

Hello, everyone..

It's Stephen Whiteside here, of course, from theuptrend..

com. And in this presentation, we're going to.

take a look at how a lot of investment products are marketed on the internet..

And I call it the coin flip scam, and you'll see why in a few minutes..

The reason I'm bringing this to your attention is I was talking to a member.

yesterday and we were going through some of the emails she'd received recently and.

wanted to know if I'd ever heard of this particular person..

And I said I hadn't, but I certainly knew how she got those emails..

Let's just run through it..

It's probably happened to you, but you just need to be aware of it..

If you've been an investor for any length of time and you've signed up to different.

email groups and lists and you've subscribed to newsletters, you know that.

that will usually result in you getting emails from parties you've never heard of.

before because these companies typically share our email addresses..

They either sell them or rent them out..

And so in this example, I'm just going to talk about selling a \$99 investor.

newsletter from somebody you've never heard of before..

And typically,.

when you send out a cold email to people that have never heard of you before, you.

can expect to get a 1 % to 5 % success rate..

So let's imagine our email list is a.

million people and 10,000 to 50,000 of those people are going to respond..

And we consider those email addresses to.

be cold email addresses because these people don't know who we are..

So you might get a 1 % response, you might get a 2 % response..

But if it's a very successful email, you could get up to a 5 % response..

That's what could happen with a cold email list..

Now, what we want to do is we want to take that from a cold email list of a.

million people to a warmer list to a hot list..

And a hot list means that people are going to buy more than you were expecting to.

originally sell them, or they were expecting to actually buy..

So remember, we had a \$99 a year investor newsletter..

We want to get more money from people than just the \$99..

So how do we do that?.

Well, you start off by acquiring the list,.

whether you're renting it or buying it, but you're going to use that list..

Right now, we consider it a cold list.

because nobody on that list knows who we are..

And just for the sake of the math, for.

this presentation, we're going to have a million people..

And what are we going to do?.

Well, we're going to create two unique emails..

One of them is going to go to half a million people, and.

we can tell them that the stock market is going to go up in the next three months..

And why is it going to go up?.

Well, we're going to give you all kinds of great reasons why it's going to go up..

Biden's the greatest President ever..

The Fed knows what they're doing..

Inflation is over..

There's no recession..

At the same time, we're also going to make.

the most amazing email that says the exact opposite..

So Biden is the worst President..

The Fed doesn't know what they're doing..

Inflation is out of control..

The recession is going to kill us all..

We're going to do two exact opposite emails..

We're going to split the group up..

Half go to one group, half go to the other group..

Now, it doesn't have to be market direction..

It could be individual stocks..

It could be individual sectors..

It could be I think Bitcoin is going to go up dramatically in the next three months,,

or I think Bitcoin is going to crash in the next three months..

It doesn't matter, but it's going to be.

two completely opposite views, whether on the market or individual items or sectors..

It doesn't really matter for this particular explanation of how this works..

So time passes and maybe we're going to let it wait a month, two months,,

three-month, whatever the time length is, but we're going to come back and half of.

the emails that we sent out were right and half of them were totally wrong..

Well, which people do you want to continue to talk to?.

Well, of course, the people that we sent the right email to..

So in this example, let's say the market did go up..

So we come back, we congratulate ourselves, and then we tell this group of.

half a million people two different stories..

Once again, we're going to tell half of this group that the market is going to go.

up, and half of the group the market is going to go down..

Now we move on to the next step..

Remember, we started with a million cold people, and now we've shown them several.

times that we know what we're talking about, and we've gone from a cold list of.

a million people to a list of 125,000 people that are either warm or.

hot, depending on how active they are in the market..

And so originally, we were looking to get a response between 10 and 50,000 people..

Well, not only can we do better than that now, but we can also.

sell them more than just that original \$99 email newsletter that we started off with..

In fact, what you'll notice is more.

options have been added as the they become more successful..

So if you're on your second, third, or.

fourth email in which they've said X is going to happen, X is going to happen, X.

is going to happen, they've now added new products..

So not only can you buy that \$99 email,.

but you can also buy the \$249 gold package, or they're probably going to have.

a \$995 platinum package, or you can become part of the elite club.

that they reveal all of their secrets and their best picks..

And that's \$2,495..

So instead of just selling you a \$99 investor newsletter when the list was.

cold, now that the list is hot and they've proven over and over again by flipping a.

coin that they know what they're doing, you're more willing to not only sign up.

for that \$99 newsletter, but do you want fries with that?.

That's when they can upsell you..

And that's the most important part of this.

is that they're not really trying to sell you a \$99 newsletter..

They're really trying to sell you probably a \$500 product or even a \$1,000 product..

They couldn't do that when you didn't know them..

But now that they've proven over and over.

again by just flipping a coin that they know what they're doing, they can get a.

lot more money out of the average investor than they could when they started..

Okay, folks, as always, it's a buyer.

beware, but remember for all those emails where people tell you how right they were,.

there's somebody else who got the opposite email telling how wrong they were..

So just remember that..

Next time you're checking your inbox and.

seeing emails from people you've never heard of before..

Enjoy the rest of your weekend..

Next time you'll hear my voice is on Sunday..

And at that time, we'll take a look at the North American stock markets..