



**A Candid Insight Into The Real
World Of Internet Marketing!**

****Controversial! *Raw!! *The Facts!***

Lode M. Loyens

NOTICE: You Do NOT Have the Right to Reprint or Resell this Newsletter!

You Also MAY NOT Give Away,
Sell or Share the Content Herein

If you obtained this report from anywhere other than <http://www.LodeLoyens.com>, you have a pirated copy.

Please help stop Internet crime by reporting this to:
[mailto: support@lodeloyens.com](mailto:support@lodeloyens.com)

© 2009 Copyright Lode M. Loyens

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the Web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, Aarden Publishing Inc, 9848 Tabor Str., Ste. 121, Los Angeles, CA 90034.

Limit of Liability/Disclaimer of Warranty:

While the Publisher and the Author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. Neither the Publisher nor Author shall be liable for any loss of profit or other commercial damages, including but not limited to special, incidental, consequential or other damages.

Table Of Contents:

Introduction

Issue 1: Article Marketing Scam Page 4

Introduction:

Welcome:

Since this is the first issue of **Thursdays With Lode** [TWL] it's only fitting I welcome you first. I am happy you are here. I got some exciting things planned and simple can't wait to share them with you.

TWL is unlike any newsletter or info site you ever read. It's a straight in your face, no holds barred real truth about what is really going on with the internet marketing world.

You'll discover "secrets" that until now you've never been told. Secrets designed to hold you back, intentionally. These are internet marketing dirty tricks developed specifically by savvy marketers to make the marketer rich ... not you!

As you read through each issues over the next coming months you'll discover that internet marketing isn't everything it is cracked up to be. You'll discover "*legal scams*" that unless you are aware of them and you know how to bypass these roadblocks, ensure a click of internet insiders that your success online will never be what it should be.

All your hard work, efforts, energy and money you spend on making yourself successful online go to waste. Only the marketers who are aware of these dirty secrets benefit from your sweat. They are the ones raking in the dough while you struggle along.

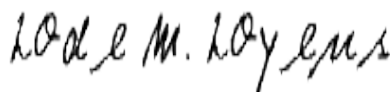
Most of the internet marketing world has been designed that way - deliberately. You'll soon find out that not everything that blinks is gold. Scrupulous marketers teamed up to make the internet a money pit for them (the few) while the masses (you) will eagerly put down your hard earned money to "learn" the secrets these marketers know.

Of course, you will never learn these tricks, at least not completely. If you did, that would mean the end of their lucrative internet business - you won't buy from them any longer what they tell you need to succeed.

That's why I started TWL. Now you will come to know about the many "hidden internet marketing secrets" that are designed to keep you in the dog house and make those online "gurus" filthy rich.

And I am taking this even one step further. Not only am I exposing all those "legal scams" but I am offering you real solutions that will show you how you can become successful online without getting caught in these not-so-ethical internet marketing traps,

Wishing You Dynamic Success;



Lode M. Loyens

Issue 1: Article Marketing!

The Article Marketing Scam That's Holding You Back!

Article marketing. No doubt a most effective method for driving prospects to your squeeze page, site or blog. Well ... not exactly ...

Oh yes, article marketing is certainly an excellent way for generating traffic. After all, the internet is built on content. People are constantly searching for information and search engines are happy to provide it to them.

Additionally, the articles you submit to article directories will, over time, give you recognition and turn you into a "goto" expert. Plus ... articles are picked up and posted on blogs and web sites by other webmasters, making your articles viral.

So what, if anything, could be the **deceiving** factor that makes article marketing not everything it is made out to be?

At first glance, writing articles and posting them on popular, high-ranking and high-traffic volume article directories seems like a solid method to drive desperately needed visitors to your opt-in form.

And given that plenty of these high-ranking directories offer you to post their articles for free, other than you having to spend some time writing your content, this appears to be a wonderful solution to getting more prospects.

But does it really?

Do these directories really go through the trouble of building a web site, hosting it and allowing anyone to post content that they store for free all with the sole purpose to get the author (you) more business? Are these article directories really that charitable?

Let's find out:

1. Requirements:

Most article directories require you to write your articles following their rules and guidelines. Unless the articles you submit to various directories are written per each directory requirements, your articles won't be accepted for inclusion: All your hard work you put in writing your articles is in vain. There's really nothing wrong with that. Simply follow their rules and your articles will be accepted right?

You would think that wouldn't you? What you may not know is that some article directories do not always follow their own submission rules. They often accept articles based on topic, author and content before including articles from the "general audience".

The hotter the topic, the better known the author and the more informative an article is the more the article directories want it. It increases their popularity and visibility.

2. Delay:

Using article marketing to generate traffic is quite often a slow and tedious process. Several high ranking and very popular article directories take *30 days or more* to approve your article for inclusion in their directory.

That's a long time for any marketer to have to wait to see prospects trickle to your squeeze pages. Those article directories claim that the reason for this delay is (1) they receive 1000s of articles for inclusion every day and (2) they use "real" people to review and approve each article for inclusion in their directory.

Although this is true (in some cases), what they aren't telling you is the sneaky reason why your articles get delayed ...

3. Dirty Trick:

You see, there IS a way for your articles to get posted in article directories much quicker than their standard time. In fact, in some cases, you can have your articles listed as quickly as 24 to 48 hours.

How is this possible?

Here's How:

Plenty of article directories take advantage of the high volume of articles they receive daily to increase their rankings and visibility. Then they use their high ranking and recognition to deliberately delay article inclusions, thus "forcing" hungry marketers to pay for a monthly membership for quick inclusion.

You see, the owners of those article directories know just how eager you are to get your articles listed in their directories. Thus by postponing your articles from inclusion they make you "more than willing" to wanting to pay a "little" monthly fee for faster inclusion of your articles in their directories. That is the dirty little trick they use to make the article directories money.

Considering that those article directories have thousands of members, even at only \$7 per month, they earn a substantial income.

Thursdays With Lode!

That makes it well worth their while to delay as many articles as possible for inclusion, thus guaranteeing themselves an ever larger increase of monthly income.

***Solution: ***

The internet is a magical place. One of its magic attributes is that as an internet marketer you are not limited to using the services of resources that are operating *slightly shady* to get your money. Luckily, there are plenty of equally well-established and equally reliable sites available that offer the same service 100% free.

The same holds true for article marketing. Use article directories that offer only free submission and that guarantee your articles to be included in their directories within seven to ten days or less. OK! That's not 24 to 48 hours quick, but it is certainly a vast improvement over having to wait 30 days or longer to have your articles included.

What's more, these directories enjoy the same high rankings, great visibility and major traffic every day, just as much as those directories asking you to pay a monthly fee for "quick" inclusion. Why pay for a service that is offered free elsewhere and that offers equal or better results as the paid service? Some of those free, quick inclusion article directories are **article dashboard**, **ideamarketers**, **lodester** and **goarticles**. With those directories, there is no need for you to pay a monthly fee to have you articles listed faster, they do so automatically, every time you submit an article.

My Opinion:

Article marketing is an effective method for creating tons of free targeted traffic. You shouldn't be scammed into having to pay a monthly fee to get that free traffic faster.

**More Controversial Issues Of
“Thursdays With Lode”
are now available :**

discover how you can avoid these
legal internet marketing scams:

- Google AdSense Scam
- Membership Site Scam
- Traffic Generating Scam Part 1
- Traffic Generating Scam Part 2
- Traffic Generating Scam Part 3
- And More ...

[CLICK HERE To Read Now!](#)