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# DON'T BE THAT GUY



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## Don't be That Guy

I want to go over the Don't-Be-That-Guy little pet peeves that we came up with today on the webinar. I think everyone at one point or another, has been pissed off by just, for the lack of a better word, an asshole marketer or an asshole customer. You get things that get under your skin. We're talking about them and how you deal with them and just what in general it is. We decided to break them up into things that marketers do, things that customers do.

This is obviously not an all-inclusive list. I'm sure that there's other things but I decided to talk about this today because I hope that it helps you not be that guy and maybe whether you consider yourself the marketer, or you consider yourself the customer, or you've ever either been on the receiving end, or the giving end of one of these peeves, I hope to maybe give you a different perspective on it and at the very least, make you aware of things that upset people with regards to your digital etiquette. How about that? That's a thing. I just made a fact.

Don't be that marketer that goes around asking for a promotion without first building a relationship. This is the one, if I'm not mistaken, that came up. This is the first thing that she jumped in. As you know, in our company, is the one that fields most of the promotion requests and stuff. It's best that she does that because she's much nicer to people. I hate when people just approach me and I don't know them and they're like, "Hey dude! What's up bro! Can you promote my shit? I've got a launch tomorrow dude. It's going to make a bank. It's awesome!" I can't stand that. I usually just embarrass those people. I do. I'm just like, "Hey, do I know you? What makes you think that I would do business with you? Have you even introduced yourself? Do I know anything about you? Do you know anything about me?" "Yeah dude! Dude, I've heard your name, and my product is going to be banked. It's awesome!" "It's awesome? Is it going to make a bank? Do you have statistics to back that up?" "Nah man, just me dude. The EPC is going to be awesome!" "How do you know that it's going to be awesome? Have you tested it?" "Nah man, watch, you'll see." "Oh. So, you want me to be a guinea pig? Oh. Okay, because you think that I'm playing a game here?" I can't stand it. This happens every day. Every day somebody that I don't know hits me up on Facebook or on Skype and they say, "Hey man, what's up? Can you promote my thing?" They saw my name on a leaderboard, and they decided that they were going to hit me up. Every single one of them has the most awesome thing on the planet. I must stop what I'm doing, and I must pay attention because if not, I'm a dick that doesn't remember where he came from, according to them.

This is one that you might be, if you're just starting as internet marketer, you might find yourself in a position where man, I wish that I could have so and so, promote my product for me. You might still be in the position where you think that the more clicks, the more sales. That isn't the truth,

that isn't the case. The truth is that the more targeted clicks, the more sales. As a matter of fact, untargeted clicks, just arbitrary clicks from a whole bunch of people are not going to help you. They're going to hurt you. They're going to skew your stats. They're going to make your EPC lower because your earnings per click means how many good sales did you made from your total clicks. It's not just how many good sales did you make from your good clicks.

When you're just going around spraying and praying, hoping that somebody will promote your product, what you end up with is getting a whole bunch of untargeted clicks and your EPC sucks. It isn't good. If you're still in that mindset, if you're that newbie marketer that still thinks I should just ask anybody who's anybody, who even has a relative to promote for me. They don't have a list, but they have at least one relative that they can email for me. I want them to email them. You think that it's about emailing grandma and grandpa to buy the product. It isn't. If that's still the way that you're thinking, you've got a long way to go.

Build a relationship first. That's important. Build a relationship first. It's courting. Would you ever just walk up, I guess maybe you would, would you ever just walk up to a girl or a guy in a bar and say, "Hey, have sex with me now." You know what I mean? Maybe I guess, if you're drunk enough. But how long is that relationship going to last? It's probably not even going to be good sex, right? You need to consider that it's like a courtship. Doing business with someone is a relationship. Just like in a relationship, in a friendship, or a boyfriend-girlfriend relationship, these relationships take time to build. Business relationships and friendships, it takes time to build that. There's got to be trust. You've got to get to know the other person. Do we have similar business characteristics? Do we have similar trades? Do we run our business the same way? Is this product going to be a match for my list and vice versa? It's important that you build a relationship.

Another one with the Don't-Be-That-Marketer, this one, it doesn't even must be an internet marketer, I think this is one that pisses off everybody. Getting added to a Facebook group without permission. Oh man, I have fun with these. You know what it is. People want to build a group and they want to have a whole bunch of people in it. They just add you. Again, this is following through on the mentality that it's just about numbers. That means you just get a whole bunch of untargeted people that know nothing about you. I get added to groups about dieting. I get added to groups about exercise. Anybody that adds me to a group about exercises doesn't know the first thing about me. I assure you. It's funny because whenever somebody does that without my permission I get added to a group, I usually go and Google up a picture of butt rash and I post it in the group and I'm like, "Oh, thank you so much for adding. This is the group about butt rashes because look at this thing that's been popping up on me for the last six months. Anybody know how to get rid of this?" I put a big picture of a butt rash in the group. I'll tell you what, they'll never add you to that group again.

Next one, don't be the marketer that uses just the swipes that the vendor provides with no original content. Don't be that copy paste guy that only is just regurgitating somebody else's

material. Be original. Create your own content. This happens all the time with blog posts too. I see so much just rehashed garbage. It's funny because over the last few years, this buzz word has popped in our industry and that buzz word is curation. "I'm a curator. I'm a content curator." "You're a freaking lazy thief. That's what you are. You're taking somebody else's material and you're trying to twist it around and make your own because you're freaking lazy." "No, I just curate." "Shut up. You're not cured. What are you, working at the Smithsonian? You're not a freaking curator. Come up with your own freaking content."

Man, it's a peeve of mine when you're trying to create your own material out of somebody else's material. I'm not saying that there isn't for example, PLR material and just raw material out there that you can't use as contributing pieces to your own works but I'm talking about people that just curate, they change less than 20%, 20% or less of the material that they're releasing. I've seen in many cases, people that simply take private label rights material, change the name and put the exact same thing out. That, to me, is just lazy. You're just rehashing the same thing over and repeatedly. It's not just about email, it's about content. Don't be that person that thinks that you're providing value when all you're doing is regurgitating or curating somebody else's material.

Number four. If you'll notice under the Be-That-Marketer and the Be-That-Customer, number four is the same because as we were making this list, I said, "Man, this one can apply to both." That is, don't be that person that blames your current position or your current situation on someone or something else. At least, not around me, because I'll be the first person to call you out on it. Don't place blame for your lack of success on anyone else. If you're going to place the blame for your success on yourself, then you should place the blame for your failures on yourself as well. I'm so tired of hearing people blaming the economy and the weather.

I think I developed this attitude when I was doing door to door sales. Never were excuses more prevalent in my life than when I was dealing with door-to-door salespeople. There was an excuse every single day for why they couldn't make sales. The product sucks, this territory is no good, the territory's been worked, it was raining, it was too cold, it was too hot, it was snowy, my feet hurt, these are the wrong kind of shoes, I don't have the right color of tie. I even had somebody complain once about how many blue houses they had in their territory. They developed this superstition that people in blue houses don't buy products when you knock on their door. For some stupid reason, I guess they just had a bad experience in a blue house, and they said, "Oh, it must be blue house." You'd be amazed at the stupidity that I've just heard from people, but this person believed that. They came back when I said, "Why don't you sell shit today?" They're like, "Well, because there were too many blue houses in my territory." I'm like, "No, okay?" They're like, "No, I'm serious." I'm like, "Dude?" "Yeah, too many freaking blue houses." "Oh, okay. I'll look at the map and I'll give you a territory with less blue houses tomorrow. You freaking moron. You're fired."

Anyway, blaming where you are right now on something other than yourself, now, I'm not saying that unfortunate things don't happen to people. What I'm saying though is that blaming where you are or not being able to do something on those unfortunate circumstances, defines you and it makes you the kind of person that I don't want to be around or work with for that matter because you're just a negative Nancy. Whether you're being a customer or you're a marketer that's blaming the lack of success of your product launch on this or on that, or on the other thing or if you're a customer that's blaming your lack of success on the product or the vendor or the whatever, the marketplace, either way, you're just blaming because it's a lot easier to point your finger that way than it is to internalize and look in the mirror and face that you're the person responsible for where you are or where you aren't in life.

This is just a reality that unfortunately, a lot of people just live in this world where nothing is their fault. That just leads to an entitlement mentality. "Well, it's not my fault because there was traffic. I'm late but it's not my fault." "What do you mean it's not your fault?" "There was traffic. It's not my fault that there was traffic." So, whose fault is that you're late?" "It's not my fault." "You're late, dude. You've been late every day this week." "Yeah, but it's not my fault." "Okay, well listen, you just lost your job." "But it's not my fault."

I experienced this when I was getting my hair cut. It's a funny story but I was getting a fade and I always used to have trouble at this place that I went depending on who's cutting your hair that day at the place. Sometimes, they just couldn't get the fade right and these girls just weren't experienced at doing fades. I like getting short hair on the side and fading it up military style. It's just easier for me, it's just what I like doing. Sometimes, these girls they'll do it if they want to do it and there's a line on the side of my head. I remember one time, this girl just kept on making excuses. I was like, "Look, there is a line here and every time I get a fade, the girls can do it." And she's like, "Oh no, no, no. I'll get that out." Eventually she just tried to make time, she wasn't getting out, she's like, "Well you know what it is, you have two different color hairs, you have gray hair, you have dark hair and that line." The other girl came and she's like, "Yeah, that's an optical illusion because of the way your head is." I'm like, "Okay, it's the anatomy of my head, it's the different colors of my hair, it's all that. It has nothing to do with your skill or lack thereof, as a hair cutter. It has nothing to do with that." "Oh no, I've been cutting hair for eight years." And then suddenly, this lady from the back of the room comes and says, "I can fix that." She comes over and she fixes the hair right in front of their face and now it's a tight fade, no lines and suddenly, these girls are like, "Oh, well." And I'm like, "Yeah, I guess it wasn't the two colors in my hair, and I guess it wasn't the shape of my head, was it?" Then I went on paying at the counter and I ran my card through, I showed them the receipt and I'm like, "Hey, you see right here, where does it say tip? Notice how I left that blank? It's not blank, that's just an optical illusion."

Alright, number five. Newbies that give wrong advice pretending that they know what the hell they're doing. "Oh man, I don't remember which one of the members added this one or who it

was. I think it was either Zora or somebody in the group. Sara, I think it was Sara McCloud. Man, I think this gets the gold star award, man. This was probably the best one on here.” I can’t stand it. I am the first person to call you out if you are giving the wrong advice in a group. If you are accidentally saying something that’s inaccurate, I will correct you but if you are, if I sense that you are intentionally giving wrong advice or dangerous advice to make yourself appear all knowing, or more knowing, or more powerful, or more successful, or experienced than you are? Oh man, prepare for an assault from on Facebook or whatever form or group you’re doing that in because I cannot stand when somebody pretends to know what the hell they’re talking about and in the process, gives harmful advice.

I’ve seen this so many times. Like I said, I don’t set out to humiliate people but if I feel someone’s being malicious, and very often it is. I’ve kicked people out of groups for doing this. I remember being inside the MUA group. One of the MUA members at the time, and I’ll say his name, his name is Anton Nadilo. He may have changed his ways, this was a couple of years ago and he may be a great guy and a great marketer now but back then, he was an internet marketer for about 15 minutes. He had launched one product, and it was a disaster. The second product is a coaching product on how to launch products. He starts trying to tell MUA members and sells it inside the MUA group. I had to put him in his place. He proceeded to try to argue with me about how experienced he is and how it doesn’t matter because he had one product launched and it did do 200 units and blah blah blah. I just said, “Dude, shut the fuck up. You are not in any position to be coaching anybody.” I just called him out on everything that he did wrong and all the things that he didn’t know, and on how he was misleading people. I had asked him a couple questions and there were wrong answers. I baited him into exposing himself as a scammer and as somebody that was just going to take your money and outsource the work to someone else thereby pretending in the process.

He may have turned his whole thing around. I hope that he did. I hope he learned from the experience. I haven’t heard anything from him but at that point, he was trying to be a launch consultant, a coach and all these other stuffs. I hope he fixed his stuff. But the point is that, if you are not sure about something, I encourage helping others especially in a Facebook group, in a forum, if you know the answer to the question then answer the question. If somebody says, “Hey guys, my site just got hacked. This and that.” If you want to share an experience that you’ve had, then share your experience but do it like an adult, man. Don’t be like, “Oh yeah. You know what, this is what you’re going to do.” “Hold on a second, you haven’t even asked me if it’s the same kind of hack or the same hacker or what type of platform I’m using or anything.” “Yeah, yeah, yeah, don’t worry about it. Trust me, I know because I’m an internet marketer for 15 minutes. I’m going to just do this.” Oh, man. I eat those guys for breakfast. I can’t stand that.

Don’t pretend that you know something. If you don’t know, it’s fine to say, “You know what, I don’t know.” “I’m curious. I’m going to follow this thread so that I can get notified and I can see who

comments on here.” Don’t give bad advice, or wrong advice, or any advice if you don’t know the right answer.

Another thing is pretending. There was another one that was giving wrong advice about hosting. Someone had asked about cloud, about hosting. The girl gave completely wrong advice. The answer that she gave the guy was going to hurt him. She mis-explained what Amazon could do. She was trying to tell him that he could host his website at that time, I don’t know if when you’re watching this if this is possible, that he could host his website on Amazon S3 which was not possible. You could host files; you cannot host scripts. You cannot do that.

The way that she was explaining it, it was incorrect. I tried clarifying. I was like, “You mean hosting the files for the website, the images for the website?” “No, no, no, I know what I’m talking about. Blah, blah, blah.” It got to a point, “You know what, tell me how you know. How do you know? Show me the site that you have that’s hosted on Amazon. Show it to me. Give me the fucking link right now so I can go and make you look stupid. Show it to me then.” She said, “You know, I’ve worked for six marketers, and I know that they’ve all had sites.” “Okay, you’re not a marketer. You just admitted you’re a support girl. Now show me the six marketers that you’ve worked with. Show me one of their sites.” “Oh, well, how dare you talk to people like that,” “Of course, because it’s about my communication, my inability to communicate, it’s not about the subject matter that you’re pretending to be.”

Don’t be that person that gives advice just for the sake of hearing yourself talk because you should have seen this threat. People were just like buying into it. “Oh my god, you’re so awesome. Thank you for teaching me that. I didn’t know that.” There are at least 10 people on this thread that we’re like praising her. She loves the attention and with each one of these praises, she adds more inaccurate information on the thread. I had to go in there and pop that bubble. That’s it. Don’t do that, don’t do that in my presence because I will call you out.

Another one, don’t be the marketer that doesn’t reciprocate. If you’re an internet marketer, whether you’re a brand-new internet marketer or you’re a marketer that has maybe been around a little bit, somebody promotes for you and then you don’t promote back when it’s their turn. I have a hard time dealing with this one. We have a very busy promotional schedule. I can’t help that. Our calendar is full, almost always. You must give two, three months’ notice to get penciled in and as that date approaches, you might get bombed if we have something big or something of our own, something from someone, one of our top tier partners. We must move you.

If I commit to a promo, I will do the promo, but I will never guarantee a day. Just because you’re launching on a particular day, doesn’t necessarily mean that I’m going to be promoted on that day. If I commit to promotion, I will.

But my point though is that when I do promote for somebody, I expect to be promoted back for when I’m launching something on my own. Yeah, you’re damn right. You heard that right. I said I

expected it. “, oh my god. You should never expect somebody to do something for you.” “Wait. Hold on a second, do you think I did you a favor? It’s business, dude! I’m not doing this for fun. If you think that I got into internet marketing because I needed to make friends, I got into internet marketing because I needed to make money dude! Not making friends. I have plenty of freaking friends. I don’t need you as a friend. I need you as an affiliate, as a business partner. If we become friends in the process, then that’s freaking awesome! Friends? I promoted you because you’re my friend. No! I promoted for you because I expect to be promoted for, in return.” “Yeah, oh you promoted for me because it’s going to make you money.” “Yeah, that too but I could choose from any of 20,000 products on JVZoo to promote today to make money. I didn’t choose any one of those, I chose yours because you asked me to promote it and in return, I expect you to promote it for me when I need you to have my back. You’re damn right. That’s how I feel about it. Don’t like it? Okay, don’t ask me to promote for you.”

That’s just the way that it is. I don’t like non-reciprocators. I understand that sometimes you just can’t. If I say to you, “Hey dude, can you promote my product launch? I’m launching on February 24th and it’s going to rock. You’re familiar with the product. If you need access or anything like that, hit me up.” You come back to me like, “Dude, I’m so sorry but on that day, I’m launching my own product or I’m launching the day before or hey look, I’ve got something in the counter already for that man. I don’t think I can move it.” “Dude no worries, man. I get it. I understand. That is perfectly fine.” Next launch, get me next one, and the next one. If I do three launches and you still haven’t hit me back, you haven’t even approached me and be like, “Hey dude, I know your launch is over, let me promote it now. Can you make a special page?” You’ve made no effort to reciprocate instead, you hit me up when your next launch is coming. “Whoa, hold on a second, you want me to promote for you twice now. You still haven’t got me back. Nah, sorry.”

If I’m going to promote something that makes money and not get any reciprocation for that, I’ll pick from any of the 20,000 products on JVZoo or wherever that are proven to make money, that have a track record. I’m not going to take a risk on yours and hope it converts. You know what I’m saying?

Alright, now let’s shift focus a little bit to the customer side. Man, honestly, between myself and my wife, we could probably make 100 of these but we kept it easy, we kept it simple on you. We’re just talking about nine. A few of the members today contributed a couple of these as well. Don’t be that customer that doesn’t follow the help desk instructions. This never ceases to amaze me how people freak the hell out. I think number one and number two go hand in hand. contributed both of both one, two, and three because they kind of happen in order.

Something goes wrong with their purchase, or they bought something in JVZoo, and they didn’t get their link, or they click the link, and something didn’t work or didn’t work the way they expected it to or the way they hoped to. They’ve never done it before, but it didn’t work the way they wanted it to. They thought the moment they hit the payment button; their doorbell was going

to ring. Ding doing! There was going to be a UPS guy with a box containing the product that they just bought. They didn't understand that they must go to their inbox, click on an email, click the link in the email, go to the site, enter the username and password that they got in the email, and then get access to their product and download it. Because that didn't happen instantly, or they go, and they couldn't find it because their email is buried inside of 2,000 unread messages. Now suddenly, they're freaking out. They go to the help desk. This is just one scenario. They could go to the help desk for a million different scenarios. But they just don't follow the instructions.

There are instructions on the help desk. It says, "Hi, welcome to our help desk. Number one, please make an account at our help desk. The only way to get in and create a ticket and come back in and check if we've answered the ticket is if you have an account here. The fact that you've bought a product from us before and gotten a password for that product does not mean that you can use that same password here. This is the help desk. This is a totally different website than the one that you may have purchased access to. Please create an account right now. Then come back after you created your ticket to see our answer. That's the way you're going to get our answer. Don't wait for us to call you on the phone because I don't get your freaking number. Don't wait for me to come to your house because I haven't got your address. Don't wait for me to send you an email because I'm going to put the answer here. That's the whole purpose of having a desk. It's so that we don't must worry about emails getting lost, we don't must worry about the UPS driver getting lost going to your house, and we don't must worry about me dialing the wrong number. We're going to meet here at the help desk where rainbows and sunshine is a daily event, and unicorns run free."

But no, you can't follow those instructions. You try using the password from the account, from the receipt that you just got for the product that you bought. You try using that at the help desk and it doesn't work because it's not for the help desk. Now, suddenly, you're freaking out. Or you do create a ticket and it's been 17 minutes. I do this all the time, anybody that ever in any of my groups, puts a post—because they're always like this, "Hey guys, does anybody know how long it takes to get a response because I've been waiting for a response here from the help desk and I haven't heard anything yet." That's how the ticket reads. Somebody that's new in that group and reads that must be like, "Oh wow, I wonder how long this guy's been waiting. He's got to be waiting for days." Then I'll go into the help desk, and I'll be like, "Oh my god, I can't believe this is happening. I hate this."

I go into the help desk, and I'll look at the time of the ticket at the help desk, and I'll look at the time of the post in Facebook, and in some cases, would you believe that it's the exact same time or maybe it's only different by two or three minutes. This means the person submitted the ticket and instantly, the very next thing that they did with their computer was go to Facebook to post about how they've been waiting for a response from us, for how long, 32 seconds? How long have you been freaking waiting for? How impatient can you possibly be? Don't you realize that

your ridiculous impatience is making us look bad in the public eye? Do you now think that I am going to be in a good mood when I must deal with you?

The funny thing about it is that I'll go in on that exact same thing and I'll take a snapshot of it because I must do it now that you decided you're going to try to humiliate me or you're going to try to make me look bad. Guess what I'm going to do? Damn skippy, I'm going to take a screenshot of the ticket that you just submitted and I'm going to include the portion with the stupid question that you asked probably and I'm going to make sure that the time and the date is highlighted. I'm going to make sure that everyone sees that you're that guy, you're that customer that creates a ticket and then immediately goes and posts like, "How long is it going to take, huh?" Because you're impatient, because you can't wait.

The help desk even says, "Hey, give us a day, log back in." You know why you've got to give us a day? Because we have a worldwide audience, and you might be tuning in right now from Cambodia. You might be in New Zealand where it's already tomorrow. It might be 10:00AM for you but it's 10:00PM for us. It just cracks me up, the lack of common sense. That's why we must have at least 24-hour response time because I don't know where on the planet you are. It takes 24 hours for the planet to make a circle, a circle. It's 24 hours but in most cases, we respond to tickets and most people respond to tickets relatively quickly. Our team is awesome. I've seen Josie answer tickets minutes after they were submitted. I've seen handle things within the hours. Problem solved and everything. It's awesome. Most people have a very awesome experience at our help desk.

What's another one? Posting support questions in public. There are questions that you just must ask at the desk because if we were to post them publicly, it would be stupid. I've had people ask me for their password in a group like, "Hey, can you please give me my password for MUA because I can't seem to get in." "Are you kidding me? You're on Facebook dude! You want me to what? Huh?" They have, "Oh man, I'm having trouble with this video, this and that—" And they expect you to do— Oh god, look, there's a reason that we use a help desk. It isn't just because of email and because the response might get lost in spam filters, it is because we have a team and depending on the type of question that you have, we may need to assign that question to someone on the team, whether it be one of the programmers, whether it be the copywriter, whether it be the graphics guy, whether it be the marketing guy. We have different people. I might handle it; I must handle it. In the help desk, we can assign that to different people, and we can bring people into the conversation and there can be a history in your help desk account so that we can see prior tickets by you. There are reasons for doing this, but people just don't get it. They don't get it.

Again, number four, just like before, as a customer this time, blaming your current position on something or someone else. "Oh my god, yeah, those damn gurus, if it wasn't for the gurus, I'd be rich already."

Instant and serial refunders. We had a conversation about this a little while ago on the webinar. That is there are so many people that decide they're just going to get a refund for a product almost instantly. Just like I mentioned, some people go into the help desk, go into Facebook immediately after posting a ticket, well some people, I can't stand this. This is another big one. Just like the one up top, newbies giving wrong advice. This is probably my second biggest one. It's instant and serial refunders. These are people that buy your product and I'm talking minutes after the time stamp on the sale, they put through a refund request, or a PayPal dispute, or something like that. I think people that do that are not worthy of my time. I blacklist every single person that does an instant refund request unless they've given me a good reason.

If you submit a ticket and you say, "Hey guys, listen, I just made this purchase. Sorry, it's a duplicate purchase. I accidentally bought it twice." Shit happens, I can understand that. You gave me a reason, "Hey, no problem. We get it. We're still good, we're all good." But when you're just that person, you just bought I had somebody that took this whole thing to a whole new level. This person bought the product within the same minute, the same time stamp or I think maybe one or two minutes after, they submitted a refund request at the help desk. Within a minute of that, they submitted a dispute for unauthorized charge at PayPal.

Think about this, you bought a product, then you go, and you ask for a refund for that product and then immediately after that, you go and you say, "Hey PayPal, this vendor, I don't know who they are, they made an unauthorized charge to my card. This is fraud." You just went and said that to PayPal about us. You put my freaking PayPal account at risk with a PayPal arbitrator because you're just an asshole. I don't know. I don't understand. But these people are out there, these kinds of customers.

This one person I'm talking about, they did that. They bought the product, they put through a refund request at our help desk, they instantly submitted a dispute, and you know what they did after that? They requested to become an affiliate and promote the product. What goes through your head? Don't be that customer. Don't be an instant refunder. Don't be a serial refunder.

Anybody can make a mistake and need to get a refund. I'm not telling you not to request a refund when you needed to get a refund for something. I've gotten a refund for things. It's very seldom that you go and request refunds. Serial refunders, I block serial refunders. I use JVZoo customer filtering, so do my friends. Not only will you be unable to buy from me ever again if you're a serial refunder, but you also won't be able to use JVZoo to buy anything ever again. You're going to be put on the global blacklist of JVZoo because the default threshold is three vendor blacklist and if I put you on my blacklist, I'm immediately going to notify my friends on a private thread that I have and I'm going to say, "Hey guys! Put this person on your blacklist too." Now, you're on my blacklist and three other marketers' blacklist and guess what? According to the JVZoo threshold, you will never be able to buy with that account anymore on JVZoo. You might say, "I'll just get another account, ." "Sure, you can create a whole bunch of JVZoo accounts, but you can only ever create

two PayPal accounts. You've got one more shot at its buddy. If you're a serial refunder, it's only a matter of time before you lose that one too.

Non-action takers or not following advice. This is something that someone volunteered in the group. I get it. You take time as a vendor to create products that work to test your products, to show proof of your products, you put a lot of time and care, and effort, and energy into creating valuable resources, and then people just don't follow your advice.

This reminds me of a story, and I hope that I can give you where the story originated. I want to say maybe Ryan Deiss, maybe Frank Kern, one of those guys from the syndicate back in the day, it might have been Jeff Johnson, I don't remember who the person was. But this happened, according to them, they created a product that was a series of discs. It was a physical product. It had six discs in the set. They sold 1,000 copies and they sold it for like \$300. I don't remember the price. I know it wasn't like a \$10 product; it was several hundred dollars. I don't remember the exact price. Was it Jeff Johnson? I don't remember, man. I'm trying to think of who it is because we could look it up then.

They told the story that apparently, there had been a malfunction at the fulfilment company. Out of those 1,000 6-disc sets that were mailed out, only the first disc was fully recorded. The other five discs in each set were blank or damaged or something like that. It wasn't but one person that reported it. It was like three months after all shipments had been completed. I think after that, several other people reported it but the percentage of people that do something with what they buy especially in the personal development, make money online and business opportunity niches, people just buy it to feel better about themselves. "I bought it. I bought the thing. I'll get to using it at a later day. But I bought it, I got it. Success is waiting for me there, in that box. It's there, I got it already. I just don't want to start yet. I'm not ready to be successful yet. When I'm ready, I got it. I got success there." That's how a lot of people think. They don't act; they don't follow advice. I'm going to get into the next version of this in number eight in a minute after we do the stealing and sharing one. They don't follow the advice, or they try to change the advice. We'll talk about that one in a minute.

Number seven, don't be the customer that steals or shares the product. You know what man? Look, we're all in the digital marketplace. There's piracy out there. I used to worry so much about people stealing my content. I am not going to run my business in fear. If somebody wants your digital content, they're going to get it. Look, if big corporations like Sony and Paramount Pictures can't be 100% piracy proof, I'm not going to be able to be 100% piracy proof. We do business on the internet. It's digital. It's zeros and ones and there's always going to be some nine-year old hacker genius from China that's going to break into yours. There's always going to be.

I don't run my business focusing on them. That doesn't mean that you should sleep at night with your doors unlocked. You should be prudent. You should safeguard your material, but you

shouldn't let the fear of piracy, and theft, and pilferage; you shouldn't let that fear govern the way that you do business. You should take precautions and protect your content reasonably but not to the point whereas a vendor, or as a product creator, you're letting it control you. That's just stupid.

People will share your things, and your stuff will show up on those black hat forums. It's going to happen, man. Don't be one of the customers that does that. Karma is a bitch, man. I got to say, when something like that blows up, it's a small community man, we talk. I know every mover and shaker. If I don't know every single one, I'm one degree of separation away from them. I know somebody that knows any person in this industry that I want to talk to. Word gets around quick. It happened to this kid Ray Johnson, he never recuperated from it. Ray Johnson was just an asshole. He's this guy on a wheelchair from the U.K. and he tried to make everybody feel bad because he was on a wheelchair and you should buy from him, you should buy his digital product. "I'm on a wheelchair, man."

I'm not trying to make fun of the guy because he's in a wheelchair, it's very unfortunate that he's got whatever he's got that makes him be in a wheelchair. But to use that to manipulate people and guilt them into buying things from you is not going to take you very far. You can only make so much money from freaking GoFundMe campaigns and appealing to people with sympathy. Eventually, true salesmanship needs to be what drives the engine of your company. If you're trying to build business on sympathy, that's just not going to fly. Eventually, people are going to get hipped to your scam, man.

This dude, Ray, he went, and he stole a product from John Thornhill. He literally took the product that John Thornhill had just launched, he got new graphics for it and then he put a website up for it himself and released it. It got ugly, man. It got very public. It was just unbelievable. This guy was just denying it. It was just so blatant, though. He put his name on it, even, his name and his face on somebody else's product. That guy, just nobody would work with him after that. Nobody would work with him. He just kind of fizzled away. You don't want to be that person. You don't want to be that person that's involved in that because like I said, karma is a bitch and what goes around comes around.

Number eight, I alluded to this earlier when I was talking about non-action takers. When I was talking about not following advice, how about people that try to manipulate you, customers that try to manipulate you. I'm talking about the guy that's on your email list, and he sent you an email to complain that you email too much or that he writes you this long-ass email telling you that your emails are too long or trying to tell you how to run your business. They're trying to manipulate you. He's on your list because he's broke or he's trying to learn how to make more money but he's going to tell you how you should be doing what you need. You know what I mean? It just cracks me up, the mentality of these people.

But it's not just that. How about the person that tries to change how your product is created? This happens to me from time to time with one of our products where we offer a service, and we offer a coaching series, and everybody thinks they know everything already. "Yeah, yeah. You know what? Just skip the coaching part, just take me right to the service. I already know all that, all the stuff." I'll tell them like, "Dude, it's not what you bought. What you bought is this apprenticeship and you're going to go from module one to module two to module three, and when you've showed me that you successfully did each one of those things, then we'll get to the next part where I promote for you and not a minute before because those are the things that prepare you to have a product worthy of my promotion. That's just the way that it's going to work. If you don't like that, you bought the wrong product, dude. I am not going to change it."

"Oh! But you know what? I've already done all that." "Okay. Listen dude. Go to college, walk into any freaking department, tell the dean of that department that you already know everything from freshman to sophomore and junior because you used to run your own company. Just get me a degree and place me on the job. I'll pay the tuition but just skip me through all that and give me a piece of paper that says that I'm certified through your school." They're going to laugh at you. You're an idiot! Why would you think that you could just re-decide how my course is taught? That's not what you bought.

It's funny because this happens from time to time, and I must show people how silly they're being when they're trying to tell me how I need to run my course. They just don't understand that it's the things that you do in module one, module two, and module three or the things that are going to be used in module four. If I just put you in module four, you won't have the things you need for that. You know what I mean? It's crazy.

Number nine, we talked about this a little bit before as a marketer, adding people to a Facebook group. This also happens with customers. I think we see social spamming a little bit more with people—their social etiquette, their Facebook etiquette is just not—they're not familiar with what's okay, what's not okay. I get people all the time. I'm in the middle of a promotion and I've got a post at the top of my wall on Facebook. On your main wall, you can't pin something. You can pin something in a group but on your main wall, you can't.

On your main wall, if somebody comes along and posts something, they're going to push your post down. If I've got a post, there pushing a promo that I'm doing that's because I want that to be the first thing that people see when they come to my wall, but somebody will come and start posting stuff. Or what's even worse, when someone tags me in one of their offers because they want all my followers to see their offer. They'll have a picture of their eBook or something like that and they'll just tag me in the image. I'm not in the image, I have nothing to do with the offer but now the fact that I've been tagged in it, that image is displaying to my customers on my wall.

That's called social spamming. You don't want to be that type of person. You could be that person as a customer or as a marketer. I think ultimately, I've used some very straightforward language here. I've been very blunt and very upfront as usual with you on these points. There are so many of them and we each have our peeves; we each have our things.

The things that I've talked to you about here could definitely hurt your career as a marketer and they could hurt your ability to buy and your reputation as a customer because we are in the internet marketing niche, so customers are striving to become marketers. If you're a pain in the ass customer with a bad reputation, you're going to eventually become a marketer and you're going to eventually need those vendors that you're pissing off. Don't be that person, don't be that customer that does that. Use some common sense. Use some common sense and some common courtesy and have some patience. I'm not saying that there aren't crooks out there but everybody that you're dealing with is not a crook.

Just because the guy didn't get back to you within the first 15 freaking minutes of you submitting it, give them a day, give them two days, man. It might be a weekend. I got people who submit tickets on a three-day weekend. It might be Christmas. I had somebody that submitted a ticket it was like Thanksgiving, which was a Thursday. We weren't open again for business. There's even a sign on that thing. "We're not open again on till Monday." That was a three-day weekend. Man, they're going nuts. It's like, "Oh my god, how can you not—?" "Dude, we take breaks too. We take breaks too." Don't be that customer that's impatient and don't be that marketer that's ruining your reputation because like I said, karma is a bitch. What goes around comes around.

I hope that you enjoyed this. I hope, like I said in the beginning, at the very least, I've given you a different perspective of a lot of these peeves, maybe from that of a vendor or that of an affiliate. I hope that this webinar helps you to avoid getting that bad karma or maybe even helps you deal with one of these people that are doing this to you. Thanks for reading and I look forward to seeing you in the next video. Take care.

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