



internet help site

HEALTH ADVICE FOR YOUR COMPUTER

A Warning to Internet Marketers...

RESELLING SPYWARE PRODUCTS COULD BE DAMAGING TO YOUR BUSINESS!

Are you selling, reselling or recommending anti-spyware or security products? Did you know that your recommendations could be causing your customer's PCs to be infected or even damaged?

In recent times, there has been a huge increase in the number of anti-spyware and related products over the internet. Obviously, this is a response to the increasing development of threats from this type of malicious software.

The flipside of this is that there are many unscrupulous businesses launching "anti-spyware" products to cash in on this phenomenon. Many of these are actually adware or spyware products designed to look like legitimate security software. Don't be fooled! They look like, feel like and operate like the real thing, but they pose a real and sometimes damaging threat to the customer's computer.

People are encouraged to protect themselves. Funnily enough, they can achieve this by downloading their product! Once downloaded their machine gets infected by adware or worse still some type of spyware or malicious software that hijacks their PC. Sometimes, the only solution is to reformat the hard drive.

Some marketers are purely "dollar driven" while others want to be of genuine service to their customers. Which one are you?

Many marketers select products to sell to their list based on the amount of affiliate commission without even looking into the quality or reputation of the product. Many have never tried or purchased the products they recommend. Is this greed based strategy effective? I'll let you decide.

Here's a personal example...

I recently became a new subscriber to a marketing type newsletter. It was typical of these newsletters with the usual attempts at selling various products, resale rights, limited offers, personal recommendations, etc.

Now, this guy gave a personal testimonial of a "spyware" product that he had been using. He told of how effective it was and how much better it was than other ones he had tried.

Being a trusting soul (I really do think that most people are good!), I clicked on the link and decided to download the product and test it. I was also curious because I wrote a book on internet security and want to be of service to my readers.

Normally, I would do a bit of investigation of the product but this time I didn't. I downloaded it and began installation. Suddenly, all sorts of alerts started popping up as I tried to install this (I've got numerous security devices installed to warn me of any attempted changes or hijacking). Boy, was I shocked. I immediately terminated the installation and removed it. Now I was angry as well!

I trusted this guy and he's selling me "crap"! How would you feel? I decided to do some investigation (which is what I should have done first!). You can do this easily through Google. I found that this particular brand of anti-spyware software is actually adware in disguise. It's listed in most databases and even on Symantec's security response centre as a threat.

Now, I don't know if this guy deliberately does this to rip off as many people as he can, or if he just got "sucked in" and didn't do his homework. I felt like posting his name and the name of the product on the internet for all to see but I didn't. Needless to say, I unsubscribed!

Unfortunately, this type of practice is quite common. One only needs to check the affiliate programs of these products to see the con. Many are paying out between 50% and 100% commissions on the sales. Yes, 100%!

Such high commissions encourage affiliates to really push the sale of these products to their lists (sometimes in good faith). Once the products are installed, the vendor continues to market to these people encouraging them to buy other products in their range to remedy their "problems". Now it's debatable whether or not they had any problems before installing their product. This results in huge backend sales to the vendor.

Beware! There are some legitimate products but most are suspicious or even dangerous. Some vendors offer a free version and then offer you a paid version which is “cleaner”. In any case the aim is backend sales. Your recommendations to your customers may result in them getting infected. At best they’ll unsubscribe. At worst, your name is “mud”!

If you’re a “hungry” marketer, then there’s a sucker born every minute. But if you’re serious about your business, I would encourage you to do some thorough research before selling or recommending any security products. In fact that goes for any product or service!

Many of these so called anti-spyware products are listed as threats on legitimate anti-virus sites. You can also find them on the various sites that are dedicated to computer problems, spyware and hijacking problems. For more information on this topic, click on the link below.

Yours in Success,

Joe Jutrisa

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