

**21 BIG  
INTERNET  
LIES**

~ One through Ten ~

**VOLUME ONE**

**A NO NONSENSE SERIES ON  
WHAT MOST PEOPLE BELIEVE AND  
WHY MOST PEOPLE FAIL  
IF THEY EVER BOTHER TO TRY**

by William Starrett  
[biginternetlies.com](http://biginternetlies.com)

# The 21 BIG INTERNET LIES VOLUME 1

## LEGAL NOTICE

The author and publisher have strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that they do not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Neither the author nor the publisher will ever be responsible for any losses or damages of any kind incurred whether directly or indirectly arising from the use of the information found in this report.

This report is not intended for use as a source of legal, business, accounting or financial advice.

All readers are advised to seek the services of competent professionals for legal, business, accounting, and financial counsel.

No guarantees of income are made. The assumption of responsibility for use of any information contained herein and through its suggestions is taken upon the reader. The author and publisher reserve the right to make modifications and updates without notice.

Volume one is dedicated to Mom and Dad. Thank you for inspiring me and for always listening.

Report one is also dedicated to all who are sick and tired of the fluff and over hyped claims that fill cyberspace wall to wall yet while still knowing that there is worthwhile money to be made online.

## You've Got To Give To Get Out.

You are allowed to distribute this report to your friends, family members, co-workers, customers, and those in your life that you believe can benefit from this information without concern and for free.

**Please share this book as a matter of fact.** The sooner these lies are tossed out of people's minds, the faster those close to you will slice through the garbage and maybe even join you on the path to possibilities.

The information found within this report, as long as the contents of this report remain **unaltered** in any way, are yours to share freely with everyone you know.

May each of your goals become!

William Starrett  
[biginternetlies.com](http://biginternetlies.com)

# VOLUME ONE

Thank you for taking the time to invest in yourself and your future because as you work to be a better and happier person, the world around you benefits exponentially.

My name is William Starrett, and I have written this two part series of reports in the hope of helping you end the Internet lies.

My goal in sharing these books with you is to put a stop to the biggest myths about using the Internet as a means to make money- as a business with employees or as a one man or woman army from your home.

Though I have been online since 1996 and have been a key player in others making tremendous amounts of money with the Internet as a designer and programmer before seeing success by myself, I too was once at the beginning of my path of learning and starting my own online business.

I wish I could say that it was smooth sailing for me, but it definitely was not and if you think my technical skills were a part of how I turned a \$25 into over \$1M in sales in just two short years, the skills actually didn't help hardly at all.

The biggest question I get from friends and people who know my story is, "How can I make money online?"

The truth of the matter is that often times, because of how there have been so many lies about home businesses and making money online, people have to **forget about knowing anything** before they begin to learn. Perhaps the first step you should take when you hit your first brick wall after starting anything in life is to forget, at least for a moment, what you know.

Sometimes that even includes so-called common sense!

Personally, I do not see myself as a “guru” and I really have no desire to ever be but I can tell you right now that this is your first step.

This is your chance to forget what you believe what you know so that you can start over on the right foot and **make your goals come alive**.

You will come to discover that there are **many** ways to make money online.

It’s just like anywhere else in business- To make money, find something you can sell for more than what you bought it for. To make a lot of money, do that in volume!

There is no true secret to building a profitable Internet presence but what works for me **may not** work for you or someone else for that matter.

I may be good at programming and you may be better at writing. Don’t worry though, you don’t need to know how to do either- I am just trying to illustrate a point.

At the time of this writing, I do not run any seminars whatsoever. However, I do have some powerful recommendations that I will make as we go along that can help start or build your business like it is on steroids and I will share those with you in the pages, books, and months to come.

However, nothing I say in this series of reports would do you any good if you still subscribe to any one of the myths and lies in these books either consciously or subconsciously.

Now we begin.

To your ultimate success!

William Starrett  
[biginternetlies.com](http://biginternetlies.com)

**LIE #1:**

***Starting and running a business on the Internet is expensive.***

This statement often comes from people who are living in non-U.S. countries, especially if the country's local currency is smaller than that of the U.S. Dollar.

If it isn't a currency issue, it's a vision issue- See and think small to get small. See and think big and your results will have a tendency to match your thoughts.

I think it is more expensive to trade in my financial freedom for receiving such a small check at month's end for the rest of my life – at someone else's mercy, on top of that. And this is regardless of what currency my money may be in.

I have a personal saying that I use to remind myself how I am responsible for the pursuit of my own happiness, "You are either working toward your goals or working toward someone else's goals, it's up to you to know the goals you are working toward."

In other words, don't let someone else pick your direction for you.

If you are living in a country where things are not as expensive as in some western countries, you should see it more as an advantage rather than a disadvantage.

Why worry about how much it would cost you in US Dollars when the amount of money you can make in US Dollars excites you even more?

Not to mention, in an Internet Business it is a lot more affordable to start for most individuals than starting a conventional brick and mortar business which would obviously holds greater risk and would take longer time to save to even begin one.

If you make a financial mistake that ultimately closes your conventional business down, it would be a question as to when you can start again. With the Internet, you can start extremely small as a test or experiment and not torture yourself with a whole lot of pressure.

If it works, then build it.

If it doesn't work, play with it or kick it to the side. No harm and no foul.

If you still think that starting an Internet Business is expensive, then you are probably trading your soul for cents.

Is that how much you think you are **REALLY** worth?

**Lie #2:**

***You can make easy money from the Internet.***

If it is what I am having in mind right now, this myth is what sets the realistic apart from the unrealistic.

You have definitely heard of stories of how people make 4, 5 and maybe 6 figure incomes in the shortest period of time imaginable.

Even my story includes successfully investing a mere \$25 into a marketing campaign and building it only on cash flow to into over \$1 million in sales of products and services in less than two years.

While it is possible in certain cases, I know first hand and from the stories of others that what is often **not** seen in the success story is the kind of hard work, determination, and being at the right place at the right time in creating these results.

I can't tell you the number of times I have failed. Countless times. But as my grandfather always told me as a boy, "It isn't how many times you fall, it is how many times you get up and dust yourself off that define what matters."

In other words, if you want that kind of success, you will pay for it.

You will likely eat, breathe, bathe, and by all definition have an unhealthy obsession on what it is that you are going to do to realize that kind of success.

You may even hear objections from family and friends. Be ready for it.

What you get in life is about what you put into it. Everything is balance; everything is a reaction to an action and vice versa. In other words, don't get starry eyed when people, like me, say you can make a bazillion in your undershorts doing practically nothing.

It doesn't happen.

However, you can leverage yourself, your voice, and your products unlike ever before... yet it still takes work and a lot of dedication.

More dedication than most people will ever be willing to commit.

Yet anyone can do it. Amazing, isn't it?

It may seem as if some gurus are overnight successes with the wild numbers some people have brought in during a day or a week selling information or products online.

I've noticed something interesting about overnight success- it normally takes months if not years to realize. In other words, they prepare, they create joint ventures, they get ready and then they build up anticipation for a launch- then WHAMMOOO!!!

Overnight success? Nope. It was their payday **finally** showing up.

Being attracted to advertisements that go "Earn \$10,000.00 in 6 months" or the like is what most people subscribe to. If you appreciate your intelligence, you will do well to stay away from ads or programs that try to hook with garbage of that nonsense.

### **Big Internet Lie #3:**

*It is too difficult to make money online.*

Since I said that it is never going to be easy money, does it mean that it is too hard to make money online, too?

Hey, ever heard of the razor-edge? It is not going to be easy, that is a fact. But I didn't say that it is going to be too hard, either!

If you know what to do and actually do it, you would not see this as impossible.

If you are hardworking but do not know what to do or are heading into the wrong direction, you are wasting your time, money and you would get demotivated even faster.

On the other hand, if you have the knowledge and know-how but do not put apply it, all you get are **theories**, but **no money**.

I have met individuals who are definitely working harder than me but earn less, and also those who know more than I do, but are not doing a thing.

Never forget, if hard work meant wealth, never would you find a broke ditch digger.

So, you need to integrate your knowledge and action into one, and put it into use. It would not be too easy, but it would be too hard, either.

Ordinary individuals like you and me are making money online everyday. I know I am and I know you can too!

All you need to do is pick a direction and put one foot in front of the other and monitor where the direction takes you so you can choose another direction if need be. The big trick to it all, the big secret, is to just start moving and keep moving! Focused action yields progress.

**Big Internet Lie #4:**

***Stuffing envelopes and joining \$10 “Money Games” are considered a good opportunity.***

This is another sickening myth that I am still surprised how a lot of people actually subscribe to.

This is not what I call an Internet Business (although in the principal scam letter, it is always pitched that “he asked his lawyer and he said it is legal”), but a cleverly-planned and deceitful scam that started right from the top of the pyramid scheme and all the way down.

I must admit, though, that whoever came up with these, they are a genius at negative persuasion and they are insulting a lot of people’s intelligence successfully.

I will not elaborate on it here as it would be a total waste but if you are interested in finding out what and how these Internet scams operate, do your homework on your favorite search engine.

Just know that online activities such as stuffing envelopes, \$10 “Money Games” with your name moving up to the top and down the list with other 4-5 names, etc. are scams and not remotely sound business models.

**Big Internet Lie #5:**

***Paid to surf is a good Internet business that I will do well to make a living on.***

Most paid-to-surf programs are either illegal or not workable.

While there are legitimate paid-to-surf programs, they are not considered a business to you as a member, unless you are the one starting and running the paid-to-surf program.

More often than not, it is unworkable for most surfers, and it mainly benefits the advertisers and its paid-to-surf operators.

**Big Internet Lie #6:**

***Internet Marketing is all about teaching another person how to start an Internet Business, and it goes on and on.***

Internet Marketing is, in a nutshell, marketing and selling products and/or services using the Internet as a medium.

More often than not, Internet Marketing is often perceived as “selling another Internet Marketing or Internet Business” product to another person.

This could not be any further from the truth!

In fact, the products and services that sold the most for me during my \$25 to \$1 Million were physical products like shoes or handbags and financial services.

And get this- I did it through affiliate programs. I never touched a single pair of shoes or even an order for that matter.

It wasn't until I hit my million dollar goal that I even gave teaching others how to promote online a second look!

Whoever comes up with the idea that information on how to make money is the only thing that sells are the same people that fifteen minutes later are saying that the only way to make money on the web is porn.

It's a big lie and they only hold onto it because it is easier for them to continue believing the big lie than it is to get off of their tails to investigate it for themselves.

For instance. Consider the following:

- Is Google.com about teaching another person how to start an Internet Business?

- Is eBay.com about teaching another person how to start an Internet Business?
- Is Amazon.com about teaching another person how to start an Internet Business?

Don't get me wrong, though. There is a lot of money to be made in Internet Marketing itself. The last time I checked Overture, the keyword "Internet Marketing" yields a stunning **313,805 searches a month!**

However, that's because ANYONE WHO HAS A PRODUCT needs to sell their products.

The number of people going online in pursuit of starting their Internet Businesses increases every single year. On top of that, there will be more virtual versions of **B2B** (Business-to-Business).

Nothing wrong with that, though.

After all, the last software company I worked for, their only customers were businesses and sales people in one particular industry. They were what I call a niche niche business.

Does that make conventional businesses all about "teaching another person how to start a conventional business?"

While there is real money to be made in Internet Marketing, I caution you to use your wise judgment in trusting who you want learn from, because like anything else and in religion, there are always "false prophets".

Most people say, "Beware of the guru". But I think that "false prophets" are dangerous all the time. "False prophets" today are not necessarily con artists and scammers, but they can also come in the form of... believe it or not, one-week-old newbies!

They would go on to write a book on making 5-6 figures and later go to the public forums and ask questions such as, “How do I sell this eBook?” “How do I write my sales copy?” and “Why am I not making any sale?”

Ironic but true. Do you want this kind of person for a mentor – a one-week old, green newbie, who has no proven credibility whatsoever?

You see, the mark of a true guru is their casual public admission that they don’t have all the answers. Listen carefully and you can hear it a mile away.

Something else to note, there are more untapped niches and hungrier demands you can cater to outside the “Internet Marketing” niche itself. Just so I demonstrate a few points, I have discovered some hot niches/keywords that yield the following results from Yahoo search:

- Food - 2,069,675 searches/month
  - Gourmet Food - 39,357 searches/month
  - Dog Food - 12,514 searches/month
  - Food Recipe - 8,194 searches/month
  - Fast Food - 18,502 searches/month
  
- Health - 199,512 searches/month
  - Beauty Health - 126,518 searches/month
  - Fitness Health - 68,298 searches/month
  - Care Health - 133,970 searches/month
  
- Dating - 4,056,700 searches/month
  - Online Dating - 308,404 searches/month
  - Dating Chat - 83,272 searches/month
  - Dating Site - 72,473 searches/month

Notice that “Dating” and “Health” yield higher search results than that of “Internet Marketing”.

Not to mention that people are willing to pay for any kind of useful sophisticated information on dating and health topics, since they are the hot stuff of the century, and in time to come!

These are just merely a couple of examples of niches you can go into. Do you still think that Internet Marketing is about “teaching another person how to start an Internet Business”?

Good grief I hope you can see the amazing possibilities and say no to this big Internet lie.

**BIG INTERNET LIE #7:**

*I must know HTML, programming, and graphic designing in order to start my web site, which I obviously do not know.*

You don't at all. In fact, one of the biggest shockers to me was my discovery that most of the biggest on the gurus today do not have the first clue as to how to build a web page.

See, that's how none of my technical skills mattered one damned bit.

Here I was able to code in three programming languages and port them between each other yet people without the first clue about any of that were making many times more than me because they knew how to reach people.

They earned more because they either outsource for professional help or establish Joint Ventures with other individuals who can compensate their lack of knowledge in any one of these areas.

As a matter of fact, most successful people are true successes because they only focus their time on what brings them successes.

If you sell on the web, spend your time selling on the web. If you sell your time, spend your time on selling your time.

I don't suggest selling your time. That's the idea of what we are trying to get away from here!

This sure is a stunning but true fact because most of these successful individuals were not from IT backgrounds whatsoever. I was and I still am to a degree because I embrace my inner geek... but that's not what gets me the most results.

If you want to create your web pages without having to learn programming, HTML and designing skills like me when I started out, I strongly recommend having someone else do it.

Hiring someone- a college kid on [craigslist.com](http://craigslist.com) or finding a freelancer on [elance.com](http://elance.com) is a good bet. I do a little of both for things I don't have time for.

You can also use a template based site creation tool when you register your domain at [godaddy.com](http://godaddy.com) – they have been my favorite of the domain name registrars for years now!

Another option is [blogger.com](http://blogger.com). That's quick and free- in just a few minutes you can have things rolling and, outside of the scope of this writing, some say that's your best bet to get traffic fast.

At the time of this writing, [this gentleman's resource here](#) likely has the best illustration of this aspect of using blogspot blogs. However, I do not recommend spamming comments or acting like a pest on other people's sites. Don't do it- think long term and treat people as you would wish to be treated even if it is “only the Internet.”

**BIG INTERNET LIE #8:**

***What money-making program can I join fast, that I do not need to read the long sales letter?***

Are you surprised to see this as a BIG INTERNET LIE?

Me, too! I am still surprised at how often I get questions like this one which is why this statement made it to the list.

I write my own sales copies, and there is a rule of thumb for most copywriters, “If the person does not read your long sales letter, he is NOT your prospect”.

Regardless of what type of products or services I offer, if the reader of my sales copy is already impatient with it, I doubt he or she would be any patient with the product or service, either.

Before he or she sees any solid results, there must be commitment and if you try to sell anything anywhere, online or off, every chance you have to watch how another person sells something is an opportunity to learn.

Also, drop the idea of “money making program” and start thinking long term- you want a strong and reliable stream of income **from a respectable business that you can be proud of.**

**BIG INTERNET LIE #9:**

*On the Internet, there is no need to know how to sell.*

Oh brother.

That is probably why people who hate selling are attracted to ads that read “no selling required”.

From my experience, these programs are usually unworkable and some are run by fly-by-night operators.

Want to know something crazy?

The best salesmen I’ve ever met never even sold.

How’s that for something to wrap your head around?

Instead of selling, they informed.

I will tell you right now- **show people what their lives would be like with what you offer** and you will have a sale without selling anything at all!

**BIG INTERNET LIE #10:**

*You cannot make any real money as an affiliate or reseller.*

This one is funny.

My \$25 to \$1 Million in sales was with... you guessed it... affiliate programs.

I've practically made a fortune with [clickbank](#) and [commission junction](#) among others.

Remember, I have been online building web sites since 1996 and I spent up until 2003 believing this lie myself.

I had to make up for me being a complete idiot until then by dedicating myself between 2003 and 2005 (as I continue to grow in what I promote even through this day).

I remember telling my dad as I was getting ready to start the experiment, "If this works, I'm going to laugh my ass off." I quit laughing and got busy not long after that statement because I discovered it did.

Don't get me wrong, affiliate programs aren't for everyone.

If you have been **spamming the public forums** and sending unsolicited mails to bulk mails with your affiliate links inside your emails, then it is true that you cannot make money as an affiliate, reseller or even if it was your own product. At least, **not that way!**

While I have begun to sell my own products, I make a ton of my money as an affiliate.

Just start moving!

***This is the end of Volume One.***

Now that you have read Volume One of the series, we are off to a great start at destroying the myths but we are far from finished.

You can download Volume Two at the address below.

Before you do, however. Please forward this ebook to a friend.

Anyone who has ever been online can benefit from this information but those who are not afraid to make money from home or those individuals who would consider starting an online business are the people I really want this report series to reach out to.

Those are the people I am trying to reach so they don't make the same mistakes I did.

To receive the wealth of knowledge held in Volume Two of this series, please visit my site **right now and download Volume Two for free as my gift to you**, please visit the following web address:

<http://www.biginternetlies.com/book-two.asp>

**To your Success!**  
**William Starrett**  
[biginternetlies.com](http://biginternetlies.com)