've had enough. So has a mounting mass of other people. More about that later.

So, great armies of people are coming online to seek their slice of the **"Internet Fortune."**

Enter the usual sharks...

... they smell blood across the ether and in they come with their INCREDIBLE schemes and offers of riches and fabulous fortunes to be made. And, for a while, they do pretty well selling false dreams to all the "NEWBIES," as they are called.

Personally, I don't like the term newbie. But there is an even more sinister term on the Internet.

What is it you ask?

"GURU!"

Enter the gurus...

Now, anyone who has been online even for a short time will hear this term and become instantly over-awed by these God-like icons who can make hundreds of thousands of dollars with the click of a few buttons.

Oddly enough, anyone who is even vaguely considered a "goo-roo," as I prefer to say it, will say: **"I'm NOT a guru!"** faster than they can promise you those fabulous fortunes.

Why? Because we are all being conditioned to believe that one of these goo-roo things is an evil icon possessing hypnotic powers that will automatically make mere mortals rush for their credit cards to pay the said icon big globs of money – always ending in a seven – ie \$47, \$97, \$197, \$497, \$997 or even \$1997.

Oops! SILLY me! Here is how I should have said that...

"I am NOT going to charge you \$1997 – even though this course is worth TWICE that at \$3997. No sir. No ma'am.

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I'm not even going to charge you \$997 – even though my accountant and all my IM buddies said I was stark-raving MAD not to. SERIOUSLY!

I'm not even going to charge you \$497. Nope. I KNOW I am seriously doing myself in here but I'm NOT even going to charge you \$197 or even \$97. Seriously! WTF am I even thinking? TODAY and ONLY today (whispering behind hand... unless you come back tomorrow, next week, next month or even next millennium) I will let you have the WHOLE enchilada of my God-like experience for the paltry sum of just \$47! Yes! Idiotic of me, isn't it?

But wait... there's MORE!

For the first 100 buyers (whispering behind hand again... suckers) I am going to throw in \$17,863.21 worth of valuable bonuses (whispering behind hand again... all this effing crap that I have never even looked at myself).

Just click the link below and... I'll see YOU on the other side"

Now, I ask you – oh... it's ME again now – Gary! I ask you. Does that sound vaguely familiar?

Listen up. I'm not bagging everything here. There are some damn good products and e-books and video courses and bits of software out there. I've bought many of them myself but...

... about 85% of all that is out there (I just kinda made an educated guess there based on all that I have seen) is... you guessed it... **HORSE-SH*T.**

Oh, I'm sorry.

I should have known...

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I said that before and you may have found it offensive. So, let me change it...

Camel-sh*t
Donkey-sh*t
Monkey-sh*t
Whale-sh*t

I'm laughing now as I write this (yes, I actually do that!). But OMG! You can put the name of ANY animal in front of that word and it would be just as true...

Turtle-sh*t
Cocky-sh*t
Dog-sh*t
Yak-sh*t.

OK. I'm getting too silly now. I know. My imagination does tend to get the better of me all too often. You think I am crass and I AM being crass... and very rude, I know – and I am not normally this way – you do believe me, don't you? And if you do there is a lovely bridge over here in Perth, Western Australia that I would like to sell you. It's ONLY \$1,997,777.

Wow! Look at all those sevens! It's a copywriter's DREAM come true.

Seriously, if you find that "s" word repugnant just replace it with – oh I dunno – excrement.

Enough of the scatological commentary. I'll just get on with it huh?

2.0 – What Happens Next?

So, just getting back to where we were – we have horrible economies that ALL of us are straining under, we have the PROMISE of fast and fabulous wealth on this new thing called the Internet, we have record numbers of intending gold miners flooding into the marketplace and we have a growing number of – well, let's just call them "folks" for now who are ready, willing and able to "educate" these newbies how to get their slice of these massive fortunes that so many people are making. Allegedly.

That pretty much summarizes it so far.

It's basic economics in play – we have demand (noobs) and we have supply (goo-roos and wannabe goo-roos).

The newbies DEMAND the quick fix and the "folks" – well let's now call them suppliers start to supply them.

After a few weeks of receiving numerous offers of how to do this, how to do that...

[**NOTE:** My report here is how **NOT** to be something – I just thought I'd clear that up right now!]

... the newbie becomes the confusedbie. They start to wonder WTF ("what the flip"... yeah, sure. Just trying to stay nice before I get really untidy later) is going on.

They KNOW that tons of people, like the aforementioned, Wilbur Winklestein, are making hippopotamic slabs of moolah.

And what about the 15 year old little Joanie Fonebone, the brat with braces, who doesn't even have a driver's license yet? And there she is waving a FIST FULL of Clickbank

checks (all with names discretely blurred out to protect her identity – even though they are SUPPOSEDLY made out in HER name and **we already KNOW her name!** It's Joanie Fonebone... right?) in front of her brand-spanking new Bugatti Veyron – also with license plate discretely blurred out. DUH!

Wow! If 15 year old Joanie, who cannot even “speel to sayve her liyfe,” and 16 year old, Dyslexic of the Century, Wilbur Winklestein can make all this money then WHAT are we missing?

You have the aha moment... MORE training, more e-books, more programs, more software. The SECRET must be in the combination of all these things.

And on and on it goes. You pull sleepless nights “studying” - trying to cram the equivalent of a 5 year PhD into 5 short weeks, until you hit the magic solution. Magic solution?

It comes to you in a magic moment – maybe even while you are sitting on the throne having a ... well, I did say I wouldn't mention that word for a while. Anyway, let's just say it hits you like a bolt out of the blue! You now have a plan!



And let's face it: **“Even an idiot with a plan will beat a genius without a plan.”**

3.0 – The Plan:

It's so damn **OBVIOUS** when you sit back and think about it, isn't it?

Yepper!

It was right before you ALL the time. DUH!

How could you be so stoo-pid NOT to see it all along?

Have you figured it out yet? Lemme give you a hint...

Have you ever heard the old cliché: "When in Rome, do as the Romans do?" Of COURSE you have! So, now do you have the idea? That bolt-out-of-the-blue earth-shattering moment of enlightenment?

Sacre bleu! Of course. You will do what all the uber-goo-roos, plain old garden variety goo-roos, wanna-be goo-roos and goo-roos-in-waiting ALL do...

Trumpets, dancing girls, parade of elephants...

YOU, being a fully-fledged, six week aficionado of Internet Marketing will... da, da, da, da, da, da, da...

SELL to the NEWBIES!

Yes! Your ordainment has been completed. After all you **KNOW** what article marketing is – you've NEVER written an article, of course but... you **KNOW** what it is. You've heard of FTP. You have a Twitter account with 225 followers (er, you are following 2793 people yourself but WTF about the details. Who cares?) **YOU** are so much **MORE** knowledgeable than a mere new-bee. **You have earned the RIGHT** to sell to them. Just like those fledgling goo-roos did to you.

4.0 – And So the Incest Begins...

What's good for the goose is good for the gander. Right?
WRONG!



You see, you have been taught by false goo-roos to do the exact same JUNK that they have done. And every time something bad is taught it just somehow ALWAYS seems to get a little bit worse each time it is passed along.

I could tell you about my very funny "Chinese Whisper" lesson that I had to teach my karate students one evening when I saw the most idiotic crap being shown since Daniel-san did the Mister Miyagi one-legged fighting crane stance with wings extended. But I would digress too much. Ask me about that if you ever see me at a live event.

So, essentially we have people who really have little or no knowledge teaching people who have...

... little or no knowledge.

Most of them are just doing all the wrong things – stuff like endless adswaps to breed even more incestuousness.

Now, if you don't know what an adswap is then you can get my e-book on it at the TEMPLE. Yeah, OK... laugh all you want about that name. That's what I (jokingly) called it one day and the name just stuck so I'm keeping it and, if you don't like it... STIFF!

I don't give a continental any more about what people don't like coz there are so many boof-heads out there who don't

have a FREAKING clue themselves trying to teach others. And... some people don't like anything or anyone, including their own shadow.

So, there are now a bunch of "lists" in IM world that have all the SAME names on them all being marketed to with all the SAME junk.

HELLO!

Does anybody else think this is like... DUMB?

That is why the open rates and the CTR's (that's hip-talk for Click Through Rates) are at an all time LOW.

Oh, pa-lease if anybody tries to tell me: "Well MY CTR's are still high" then go and have a play with yourself. Stop jerking everybody – and yourself – around. Or off.

ALL the CTR's are at an all time LOW.

Everyone who is truthful will tell you that. Some of the goo-roo types with BIG-ass lists – no names – are saying that whereas they once got in excess of 3000 opens to an email they are now getting less than 500. **That is a MASSIVE reduction.**

So, why is this happening? I am about to tell you...

5.0 – Why Are the CTR's at an ALL-TIME Low?

Um, I considered being a bit rude here. Or ruder. But DUH! Why do YOU reckon the CTR's are at an all time LOW?

Let's see... most of the lists are generic. Most of the lists have just about all the SAME names on them. All the lists are pounded day-after-day-after-day with USELESS JUNK all purporting to be the missing KEY to online success.



There are only so many times that even a half-brain will opt-in to get yet another useless, generic "special report" written by some out-sourced semi-literate ghost-writer who is paid 25 pesos an hour to put together some drivel that makes NO sense.

Am I ringing any bells here? Are you smiling or smirking? Or do you hate my guts for telling the truth and exposing all YOUR nasty "secrets?"

Or are you saying: "**HALLELUJAH BRUTHA Gazz!** Finally, somebody has had the OO's to say it like it is."

THAT is precisely why the CTR's are so LOW.

And we can sheet home the blame for that to the excessive peddling of absolute rubbish. You KNOW that is true. Just compare the PROMISE in all those emails to what is actually delivered. I like to say this a lot because it just SO true...

You get promised the world and you get delivered an atlas. Zombie marketers have caused it. WHAT? Zombie marketers? **What are zombie marketers?** Oh, I am SO glad you asked.

6.0 – Zombie Marketers:

I think first, depending on your “experience” and what you have been doing in the marketplace, that maybe you better take a look in the mirror. Go on. Take a look. Then come back and turn the page to see if this is YOU.

Go on, turn the page ...

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Is this what you see? Huh? Are YOU a zombie marketer?



Moreover, even if YOU can't see that reflection in the mirror – if you engage in zombie Internet Marketing then that is EXACTLY the way that you are viewed by MOST of your so-called "subscribers." That is how they are seeing you – a **ZOMBIE marketer!**

Here is what a zombie marketer does...

First they NEVER have an original thought. Ever. They also NEVER write an ORIGINAL e-book or create an ORIGINAL product. Or even an original email or even a SUBJECT LINE!

They have been taught by their Zombie Goo-Roo King or Queen to pound the living be-Jesus out of everybody with anything they can lay their hands on to BUILD THAT LIST! Just do it as FAST as you can ANY way you can!

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You wanna know something Mister or Missus or Miss Zombie Marketer? No? (I'm only talking to the ZOMBIES here now).

Too bad. I'm gonna tell you anyway. Maybe somewhere along the way it might just penetrate your thick zombie skull. **Are you listening?** (Probably not. Zombies are thick as pig sh*t)

Here it is - you can only offer people dog-poop for so long before they start becoming suspicious of the odor that is emitted EVERY time **YOUR name** pops up in their inbox. So, you become persona non-grata and you become UNWELCOME and they unsubscribe you and flush you down the S-bend of their online existence. Psshhh. Bye-bye ZOMBIE!



I did say I would stop all those references, I know. But this stuff annoys me because the zombies have ruined it for everybody – not only themselves but also the purveyors of good information. And, let's face it, **we ALL need good information.**

At this point I'd like to insert something I wrote on **John Thornhill's** blog earlier today. You can read it yourself right below:

Hi John,

Yahoo! Somebody of authority who shares the same ideals that I do. In fact, I went on a MAD RANT about this over at my TEMPLE (LOL) just a few days ago. I went totally inter-continentially BALLISTIC over this and then...

... the comments went ballistic too. I couldn't keep up with the replies, the emails, Skype messages. It took me 2 full days to deal with them and they are still coming in. Like you, I am sick and EFFING (sorry) tired of these ZOMBIE marketers pushing crap at everybody.

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In fact, that word (crap) was used so many times in my post and in most of the replies that I began laughing just reading them all. The Keyword Density must be something like 3%! It will probably give me the #1 spot on Google for the keyword: CRAP! LOL.

The sooner the zombie marketers (I also call them locusts) go out of business the better for everybody. They have ruined email marketing, adswaps, giveaways and everything else they have raped and pillaged. The latest is "solos" – I will never rape my list by doing that just to sell some sh*t so-called product. I see now, too, that the solos have just about run their race. Thank GOD!

So many of the zombie-locusts think the ONLY determinant of a good marketer is the SIZE of their stupid list. They celebrate in the Skype-chat rooms by saying crap (there's that word again) like: "Woo-hoo! I just BROKE 10,000!" and then all the other goons congratulate them. DUH! In fact, DOUBLE DUH!

It's like they are comparing pen*s size in the change rooms after they have used one of those Austinn Powers "devices." It is hideous but I find it SO entertaining because they are so engrossed in it all that they don't realize that they are going OUT of business before they are even IN business.

It is so insidious AND incestuous – so many of the subbies are on ALL their stupid lists. Their open rates are tiny but they keep talking it up. These people offer NOTHING. They are all TAKERS and they are getting exposed daily. But, in the meantime, EVERYBODY has to suffer because of what they are doing.

I got so mad with one jerk the other day that I sent him an email saying "This is the WORST so-called 'marketing' email I have EVER seen." No response, of course. His subject line and text were HIDEOUS. And he even sends from multiple names.

One other guy sent 37 emails to his list in 24 hours! All of them were GARBAGE and from numerous aliases trying to disguise his true identity.

No wonder IM has gone to... sorry... crap.

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Anyway, John, you can see how passionately dispassionate I am about all these practices and the zombie locusts causing it all. However, I am inspired that you are onto this and – judging by the response you have had here and what I have been inundated with – some of us are making a stand.

Best Wishes

Gary Simpson

PS: Sorry for the long comment. I'm gonna add planetsms as a recommended reading blog in issue #3 of my new NO opt-in TEMPLE talk newsletter.

OK. I went off... again. Just like I did at my blog aka the TEMPLE.

You can see the extent of the damage that these idiotic practices are doing if you visit John's blog (Planet SMS) and read all the comments. You can do that here:

<http://planetsmsblog.com/rant-don%E2%80%99t-ruin-your-affiliate-marketing-business/#comments>

And just for good measure you can – if you haven't had enough of me already – visit the TEMPLE and read what dozens of other people have said. **It's ALL the SAME**, just written from different viewpoints and perspectives.

Here is that link:

<http://motivationselfesteem.com/talk/1990/my-declaration-of-war-on-junk-in-internet-marketing.htm#comments>

Incidentally, just on the name of my blog... try this: just go to Google and type in the following three words: internet marketing temple. How amusing is that?

OK, if you can't be bothered – I dominate the top three positions for that term. The silly thing is that I didn't even

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try to do any svengali SEO stuff. Oh, SEO = Search Engine Optimization, just in case you are a newb and you didn't know. In other words trying to rank high for the keywords.

And, let me tell you this...

... my blog gets POUNDED with traffic.



Maybe people just like to see me ranting or pontificating or... I was gonna say something about debating over math but I said that once before and it got me into trouble. Imagine that? Me in trouble for having a point of view or saying something controversial!

Seriously, people are **SO ANNOYED** and tired and irritated by the zombie marketing hordes and their locust emails. **Zombie marketing has reached EPIDEMIC proportions.** Receivers of all their JUNK have well and truly had enough.

Right. Let me now give you some direct examples of IDIOTIC subject lines that absolutely **p155 people off big time.**

These are REAL examples of Zombie emails that I have received and collected over the past few weeks. I have 100's of them. And EVERY day, like you, I just get more and more of them. **DUH!**



7.0 – Meaningless and Banal Email Subject Lines:

Before I even start let me tell you that these hideous examples are ALL residing in a special folder that I have been using to accumulate them. I call it the D*CKHEAD ZOMBIE folder. Into it I place the very WORST emails I get.

You will probably instantly recognize many of them because they have been used relentlessly of late by the **“monkey-see-monkey-do” legion of zombie marketers**. Basically, what that means is they see something hideous and they “swipe” it for their own.

I guess I shouldn’t be so harsh (pig’s bottom!). Our governments do it to us all the time. They send junkets of highly paid government officials and hangers-on over to far-flung places of the world – ALWAYS in times of the WORST weather where they are domiciled – where the weather is balmy and beautiful for several weeks to “study” some trash, crappy, failed system that has ruined another part of the world.

Then, like a triumphant returning Messiah, they bring that useless garbage back to their own country and implement it so it can destroy the local rail system or education system or public utility or hospital system or whatever.

Christ! Do NOT get me started on that!

Anyway, here is a selection – straight from my D*CKHEAD FOLDER. This is where I direct ALL email from zombie marketers. You should too. It’s fun to put them there. It’s where they belong. In fact, I might just rename it the Zombie D*CKHEAD folder.

These are REAL email subject lines that I have had the distinct displeasure to receive. Take a look at them...

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1. [Spam] CREDIT PENDING On Your Account
2. [Spam] REFERRAL CONFIRMATION
3. [Spam] You earned a check - Take action now!
4. [Spam] Delivery Notification
5. [Spam] Download Confirmation Gary
6. [Spam] Your Payment Has Been Received....
7. [Spam] [#YNV-162489]: (No Subject)
8. [Spam] RE: DOWNLOAD Enclosed.....ACTIVATION CONFIRMED!!!
9. [Spam] You have received payment from PayPal..
10. [Spam] Confirmation VERIFIED
11. [Spam] Your Order Confirmation is ACTIVATED!!!
12. [Spam] NO Payment Required Gary... \$297.00 Value!
13. [Spam] Re: IMMEDIATE Response Required...
14. [Spam] ACCOUNT COMPLETION...(details inside)
15. [Spam] Download Request: AZZ23N987G - Please save this email!
16. [Spam] Re: Gary ... CONFIRM Your Software Download
17. [Spam] CB Sale Notification - #8N11SZKD
18. [Spam] Re: ...personal (please read)
19. [Spam] Access Notification...
20. [Spam] .. Gary, your bill is OVERDUE!
21. [Spam] Payment Refund Confirmation

And that is just a SMALL selection of some of what I have received. I've got 100's and 100's of them.

Recognize any? Er... just checking... have YOU sent any of that crap to anyone yourself? If you have then you have been engaging in ZOMBIE Marketing.

I can categorically state that I have NEVER ever sent anything even remotely resembling that rubbish! My personal pride would not allow me to do that.

I know who has sent me this garbage. I also know the names of those who have attempted by subterfuge to call themselves other names. Some of the names are as IDIOTIC as the subject lines.

Do ANY of those subject lines above make ANY sense?

Note they have all been directed into my spam folder. The Zombie D*CKHEAD folder! Coz that is who sends people trash like this – zombie d*ckheads.

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Sorry if I have called you a zombie d*ckhead. You don't have to stay that way. Grab a brain and stop sending people that sh*t. Oops. I said it again. Sorry!

Now I have numbered these little beauties just to elaborate on some of them.

Take, for instance, **number 1** – WHAT bloody account? What credit? I have NO account with this ZDH. Nor would I ever! ZDH stands for... well, I think you know. Here is what the opening part of the email text said:

"Hello Gary,

I am happy to hook you up with this credit to get this amazing product for free!"

Hook me up? Huh? Well I'd like to hook YOU up too - with a Chuck Norris hook kick to the head and knock some bloody sense into you!

Verdict: Marketing Zombie!

Look at **number 3** – I earned a check huh? Well, when you glance at the text in the panel it reads:

"Hello!

You will not get rich! But you can make a realistic \$4,500-\$8,000 per month, working from your home, with no advanced computer or internet knowledge. It is great for single and work at home parents, retirees-anyone who needs to make some extra money to make ends meet and these days who does not.

Do not let this slip by without checking it out the video!

My response? FO you liar! How insidious is that? This ZDH is trying to FOOL you into thinking you are getting a payment. W*nker! **Verdict: Marketing Zombie!**

The reverse is true for **number 6**. I NEVER bought any bloody thing off this ZDH. It was just a trick to get me to open it. It didn't work because I've seen all this GARBAGE hundreds of times. This boy didn't come down in the last shower. Well, at least I don't think I did.

I think deceptive trickery like this is EVIL, not to mention insulting, stupid, idiotic, boring, ridiculous, a waste of time.

It's the electronic version of bait and switch. Make people think they have done something or are getting something and then – WHAM! Flog 'em something when you have their attention or they are vulnerable. That's disgusting!

Verdict: Marketing Zombie!

I'm sure you are getting the drift here. IF not let me be more candid. Oh oh! I'll save it for now but the "F" word is about to make its first appearance. **Just WARNING you if you need to say a few "Hail Marys" to prepare yourself...**

Look, I don't normally swear in my e-books or manuals. If you have seen any of my work in the past then you will know this to be true. Here is just a small selection of my original e-books and manuals:

- The Power of Choice
- Using Motivation & Self Esteem to Excel in Everything You Do
- Time in Motion Action Planner
- The Internet Marketing Mindset
- Profit is a Beautiful Word
- Twitter Muscle – How to Get Noticed on Twitter
- Brain Training – Affirmations to Strengthen Mind and Body
- How to Beat Your Chronic Back Pain
- Net Wealth
- Beginners Guide to the Magic Art of Copywriting

I never swear in print. In person that may be another matter depending upon whose company I am in and what is being

discussed. I actually think it is boorish to swear and I have a vocabulary that would sink the USS Missouri if Cher hadn't retired that mighty warship by prancing all over it semi-naked. Gee, what a video... Mind back on the job Gazza!

But I'm hopping mad over this lunacy, so brace yourself.

Moving right along...

Look at all that activation of verification for confirmation. **Numbers 5, 8, 10, 11, 19 and 21**. What a crock of you-know-what. Sh*t! Does anyone even KNOW what that crap means? Yet ALL of us see thousands of emails like that because some Zombie King or Queen told his or her hordes of zombie disciples that it was the "latest technique." Well f*ck off all you zombies that is just pure crap!

There! That was the first F-bomb. There are a few more coming too. I can feel it. Just like Elton John when somebody gets him all bitchy. Boy can he drop that word! It's not pretty but you are left with no uncertainty that he is mad about something, though sometimes it's difficult to know what.

Now look at **numbers 7, 15 and 17**, with special emphasis on **17**. ALL of them are trying to fool you into thinking some special order has been placed or a payment has been received. How f*cking deceptive is that? Hideous! Especially number 17 because that just attempts to get you to open a fraudulent email by making you think you have made a sale.

That is a LOW, LOW act – especially since many of the people receiving emails such as these have never experienced the joy or thrill of their first online sale. It's despicable. That is **Zombie Marketing 101** in action.

Here is what was inside that particularly heartless email:

How NOT to Be an Internet Marketing Zombie by Gary Simpson

"Imagine getting an email with that subject line
5, 10, 30 ...even 100 times or more each day.

These guys have had over 50,000 in the past 24 months which has equated to over \$10 million dollars in revenue for them.

Watch this amazing video that reveals how you can copy their EXACT strategies..."

What a bastard of a thing to do to people. "Imagine" a smash in the head!

Verdict: Marketing Zombie!

Then we have email **number 20** on that list... fancy trying to deceive people into thinking that they hadn't paid a bill! Another highly deceptive tactic. Very nasty indeed. Preying upon people's worry. Here is what was inside that shocker:

"Hey Gary,

Are your bills paid or are you like most people living paycheck to paycheck? Well...

Here you can find a surefire way to stop living pay check to pay check and start living the life that you truly deserve. Check this out now:"

Here's what I say to that: Thanks a LOT you pr*ck!

Verdict: Marketing Zombie!

But I may have saved the WORST for last. Who knows? It depends how you view the contents.

Here is **number 21**.

The subject line is "Payment Refund Confirmation."

At first look it doesn't appear all that bad. Well, it IS deceptive because I KNEW I hadn't refunded anything. I very rarely do that. So, I glance at the panel below to see what it was about and here is what I find...

How NOT to Be an Internet Marketing Zombie by Gary Simpson

"Hi Gary,

If you have paid for this in the past, you should ask for a full refund.

Today you will be getting it completely FREE, I have confirmed it."

My immediate thought? **You heartless PIG!** Why? Well, think about it for a moment before I tell you what I think...

... this guy was telling other people that just because he was able to secure something for nothing that all those who had previously bought that product should REFUND it against the supplier so that HE could get a click for an adswap. What sort of mentality is that teaching people? It's insidious.

This particular email really incensed me. I asked others if they had received it and they were all angry about it too.

I emailed the guy telling him that it was one of the WORST emails I had ever received. I didn't get a reply. Surprise, surprise!

The reason that this tactic is so lousy is because due to the barrage of stupid emails that are sent (eg like ALL those above and 100's more like them) the open rates are incredibly low. The clicks are even lower. And when there are low clicks then sales dwindle to a dribble.

The guy who sent this trashy email is a SERIAL email offender. He is responsible for many of those emails that I listed above. His sole tactic seems to be to barrage as many people as he can with crappy unspecific, banal subject lines and email text that is equally bland and useless.

I'm not into naming names but a lot of us know who he is.
Verdict: Marketing Zombie!

How NOT to Be an Internet Marketing Zombie by Gary Simpson

Some of us became so annoyed at the ridiculous and idiotic emails that so many Internet marketing zombies were sending out that I wrote a poem about it. I hope you get a laugh out of it.

I just wish that even ONE of these people could EXPLAIN to me WHY they send such trash to people. But none of them can. They just follow the stupid lead of other Zombie marketers. **Zombie see, zombie do.**



CONFIRM & ACTIVATE poem

I received a random email
And it asked me to confirm
But the subject line annoyed me
And it made me rather squirm

It said that I was activated
But I had no idea why
It was really rather silly
And not to mention sly

So I unsubbed straight away
Coz I thought it really dumb
I get them every day now
And they make my brain go numb

For everyone who sends them
They really are just poo
And if you are gonna be so annoying
Then you'll get UNSUBBED too!



By the way... you may have seen all these **locusts** that I have been putting everywhere. The zombies use them to flock into your email account and try to strip you of money.

8.0 – Sheer VOLUME of Emails:

I usually only send an email if I have something intelligent to say or something of value to offer. I can go without emailing my lists for a week or more if I cannot send something like that.

But, often when I do send out I will get unsubscribes by the score because, quite simply, my email gets bundled in with the guys who send between 10 to 37 per day each. YES! Each! The record is held by somebody who spammed his list with 37 emails in a 24 hour period. He pulled what is known as an “all nighter” to do that. And, as I mentioned in my comment on John Thornhill’s blog, he changed his sender name to deceive people there too.

What sort of stinking-thinking is that?

Verdict: Marketing Zombie!

Christ Almighty. WHAT exactly ARE these guys attempting to do? They are burning people out. And, eventually, they will burn themselves out. Actually, I can’t wait for that to happen. **Bring on the culling of the zombie marketers!**

Just to round this out and show some semblance of getting some order back into the discussion I am going to put a little quote here for all the zombie marketers to THINK about – IF that is possible...

"If a man take no thought about what is distant, he will find sorrow near at hand." - Confucius.

He was a pretty clever guy old Confucius – a LOT smarter than these bozo zombie marketers.

Now, I shall turn myself to something that I saw quoted on John Thornhill’s blog. I spent about half an hour there this morning just reading his posts and all the comments that his

readers had left. There was one particular comment made that kinda shocked me but I guess it shouldn't surprise anyone. This is what **Omar Martin**, a well-known Internet marketer revealed:

"I was at the Affiliate's Appreciation event in Vegas last week and as I looked around it was easy to see how the scammers gravitate to one another and form groups.

It happens in person, just as it does online. These guys know they are pedaling "crap" and they factor in a 50% + refund rate ... but they team up to promote each others stuff so it just becomes a numbers game. Even with a 50% refund rate they know that they'll make \$500k plus.

They keep a calendar and take turns launching... They make these secret "cliques" and thats how they literally "saturate" the internet on a given day to launch their stuff.

Its a genius concept if their products were legit and actually WORKED. But they don't.

I spoke with one of these guys in Vegas and when I inquired about his product not working he said... "Omar, who cares?... 70% of people wont ever even open the file they bought and another 29% wont get passed video#1 so I'm only really screwing 1% of the people..!!"

That is a downright disgrace! **SHAME on that person.** The best thing that he can do it to GET OUT and stop peddling his crap to unsuspecting people. HE is part of the problem. He is a zombie marketing KING.

I now want to talk about something that I see as a BIG part of the problem. It's the proliferation of PLR.

9.0 – A BIG Part of the PROBLEM:

PLR or Private Label Rights material is, in my opinion, a trap. In theory it is a great idea. But, in practice, it is just far TOO EASY to abuse the intention of PLR and simply leave it as is.

Let me explain...

With PLR what you get is a BASIC skeleton of information that you can use as a basis upon which to edit, add, delete and create something UNIQUE of your own.

Unfortunately, the vast majority of people do what they always do – they take the easy way out. They just leave it as is. And the danger in doing that is two-fold:

- 1** – PLR was NEVER intended for that,
- 2** – so much PLR is VERY LOW quality.

Putting your name on a low quality, poorly written document of low worth makes YOU look bad. Why would you want to do that? Huh? **WHY? DON'T DO IT!**

Oh, I can understand why so many people need or want PLR but (again), in my opinion, it is something that I would stay away from.

Having said that, I know that there are a lot of people selling bundled PLR packs and making decent amounts of money from doing that. Your choice, I guess. If that's your bag, stick with it.

I often get asked by newbie marketers what I think of their free offers for the purpose of list-building. Here is one such recent exchange. I have removed the fellow's name to protect his identity.

TRANSCRIPT OF ACTUAL TEXT CONVERSATION ON SKYPE:

[8:14:10 AM] Gary Simpson: I just looked at the first one - that will only attract the attention of the most inexperienced newbies.

[8:14:27 AM] Gary Simpson: It's PLR through and through.

[8:14:47 AM] Gary Simpson: Ask yourself this... when YOU read it did it help YOU?

[8:14:54 AM] Gary Simpson: If not then GET RID of it.

[8:15:22 AM] Name Deleted: hmmm ... okie

[8:15:43 AM] Name Deleted: whenever you find some time, can you throw some ideas around what subject you think I should have my offer on - ready to learn and do reports or video

[8:15:47 AM] Gary Simpson: You need to find GOOD things to give away.

[8:16:16 AM] Gary Simpson: That blogging thing looks old and tired - sorry. Just saying what I think. Try it. See what happens.

[8:16:49 AM] Gary Simpson: But here is my BIGGEST TIP - create something uniquely your own then PAY to have a nice cover put on it.

[8:16:57 AM] Name Deleted: most welcome Gary to take all your opinion on board ... please feel free to thrash it

[8:17:08 AM] Gary Simpson: LOL!

[8:18:02 AM] Name Deleted: okie ... will do, as per my above request - whenever you find some time, can you throw some ideas around what subject you think I should have my offer on - ready to learn and do reports or video

[8:19:45 AM] Name Deleted: i know am asking hell lot of questions - some probably stupid ... sorry if I'm taking a lot of your time

[8:59:47 AM] Gary Simpson: OK, I checked out all those links. Here's what I think... your OTO is OK - should do alright with that. The price is cheap and you will probably make sales. But...

[9:00:50 AM] Gary Simpson: ... your freebie sucks. Sorry. It's only 12 pages of double spaced text that is so general in nature that the only people you will lure are the rankest of rank beginners.

[9:01:11 AM] Gary Simpson: The cover is God-awful. The information is very thin so...

[9:02:27 AM] Gary Simpson: 1 - Re-write the content in your own words. Fill in all the gaps by researching the places the PLR book suggests. Make it your OWN work - never plagiarize or commit copyright theft. If you do that you will be in trouble.

[9:03:07 AM] Gary Simpson: 2 - make the e-book totally UNIQUE in your OWN words. Pay to have somebody proof read or edit it if you must.

[9:05:11 AM] Gary Simpson: 3 - set it out professionally. If you have my "How to Write the PERFECT Storm of an e-book" then that explains

How NOT to Be an Internet Marketing Zombie by Gary Simpson

in great detail how to do it. But, unfortunately, people just do NOT want to spend the time doing it properly. They just want to promote junk like what you have (sorry but that is what it is). All that PLR stuff is meant to be a GUIDE only but 95% of the people just use it as is.

[9:06:19 AM] Gary Simpson: And that is why EVERYBODY has seen it all before and so FEW want it. It's old hat, general and of low class and quality. The info is so general and obvious that it is a waste of time even to read it. I scanned it and it made me yawn.

[9:07:54 AM] Gary Simpson: 4 - Once you have done that then PAY somebody to make a really eye-catching cover. I use Mike Ottman and Dee Ferdinand. Look on my blog and you can see their stuff.

[9:11:25 AM] Gary Simpson: OK, that's it in a nutshell. Those who do what you are trying to do build weak lists - sorry just saying what I believe. And that is why the failure rate is so high. Like 95%. You are not identifying yourself as somebody who is stepping OUT of that 95% - ie you are not raising your arm and saying "Pick me! Pick me!" You are in the swirling mass of sheep who are just bleating among themselves. Be the stand-out sheep.

[9:13:22 AM | Edited 9:22:10 AM] Gary Simpson: Hope this hasn't offended you. That was NOT my intention. You asked for my opinion. I gave it. The WORST thing that I could do would be to tell you that you are gonna be "just fine" using that crap. You're NOT. You need to do the work, put in the effort, spend the money and stand out from the crowd. ATM you are just lost in a huge flock of other sheep. I know that what I said is harsh. But it is what I believe and you asked for the truth and if I said anything other than what I said above then I would be a liar and I wouldn't be helping you one little bit!"

END OF TRANSCRIPT OF TEXT CONVERSATION

A bit harsh huh? Well, you may think so. But he asked for my HONEST opinion. I could have lied to him but that wouldn't sit well with me because it wouldn't have helped him.

The good thing is that he took my honesty the right way. I don't think he was offended. I hope he goes away and comes back stronger. Coz he sure is gonna need a MUCH better front end lure than what he had. It was absolute DRIVEL! PLR leprosy.

10.0 – What is the Alternative?

In MY opinion, the ONLY way to be a purveyor of good information that will brand YOU as some sort of authority is to create your OWN UNIQUE product.

People are sick and tired of WASTING THEIR TIME reading junk. Let me ask you this:

How many times have you given your name and email address to some zombie marketer for a very LOW quality piece of junk that left you none the wiser after you have finished reading it? I will bet that you are thinking... just about EVERY time!

Personally, I have lost count of the dozens and dozens... NO! Make that hundreds of useless trashy e-books and so called reports that have told me FA! There, I didn't swear but you get the message.

What about you? How many times have you seen something that looked like it would give you a part of the puzzle that you need to solve and all you got was more effing JUNK?

Or you have been sucker-punched into watching a video that promises to teach you something when, in actual fact, the ONLY thing it is gonna teach you is NEVER to believe that zombie marketer ever again.

If you are an Internet marketer or an intending IMer then - FOR GOD'S SAKE and EVERYBODY else's too, including your own - produce something that is worthy of people's time. NOBODY likes their time wasted or to be promised a solution to something only to find MORE tricks are being played on them by some unscrupulous Internet Marketing zombie.

Be a game changer!

Be original – SURPRISE people by offering truly valuable information that will save them time or teach them something. That is the way forward. That is how you will succeed. That is how you will become known as an authority figure who people will take notice of. Not some junk peddler.

Stand out from the bloody zombies! It's EASY to do. They have absolutely NO CLUE at all – unless they get to read this and maybe figure out a few home truths for themselves.

So, where do you get your inspirations for ideas to write about? I don't know about anyone else but I get my ideas from virtually anywhere and everywhere:

- something I see,
- something I hear a person say,
- something I read about (eg could I have done a BETTER job than that?),
- an incident,
- a lesson I have learned the hard way
- a GAP in the market (eg this report)
- virtually anywhere.

Ideas can pop into your head at any time. I find that if I do not jot these ideas down at the time they pop into my head that they can just as easily pop right back out again. For instance, this morning...

... Often I have a really great idea for a topic. But guess what? I say to myself what I have said far too often before... "I'll remember that!" Then I promptly forget it. DAMN!

My **BIG TIP** here is ALWAYS to jot a few notes down just as a memory jogger.

I have been known to have dream inspired ideas. Many times I have woken up in the middle of the night, scrawled a

few words on a pad – in the dark – then gone back to sleep. And in the morning I have been able to resurrect the idea and expand upon it.

It's actually quite amazing how this can work. When we are asleep or near sleep or awakening from a restful sleep our brains are free to roam – undisturbed by the humdrum of every-day life. At these times our minds can be very creative and powerful. Don't waste those thoughts! Keep a pad and pencil handy.

Another great source of ideas is in the combination of two or more good concepts to create a product even more powerful than any of the originals. By taking the good points of several products and adding them to one another you can easily come up with a superior product that will be in high demand.

But again – **do NOT copy and do NOT plagiarize!** Am I making a big enough point of this? I hope so. Coz if you do that you can get into a WORLD of trouble – and... your name will be mud forever more.

Just on that point, remember George Harrison's tune "My Sweet Lord?" It was alleged that he ripped off the melody in a song by the Chiffons called "He's So Fine." It went to court. Harrison was found guilty of copyright theft and he had to pay royalties to the owner of the copyright.

If this interests you then you can read about that case here:

<http://abbeyrd.best.vwh.net/mysweet.htm>

LESSON: Do NOT even THINK about ripping somebody else's original work off. Copyright theft is a very serious international crime.

Your capacity to allow ideas to come at you is only restricted by your imagination. I've had a saying printed on my business cards for almost 20 years. It says: "*Imagination Is Infinite.*" I believe it is.

I hear SO many people say, I can't write. Yeah? Bullsh*t! You CAN write. And if you REALLY struggle then make a video or PAY somebody to write for you as a ghost-writer then personalize it with your own thoughts, ideas, expressions and way of saying things.

People want YOU – NOT some PLR writer pumping out some unintelligible crappy junk that makes no sense and gives no information for 50 pesos a pop.

I've lost track of the number of people who say: "*Gary, I will NEVER be able to write like you!*" And I always say: "*You are correct. You will never do that nor should you.*"

It always surprises them. Then I add: "*You should just be YOU! Not a clone of me or anybody else. Be original! That is how you will make your mark. Not by being a clone of somebody else.*"

And DEFO **don't be a bloody zombie**. Zombies are a waste of space. NOBODY likes them. They just clutter everything up with useless, meaningless, informationless JUNK!

To help people learn the art of writing and setting out their thoughts and ideas in a logical, well presented manner I wrote a manual. It's called:

"How to Write the PERFECT Storm of an e-Book."

And I originally gave it away free. 4769 people have it. But it isn't free any more. Why?

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Because it was plainly obvious to me that people were simply NOT placing any value on it. It was free. Free stuff is crap right?

Yes, about 99% of it is. Pure crap. But this wasn't. I had people who had downloaded that book ask me the SAME questions that were answered in Perfect Storm. When I asked them if they had read it, guess what they said?

So, I removed it from my blog. Actually, I didn't remove it. I just made it a paid resource. You see when people pay for something they value it. They are more inclined to USE it. Here's a picture of the cover:



I packed a lifetime of my experience as a writer into that manual. If you want it you can get it here:

<http://motivationselfesteem.com/pro-perfect.html>

When you learn the craft of writing and practice what you have learned you will be amazed at how adept you will become at creating your own ORIGINAL products. It's not

easy but you WILL progress and it does get easier and easier over time (eg this report took me just 10 hours).

Oh, and here is a BIG benefit – you will NOT be seen as a zombie who only offers crap to build a GIGANTIC unresponsive list of people who delete every email you send.

STOP PRESS:

After finishing my report and sending a few promo samples out to trusted friends for their valued opinions I was alerted to a number of other blogs where this very SAME thing was being discussed. And, almost without exception, EVERYONE was saying “**ENOUGH IS ENOUGH!**” I commented on a couple. Here are some of the better ones with direct links:

1 – Andrew Hansen’s blog:

<http://andrewhansen.name/anti-recommends/i-need-your-help-this-time/#comments>

2 – Randolph Smith’s blog:

<http://randolphsmith.com/more-lies-on-big-launches-plus-news-updates>

3 – Barry Wells’ blog:

<http://barry-wells.com/newbies-we-may-be-dummies-we-are-not>

And this comment from “Bet” on Andrew Hansen’s blog pretty much sums up why I decided to write this report.

Bet said on November 15, 2010 at 4:37 am “Thanks for confirming my impression of internet marketing. They send you so much mail and phony information that you don’t know which end is up, let alone how to do this business. That is all we want to know. How to ethically earn money and impart information.” B

So, it ain’t just me who is FED UP with the UNWELCOME activities of the Internet Marketing zombies. Everybody is!

11.0 – Let Me Give You Some Hope:

What I will reveal to you now might make you envious OR (hopefully) **it will INSPIRE you**. Jealousy and envy are such negative emotions so I'm hoping that this will give you some motivation and/or inspiration...

In March 2009 I spent some time at a very short family get-together in an isolated rural setting (back of NOWHERE basically) where I had no internet connection. There were "in-law" relatives and friends of those relatives at that function who I had NO desire whatsoever to trade pleasantries or clichés with. So, I exiled myself for about 3 hours and while they all drank themselves to oblivion and back-slapped each other over how much they could all drink and who was the fastest and best drinker and all that nonsense I wrote (cover to cover) my **"Time in Motion ACTION Planner."** Yes, I did!

When I finally got back to my office I spent another three hours furiously typing and formatting it. So, all-in-all, I "invested" about 6 hours of my time in creating it. Yes, when I'm in a creative mood I am very fast. Like Speedy Gonzales... ariba! I even managed to get a very nice cover slapped on that planner at no cost. Here's a picture of it...



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You can get that ACTION Planner and a bunch of other valuable and 100% ORIGINAL free e-books on my blog at www.motivationselfesteem.com/talk - it's a VERY valuable resource and will help you plan your e-book and all your other online AND offline activities.

And yes, it is an Opt-in.

Now know this...

... in the ensuing 10 months that ACTION Planner e-book has been downloaded (as at today's date – 6th December 2010) 11,786 times. There have been those who have come in, grabbed it and immediately unsubscribed (the cretins and the freebie-hunters will do that to you too) but I still have almost 9,000 people on that ONE list!

OK, I have given you a few clues there about how you can be original, be different and **avoid being a zombie marketer**.

So, back to the matter at hand – here is another highly irritating trait of zombie marketers...

... whoring yourself.

12.0 – DON'T Be a ZOMBIE Affiliate Link Whore!

As you can tell I'm not pulling too many punches here.

Zombie Marketers have another very UGLY trait. They are promotion whores. And by that I mean this... they will promote the socks of anything and everything that they see just to make a buck – even if they know it is pure unadulterated sh*t! Remember that comment made by Omar Martin?

Before I go on, let me qualify this...

... it's OK to promote something IF and ONLY if you pass three tests (these are my tests but you make up your own quality scoring system if you want):

1 – You have purchased the product yourself, it has helped you and you genuinely want to spread the word (for example I will tell anybody who has a heartbeat how good my new link cloaking software is – the Phantom Link Cloaker. You can see it in action by clicking this link and watching it teleport you to the PLC site:

<http://motivationselfesteem.com/recommends/phantom>

YES, that IS an affiliate link.

2 – You like the product, you can see the obvious benefits and you think it can genuinely help others

3 – You KNOW the creator or know of them to the extent that you TRUST them, you believe they have a good track record, you know they create QUALITY products and you feel that the product you are promoting will assist at least some of your subscribers to move ahead.

Zombie marketers don't give a sh*t about any of that. They just whore anything and everything to make a quick buck.

Zombie marketers are also "launch whores." They will promote ANY and EVERY launch of ANY product to their lists – again, just to make a fast buck.

Zombie marketers do NOT care if the product is illegal, unethical, is stolen or even if it simply does NOT work. They just don't give a flying f*ck. **All a zombie marketer cares about is commissions.**

While it is perfectly acceptable to offer a range of decent products to your subscribers – and let's face it we ALL need to make money to keep surviving online – a zombie marketer has NO problem with promoting absolutely anything he or she can get their grubby zombie hands on.

Zombie marketers are so UNoriginal that they will simply "swipe" pre-written emails and use them as is – even if they are riddled with spelling mistakes, make virtually no sense and/or contain glaring errors. They do NOT care.

That is why whenever there is a big launch **all the zombie marketers send EXACTLY the same TRASH emails to their lists** – the same poxy subject lines and the same garbage text. They don't care.

And that is why the people on those subscriber lists get swamped with a tsunami of emails from Zombie Tom, Zombie Dick and Zombie Harry – all with EXACTLY the SAME vomit. Not wanting to leave the female zombies out of this that is why Zombie Mary will send you the same email too.

So, all the zombie marketers all descend upon you like a plague of locusts. Some will get a little creative, grab a hotch-potch of useless bone-ass (bonus) JUNK, tell you it

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has a "value" of \$3777 and that if you clear the cookies in your cache and buy through them then you can have all that JUNK for... freeeeeeeeeeeeeeeeeeee!

Some bonus material – especially if it is sold by the marketer under master resale rights (MRR) that ALLOW it or if it is original valuable material – is OK. That is legitimate.

But if it is just a cobbled together bunch of useless crap then WHY would anybody want to add that to the rest of the rubbish that is taking up space on their hard-drive? WHY?

Zombie marketers LOVE launches. Decent marketers, on the other hand, are VERY picky about what they will promote.



OK... maybe that was a bit over the top. But I sure did have some fun putting locusts all over that zombie's face. Make sure they don't invade your inbox... "verification of activation of confirmation of your order download #AZT443202."

13.0 – Why Should You Listen to Me Anyway?



Good question. Why SHOULD you?

Well, that depends entirely on who YOU are.
Are you looking to be part of the solution? Or are you part of the problem?

Look, I KNOW I will be despised by the zombie marketers for saying all this. Too bad! I don't care. They are offering you and everybody else NOTHING! They are becoming more and more irrelevant by the day. And, whether they know it or not, they are becoming more and more despised by the masses of people who only want ONE thing – GOOD QUALITY INFORMATION.

The sensible thing to do is for you to fill that need.

I have left this section for last just so you can find out who I am. If you don't care just skip this bit. I don't care. I just thought that since I have made some startlingly brutal statements in this report that you might like to know a bit about me to see I actually have some credibility.

So, who am I? I'm the owner of the TEMPLE – an outpost of sensibility (but sometimes a vociferous rant) in a world of confusion and deception. I don't deceive. I never have and never will. I have a code of ethics forged by my 40 year association in martial arts. It's called bushido. I rarely speak of it because it is intensely personal to me.

You may also like to know there are two sides to me. My dominant personality is that of a very helpful, caring and compassionate person. The other side is somebody who you really never want to provoke. The best part of that is that YOU get to choose which personality you want to deal with.

But enough of that...

As I mentioned before, I am a writer. OK let me lay my "creds" on the table for you...

... I HAVE worked as a proof-reader, editor, speech writer, Parliamentary Liaison Officer (ie the one who REALLY writes all those BS letters that politicians "pretend" to write – you know – "I regret to advise you... blah, blah, blah"), report writer, technical writer, book writer (I have written several novels that I am seeking publishers for), magazine writer, newspaper writer, features writer and a whole bunch of other things. I have been paid for my writing both by salary and also as a freelancer.

I've been published in all sorts of magazines including Women's Weekly – yeah I have. I wrote a short story called "*The Pigeon Man*" and was paid handsomely for it. If anyone has ever tried to get a short story published in that magazine then you would know how notoriously difficult it is – er, especially for a man, I might add.

I know an awful LOT about the best way to write.

Jokingly I often say to other people, "*I've already forgotten MORE about writing than you will ever know!*" Pretty arrogant huh? Well, I have the runs on the board. Want a little more proof?

On the Internet I have written hundreds of articles that have been picked up by thousands of websites and ezines, I have a massive blog that gets 100's and 100's of comments and 1000's and 1000's of visits, I have a huge Twitter following (not that such a following is all that big of a deal these days but it used to be), I have authored a bunch of e-books that

are downloaded all over the world etc, etc. Google my name if you want proof. You can see for yourself.

Here are just some of the titles of my e-books:

- The Power of Choice
- Using Motivation & Self Esteem to Excel in Everything You Do
- Adswaps – a Simple Guide to List Building
- Time in Motion Action Planner
- The Internet Marketing Mindset
- Profit is a Beautiful Word
- Twitter Muscle – How to Get Noticed on Twitter
- Brain Training – Affirmations to Strengthen Mind and Body
- How to Beat Your Chronic Back Pain
- Net Wealth
- Your Personal Passport to Success
- Beginners Guide to the Magic Art of Copywriting

And a bunch of others that are too many to list here plus other reports and manuals still under progress.

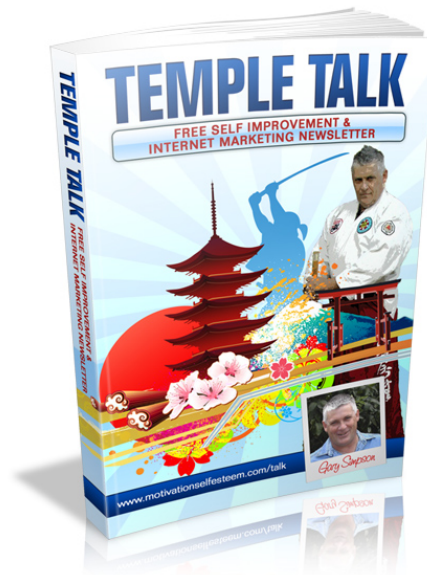
By the way, none of these are the usual 5-10 page junky pamphlets with double-spacing, large font, “fluffed up” and loaded with pictures that most people call e-books. U-uh! My e-books (like this one) run in excess of 30-50 pages and 10,000 words. Some of my manuals are 250+ pages.

As you have probably already realized I am never short of words and I generally write all my books in a flurry of activity. After the research and note taking phase, I can usually bash out a piece of work that is 95% done in a couple of days. My **Time in Motion ACTION Planner** was the quickest one at a total writing and typing (yes I type them all myself) time of 6 hours.

How NOT to Be an Internet Marketing Zombie by Gary Simpson

I am also currently offering my thousands of readers and followers many **NO opt-in** publications that contain interesting and valuable information. One of them is called TEMPLE Talk. I put a lot of effort into these and I research all the information and any links that may be included meticulously so that you can be confident that **whatever I put in these newsletters is WORTHY of your perusal.**

Here is a copy of the cover of the December 2010 edition – issue # 2.



Here is a link (you will see it is a **straight pdf requiring NO opting in.** How refreshing is that?):

[http://www.motivationselfesteem.com/Temple Talk 02 December 2010.pdf](http://www.motivationselfesteem.com/Temple_Talk_02_December_2010.pdf)

Sure, like this report, there are some links in that publication. I'm up-front about that. But here's the GOOD thing...

YOU choose if you want to click on them. I'm not holding you hostage. I'm not FORCING you to give your name or email address to me. And, if you do, I'm not one of those

How NOT to Be an Internet Marketing Zombie by Gary Simpson

Internet marketing ZOMBIES who will spam the living daylight out of you.

Yes, I do send emails from time to time. That is how ALL of us communicate. But... you can nick off ANY time you want. Just unsubscribe. Leave! I don't care.

If you are somebody who doesn't like quality information then you can listen to the ZOMBIES. Good luck! They all promote the same sh*t day-in-day-out so if you get it from Zombie marketer #23 then you will get exactly the SAME sh*t from Zombie marketer #42 which will be the same as what you will get from Zombie marketer #85.

The zombie marketers will detest and hate me for what I have exposed here. To HELL with them! F*ck 'em.

So, although this section isn't entirely all about me I will come back to why you MIGHT like to take notice of what I am saying – and others like me. And there are plenty of us out there.

I am indeed a prolific writer and very little gives me greater pleasure than slamming words down on a page. Can you tell that? Can you feel my passion here? I LOVE to write and share knowledge and information via the written word. Strange, I know. Weird even!

Oh, I have also written and delivered five eulogies and I can tell you – there is NO MORE DIFFICULT writing task than summing up a person's life in words and keeping all the loved ones, relatives and friends happy. Hmm, well, yes **there is ONE thing** – actually reading the eulogy in front of people who are weeping the loss of that person. Let me tell you, if you can do that without losing it then **you can do ANYTHING!**

How NOT to Be an Internet Marketing Zombie by Gary Simpson

So, moving right along... pretty much, I would pit myself against any writer on the face of the earth. You may view that statement as arrogant. I really don't care. Well, I do but I cannot be responsible for your thoughts. That's just how confident I am of my ability.

OK, I'm binging on too much about myself. But I did that to impress upon you that I have a mountain of writing knowledge and experience. I know what I'm talking about.

I hope you can feel confident that there are MANY really passionate, devoted and honest providers of wonderful information out there.

They are NOT zombie marketers. They feel as disgusted as you do about their rampant and greedy practices.

I am bound to receive a strong backlash from the zombie marketers. They will HATE my guts for saying what I have in this report. So be it.

They are NOT doing you ANY favors at all. And they are certainly hurting the reputations of all the decent marketers out there who make money by being the creators and purveyors of good information.

And that is the path that I strongly encourage you to take. Do NOT take the perceived EASY path of the zombie marketer. That is the path to destruction. You are worth SO much more than that. Follow the enlightened path. Stand in the light for all to see you.

If the zombie marketers ridicule you then so be it. Stay strong. I will stand by your side.

14.0 – Conclusion:

In this report I have detailed the malaise with Internet marketing. Hello? Have you absorbed what I have said? Do you even care? Or will you follow the lead of the zombies?

You can now choose your side. Do you want to be part of the problem or do you want to lead from the front? It's so EASY to be a zombie marketer. Idiotically easy, in fact.

I presume you do not consider yourself an idiot. But if you follow the Kings and Queens of Zombie Marketing then, I'm afraid, that is exactly what you are or will become.

Zombie Marketing with all its attendant lies and deception is the path to DISASTER. If you follow zombie marketing you are treading the path to IRRELEVANCE!

If you have been guilty of zombie marketing in the past then clean up your act BEFORE the FTC does it for you.

At the very least do it for your subscribers. If they have placed their faith in you why should you PUNISH them with zombie marketing tactics? **Be a leader. Be original.** Stand out. Create value. Become somebody worthy of people taking notice of. **And LOOK AFTER you subscribers.** If you're not exactly sure how to look after customers then see **APPENDIX 1.** I've included it to show you how to do it right and how you CAN make a profit by caring for customers.

But in the end... it's YOUR choice.

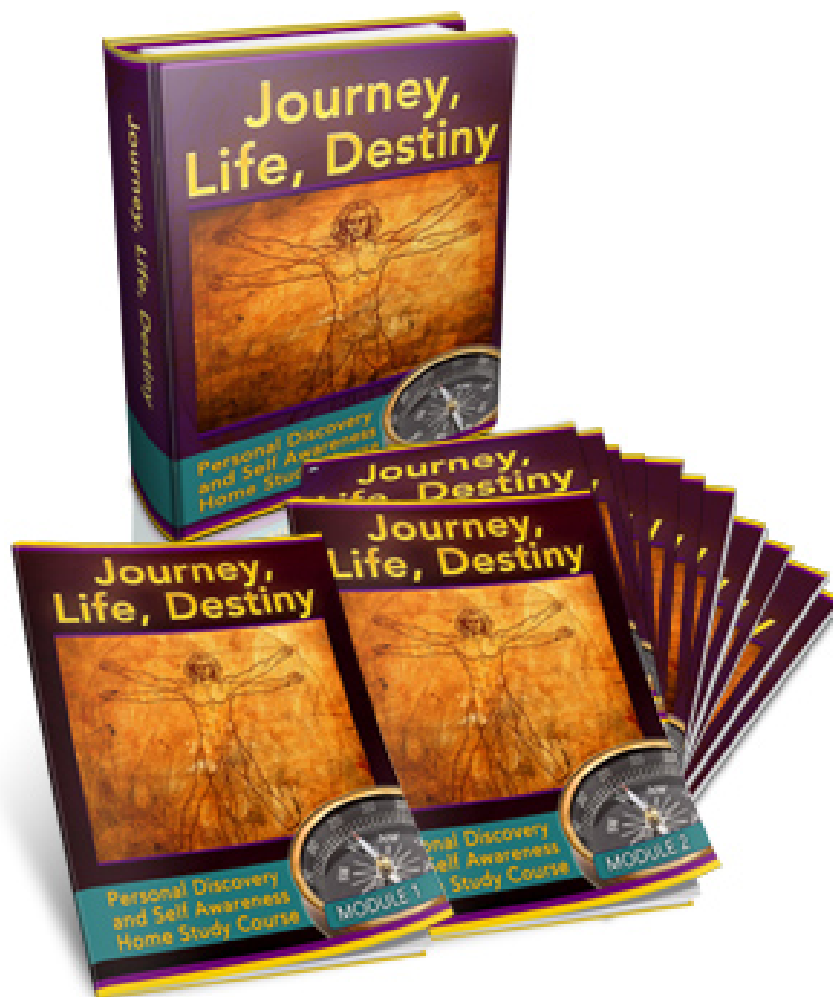
All the best,

Gary Simpson

Gary Simpson

ANTI-ZOMBIE MATERIAL BELOW:

Do You Want to be the **BEST** that You Can Be?
Then it's time to create your **DESTINY!**



Yes, this is one of my own original products. Click the link below or copy and paste the URL into your browser:

<http://www.journeylifedestiny.com>

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APPENDIX 1:

*******THE WAY FORWARD FROM HERE *******

Most people who are building a list on the Internet are concerned with making that list as BIG as possible as FAST as possible. But so many people neglect the ONE thing that they should be doing most - building a relationship of trust and honesty with the people on that list. YES, the LIST is a list of **PEOPLE** - NOT numbers or to be regarded as cows to be milked.

Do you know HOW to interact with your list - your online customers? Do you know how to turn them into clients? Do you even know the DIFFERENCE between a customer and a client? Would you like to know how to turn the people on your list into raving fans?

Having years and years of experience in retail I can tell you this... **the SAME basic principles apply online as they do offline.** Do you even care for the people on your list? Or do you view them as a bunch of people whose credit cards you can plunder? A LOT of list-builders do just that. Internet marketing zombies do that. And it is a false and completely TEMPORARY way to operate.

Look... we all have tire-kickers, freebie hunters and a small percentage of nutters on our lists. Everyone does. That's life. But there is also a group of very decent people who WILL do business with you - **IF you treat them right!**

Online is a reflection of offline. Your "online shop" with your subscribers isn't all that different to a regular shop with customers coming through the door. What I mean by that is that people are the SAME. **People are people.** They don't change their needs, wants and desires just because they shop for something online as opposed to walking into a physical shop.

And what are the things that MOST people are looking for? The cheapest price? Some are. But what runs even deeper than that?

Let me give you a little hint. **What do YOU want?** Click this link to find out more and learn how you can succeed as somebody that the PEOPLE on your list knows, likes and trusts.

<http://www.motivationselfesteem.com/pro-beautiful.html>