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"Time to Sack Your Mentor and Run - When He Tells You to LIE !"

Salesmanship Or Lies?



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After an interesting conversation yesterday.... I wanted to put something together to warn people who I have dealings with, of some practices I'm not happy with.

If you've been told to LIE in order to make money online.... What does that really tell you about your mentor???

If you're reading this now, I'd like you to think long and hard about who you listen to, in your online marketing adventures!

So very briefly - I'd best tell you a bit about me, My name is Randy Smith, I'm 48 years old and live in the North of England.

I've been marketing online for around 11 years.... failed miserably for the first 5 years and have been making a regular income for the last 6years

I am still pretty hopeless at anything Techy - so don't ask me for any advice there...lol (*though I do now have a lot of contacts who do know how and what to do*)

Any skills I have come directly from my life experience, which is 20+ years involved in direct to consumer sales, as either a high earning salesman or 'hands on' sales team manager. Coupled with a lot of time online studying the differences and similarities of the psychology of sales off-line and on selling is all I know.

That should be enough to give you a grounding on my rant in this report. If you want to know more and get to know me do feel free to check my blog at www.RandolfSmith.com or pop along to www.InternetMarketingApprentice.com ;)

So you want to make money online.... ?

Well plenty of other people do too, and that leads many into an industry that does nothing else than teach people how to generate an income from various online activities.

A big part of that - is finding someone to teach and guide you, whether that be through joining the marketing lists of others, buying specific products such as ebooks, audio and video products, and even joining membership sites and forums to learn what is needed to become successful online.

And there are some excellent resources available.

[InternetMarketingApprentice](#) is a prime example ;)

However - my words here are not to get into the in's and out's of various products or resources.... but to focus on one of the methods people learn..

Finding and learning from a Mentor.

Or at least - finding a good one!

Personally I have a good few people whom I hold in high regard, and I've learnt much from them.

But this report focuses on the difference between just 2, and I'm hoping that by highlighting them - you will be able to avoid becoming a person whom I wouldn't wish to have any dealings with!

I may be wrong in my assumptions, you may disagree?

All I can do is be open about how I feel and put it into writing for others to judge whether I'm providing any useful value here.

So - How did this come about ?

Well I probably spend more time than I should communicating with people by various means including msn, skype etc.

(I actually get a good deal of 'word of mouth' work this way as I don't even have a site up to promote my writing, but I'm kept fairly busy...lol)

This all started yesterday with a promotion I was running to advertise one of John Thornhill's packages.

Here's my link if you'd like to see what it's all about

www.JTMasterclass.com -

and yes it's an affiliate link, AND I will make money if you join! - Your choice.

So anyway - I'm chatting on msn when a graphics guy I had done some sales copy for came online...

He said he may need to change some of the copy and could we discuss it. Plus he may have more copy writing work for me if I'm interested.... and

here's what happened next..

While chatting I asked if he'd joined John's new package.... to which I received the reply that he hadn't... due to having **'heard'** from his mentor that John may not be the real deal!

Frankly I was puzzled and quizzed him what he meant by that...

(For one thing I've been a member of John's sites & forums for around 6 years... and for another I've had a heck of a lot of help and advice from John!)

The reply came that he didn't show video proof of his paypal account ???

Indicating that this meant he wasn't really earning any money! Cedric (*not his real name*) then said I should check out the site of his mentor where he gets his advice from, and gave me the link... I followed the link to a web page that seemed to sell a product similar to that of one of John's (***The main difference being this person had a powerseller feedback of Well Under 2000 – John's is Over 12,000****).... *(At the time of writing)*

On the page were a couple of videos.

The paypal video Cedric was referring to showed one days sales totalling around £50 and a balance of around £200 after seeing Just that ONE days sales – the person (*lets name them Lesley...that could be male or female...lol*) then skipped into the history tab and showed that they had withdrawn around £2000 in the last 30 days.... all the while pitching that anyone who didn't show this could not be trusted!

To be honest - there was so much **negative pitching** in both the copy and the video - that I immediately started wondering why Lesley didn't just pitch positive benefits of joining their site....instead of practically saying that everyone else could not be trusted?

That made me wonder slightly why I hadn't seen more than one days sales in the video....?

Why stop and switch screens to show the withdrawals?... would it not have been just as easy to scroll down and show all the money coming in??

Maybe it's my 5 years of failing and being scammed - or just all those years of selling but my next thought was.... **how easy it would be** to pay cash into my paypal and then draw it out a few days later... repeating the process to **look like I had withdrawn a few thousand?**

Back to Cedric....

Whilst I was watching the Videos and building a slight distrust of the information being presented by Lesley...

Cedric had sent over 'His Mentors' comments on the copy I had done and how it should be changed to 'Improve it'... and asked if I agreed.

Here's where I may now be biased ??? ... you decide....

This is some of the transcript Cedric sent me (*with names changed accordingly*) and my thoughts on what was said under each statement...

****Lesley's Mentoring says:**

e.g. tell your customers of the benefits IMMEDIATELY if they buy YOUR graphics - tell them to expect increased sales instantly etc. etc.

*Well we do mention all the benefits... But Cedric - you're selling to marketers who know it will take a few days to get the graphics ...and then build the site ... So I wouldn't focus on the INSTANT increase in sales etc...*

**ok 2nd one...

Lesley's Mentoring says:

make or create a sense of URGENCY to your buyer - for e.g. - to follow up on the first para, tell them that they wont experience this amazing difference in sales - signups - etc to their website if they dont buy from you NOW, and to make it easier you are going to give them a huge discount simply for visiting ur site

*Again Cedric - we are dealing with marketers buying graphics... I think their focus would be on getting a great job at a good price and seeing what you can do..... I think it's a bit early to start talking huge discounts just yet in the copy*

****Lesley's Mentoring says:**

ok 3rdly.... you MUST appear as an AUTHORITY in your area - e.g. the BEST graphics on the net - NOT just Cedric's Graphics.... zzzz zzzzzz

Tell people you have been in the business for 25 years and created graphics for big companies (DONT name names) ur experience is second to none.. etc etc

****Lesley's Mentoring says:**

to follow up on this 3rd section - u MUST put an "unbiased" sentence straight after this one.. for example.... "we may have been in the biz for 25 years - but we really just love to help and watch the success of our customers after ordering our graphics" etc etc

*It was at this point I began feeling a complete dislike and distrust of Lesley..*

My reply Cedric - the copy tells people you've been doing it for 2 years and that's an honest statement... you also have honest testimonials from satisfied customers... I honestly believe that if you are blatantly lying - you will get caught out at some point and any credibility you have now will be totally lost forever!

****Lesley's Mentoring says:**

last 1 - CAUSE YOUR VISITORS FEAR (lol)

****Lesley's Mentoring says:**

Tell them - they WILL experience difficulties - problems - etc if they buy from any other graphics company and do not buy from you NOW... THEN HIT ALL YOUR TESTIMONIALS one after another - in that order....

****Lesley's Mentoring says:**

e.g the resolution of others is not as good as yours etc etc - the images you have access to are from the biggest library on the planet

****Lesley's Mentoring says:**

if they buy elsewhere - they get scammed (u know what i mean)_

*Sorry Cedric ... but I totally disagree with this too..*

I would stick to making the claims you have ... that your service is quick, reliable, professional, etc... and at a very competitive price etc... with the guarantees you have in place WHAT IF - someone who was just looking to try a new designer, and still happy with the one they have who may be busy this week came along?

Are you trying to insult him by telling him you're better and he isn't getting a good job - when he's already happy?

Sorry Cedric ... *but SALESMANSHIP is one thing... LIES are something else!*

****Lesley's Mentoring says:**

LAST ONE (best one) u ready?

****Lesley's Mentoring says:**

ok tell people NOT NOT NOT to buy ur graphics

****Lesley's Mentoring says:**

tell people not to buy your products.... tell them to go and buy all the other graphics THAT YOU ALREADY KNOW WILL FAIL THEM... WILL LET THEM DOWN IN SOME WAY first.

****Lesley's Mentoring says:**

this will earn you a loyalty with the visitor

*I've got to say Cedric... I stand by my copy... I'd rather focus on the positives of people dealing with you ...than try and say you're the only graphic designer on the net....Marketers are not stupid - they know there are plenty to choose from...*

To me 'Lesley' does nothing but Negative pitches.... That may work on a few ebook sales to newbies ... But from my background and experience ...

The only time a salesman would use a totally negative pitch is when he had nothing good to say about his own product - so the only thing to do is instil a fear that everyone else is out to con them... I wouldn't be happy working that way.

Cedric did reply that he understood where I was coming from...

Continuing our chat - I discovered that '**Lesley**' charges **\$5000 for mentorship !!**

And that I guess is when I decided to write this....lol

IF Lesley is so comfortable mentoring people to TELL BLATANT LIES ????

WHAT information that Lesley passes on can be trusted AT ALL????

Whereas [John Thornhill's Masterclass](#) is a lot cheaper!

But the big difference to me - is that in the years I've known John - He has NEVER encouraged anyone to do anything dishonest... he teaches people to give value in order to achieve success!

So there's my tuppence worth....

I've mentioned [John's program](#) because I have access to it and know a lot of members who have gone on to get great results for themselves, and we all rate John's Teachings highly!...

For **\$5 risk with a money back guarantee** - anyone could give him a try.

I'm not saying that any other mentor regardless of whether they charge \$5, \$500, \$5000, or more, isn't going to provide excellent value - I just wanted to show two examples at what I consider opposite extremes.

And thus **highlight another point for people selling anything** anywhere..

We all use an element of Salesmanship to build up our customers expectations and close the sale.... But please ---

Make sure you have a product that is providing value for money..... and DON'T tell Lies to get the sale!

As for Mentoring...

Don't deal with *Liars*, **don't** listen to their advice, and **don't** give them any of your cash....AND **for the sake of your own business...**

If you want to find a mentor - ask around and use due diligence....

Remember - *Salesmanship is one thing ... Liars are a different animal !*

That's me signing off..... If I bored you ... sorry

If there's anything of Value here..... Great

Now I'll be a cheeky chappie and stick some links here - just in case you want to check them out.

Especially as I'm now a partner is what I believe to be a great site for learning the things you need to know to market online....

www.InternetMarketingApprentice.com

Warm Regards



<http://www.RandolfSmith.com>

<http://www.EasyCreationMonthly.info>

<http://www.MoreMonthlyPlus.info>

<http://www.7KeyElements.com>

<http://www.MagicAuctionWords.com>

<http://www.SalesLetterABC.com>

<http://www.SuccessAndYourHead.com>

<http://www.GuruBypass.com>

<http://www.ByPassPLRclub.com>

<http://www.MonthlyBargains.co.uk>

<http://www.RandySmith.co.uk>

<http://www>YourCopySmith.com>

<http://www.VideoSalesLettersABC.com>

<http://www.InternetMarketingApprentice.com>

As I always advise

Only buy anything that will help get you nearer your goals

And I hope you're Living Life with Passion, and passing it on.