

## ADVERTISEMENTS THAT SHOULD NOT BE REPLIED TO.

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## **ADVERTISEMENTS THAT SHOULD NOT BE REPLIED TO.**

How to get free advertising.

Whilst the Heading may LOOK very tempting, the Report itself contains no more information, once all the padding words have been stripped away, than telling the reader to place advertisements in 'FREE ADVERT' publications and also checking through magazines such as the Exchange and Mart for sections that are FREE to private advertisers. It's unlikely that anyone receiving such a Report will be very impressed.

How to get free artwork.

Again, the Heading looks very tempting but one would have to have a very low standard of ethics to consider such a scheme. There isn't anything clever in telling someone to take their draft artwork to a print-shop for a 'quotation' and then asking for the proof for checking before going ahead with the order. The proofs are rarely crossed 'sample' and usually of a good enough quality to permit photocopying. Paying good money for such a report isn't going to bring 'friends' or repeat orders.

How to get free business opportunity magazines.

This report advises that once the magazine (or magazines) of your choice has been selected, write to the publishers Mailing List department to ask for their latest price list. The Circulation department of the magazine will automatically be given your name and address to then forward you a sample copy of the magazine in the hope that you will subscribe. By writing each month using a different names and addresses, the magazine publisher will be none the wiser. Alternatively, by using different names and addresses each month, simply write to the magazine under the pretext of considering subscribing and wanting a back copy for perusal - you will inevitably be sent the latest edition. It's hard to see that such hassle would be worth the amount of saved subscriptions BUT - there is no doubt that the information does balance with the report's title.

Summary.

Reports with such eye-catching titles as the above ones will easily attract large numbers of unsuspecting buyers but I am of the opinion that if someone is prepared to stoop to such low levels of ethics then 'self respect' can have no meaning to such people. I would strongly advise that such reports should NOT be purchased nor sold on grounds of ethics and also as there is always the possibility that some dissatisfied 'crusader' could take legal action as a point of principle.

Warning.

This information has been provided on the strict understanding that it is for 'information only' and NOT to be acted on.