

To The I. B. Loquacious Company

Dear Sir or Madam,

I have received your offer and found it to be very interesting.

Having read through it completely, I know that what I would really like is to learn is how to write really, really, really long emails like you and other gurus do, which imply that there is a lot of actual content further down the page, and which invites me to:

- Keep reading
- Go to some link
- Watch a video
- Attend a webinar, or
- Download an "e-book".

I get so excited by that promise that, in just a moment, there will be some genuine free content that is secret, revolutionary, proprietary and absolutely not available anywhere else.

Of course, the reality is that the emails, the videos, the webinars and the e-books contain nothing but fluff and puff and hot air from alleged experts with unsubstantiated credentials. What is there is, actually, consists of more advertising for really expensive products that also contain more hot air than a day in the tropics. Any actual content turns out to be:

- Outdated,
- Incorrect,
- Incomplete,
- Elementary and/or obvious,
- Available inexpensively in books, or free online,
- Outright illegal or unethical or supportive of fraudulent activities.

But, collectively, the content IS the equivalent of a BS college degree. Of course, I mean a worthless degree from a diploma mill...on which BS stands for "bullshit".

Thankfully for the loquacious gurus, many of us are a trusting lot. As such, we are vulnerable to the "Big Lie" theory, used to great effect by the Nazis: Paraphrased, this theory says, "If you tell a lie often enough, make the lie big enough, and refuse to waver from your support of the lie (even when it has been proven to be a lie), many people will eventually accept it as truth." Thankfully, for the gurus, the Internet makes it relatively easy, and inexpensive, to repeat the lie over and over. And, true to the Big Lie theory, plenty of us fall for the lies.

Unfortunately, paying the big money, for the "big truth" that promises to bring financial salvation...it turns out that all that was purchased was another degree: This time, an MS ("***More of the Same*** hot air").

But, there are "rewards". The hopeful, gullible purchaser, now:

- Gets to continually fight with the guru's company, and their own credit card companies, about repeated, unauthorized charges;
- They get to constantly fend off unscrupulous marketers trying to sell them even more expensive "personal mentoring";
- They get to unsuccessfully try to reach their mentor, if they have been conned out of even more money...not realizing that all they purchased was the highest degree that is possible from the gurus: A PhD ("Piled higher and Deeper")

Of course, these hopeful, gullible people never do the research that would reveal that the credentials of the gurus are, either, nonexistent, unverifiable or fraudulent. They never learn that the gurus were, mostly, former, supermarket bagboys, or the equivalent, whose best skill is telling ever larger, "Big Lies". They never find the Rip-Off Reports or other scam reports, that are almost in front of their eyes. They become convinced that, if the newest "miracle system" does not work for them, that it must be their own fault.

The hopefuls never consider that these "experts" could have just published a book, if they were legitimate. But, since they are not, the content would quickly be deemed worthless. The books would not sell after they were reviewed and exposed as the waste of paper that they are. That would mean that they would be back to being bagboys.

We should all be proud that the Internet provides the means for these phonies and losers to get rich from these rip-off artists...and do it over and over again to the very same innocents?

What a shame it will be when the authorities start tracking these folks down and locking them up. But, since it seems that many of the gurus seem to know each other, and refer the newest "suckers" to each other's links, at least they will be in the company of people they know.

But, still, it is an amazing talent to be able to waste so much bandwidth; say so little in so many words; and promise so much while delivering so little.

Will you teach me how you do it?

Thanks,

Olen Soifer