

Hot and Not

Current marketing products we like, and
a few that we don't

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Retro Marketing

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Products we like, and a few that we don't.

If you are new to online marketing, you may be overwhelmed by the bewildering array of products for sale. You may also be confused as to which ones are worthwhile and which ones are a waste of time and money.

For the most part, there is *some* benefit in almost all of the products offered for sale, but some of those benefits can be found elsewhere for free, and some of them, while useful, are not useful enough to justify the high prices charged for the products.

At Retro Marketing, we try to evaluate some of the most popular of the affiliate marketing and online marketing products that become available so that you don't have to spend a fortune trying to determine which ones are worth buying and which ones will waste your time. In short, we read through the junk so that you don't have to. Just consider it part of the service that we provide. ;)

Listed below are three products that we are currently recommending, along with three products that we are either *not* recommending, or are recommending with reservations. Some products are useful for beginners but not for advanced marketers, and some products are overhyped. Some simply don't deliver what the authors promise.

We will update this list from time to time and let you know when new products come along that may be of interest to you.

To your success!

Charlie Essmeier
Retro Marketing

Products that we are currently recommending:

[Affiliate Commandments/Affiliate Project X](#)

[Affiliate Commandments](#) is the latest ebook from Chris McNeeney. He's the author of two previous books on affiliate marketing – Day Job Killer and Affiliate Project X. Affiliate Commandments, like the last two books, deals primarily in promoting affiliate products via Google's Adwords program. The book is short, running less than 20 pages, but has no "fluff" of "filler" and in its short length still manages to cover a half a dozen topics. It's really an addendum to Affiliate Project X, which was a very ambitious and worthwhile book that covered brutal and subversive Adwords methods in detail.

With Affiliate Commandments or [Affiliate Project X](#), you can make money advertising products through Adwords alone – you don't need a Website or a mailing list. And here's a bonus – If you buy Affiliate Commandments, Chris will offer you a huge discount on Affiliate Project X. This isn't advertised anywhere, and you only get the discount on Affiliate Project X if you buy Affiliate Commandments, which is, by the way, very affordably priced. (As of this writing, it's about \$10.)

[Autopilot Profits](#)

Ewen Chia is a marketing guru from Singapore who has created a number of memorable products over the years. One of his latest products, Autopilot Profits, is targeted at new marketers who want to make money while learning how affiliate marketing works. Membership gets you a 59 page ebook, along with eight instructional videos. Each of them covers a different aspect of marketing – setting up your Website, attracting traffic, building a mailing list, and putting the whole shebang on "autopilot" so that you can make money 24/7 without lifting a finger.

[Autopilot Profits](#) is not recommended for established marketers, as a lot of the material is a rehash of information that you may already know. On the other hand, if you're a newbie, it's a great place to start, and it's affordably priced.

[Day Job Killer](#)

Another great book from Chris McNeeney is Day Job Killer, a companion book to Affiliate Project X. Day Job Killer picks up where Project X left off, refining some of the killer techniques for making money using Google Adwords alone. The 69 page ebook has 8 chapters that cover some of the finer points of using Adwords to your advantage, including ways to take advantage of other successful advertisers without them even knowing about it.

The best part is that you can make money without a Website, linking directly to the Websites of the products that you are promoting in your ads. Once you set up the ads, you can let them run 24/7 while you go off and do other things. Chris' latest book is terrific, and each chapter contains more useful information than most ebooks contain altogether. [Day Job Killer](#) is a good one.

Products that we are not currently recommending, or are recommending only with reservations:

[Get Google Ads Free](#)

Get Google Ads Free is *the* hottest product on the market right now. The author, who claims to be a retired physician, says that he has received \$87 million in free Google advertising over the years, and that he has earned \$300 million using his techniques. He'll tell all of the secrets of how he does this in his 85 page ebook. The book is doing very well, as you might guess, as everyone is tired of spending a fortune on Google ads.

There's just one problem – he's not getting ads for free. We won't give away the secret of his book, but let's just say that what he's offering is a bit misleading, and we think it probably won't work. He also spends about one third of the book trying to persuade you to sell the book to make money.

If you are really interested in getting Google advertising while spending as little money as possible, we instead recommend that you check out [Adwords 180](#). Adwords 180 offers *legitimate* techniques for taking advantage of the Adwords system to theoretically get ads for less than 1¢ per click. Realistically, you'll probably pay 2¢-5¢ per click, but you can get those prices for terms that otherwise might cost you upwards of \$1 per click without these techniques.

If you want cheap Adwords traffic, we recommend that you avoid [Get Google Ads Free](#) and look into [Adwords 180](#) instead.

[Legit Online Jobs](#)

Legit Online Jobs is a membership site that offers you the opportunity to make money online by offering to hook you up with employers that will pay you to work from home. What they are offering isn't really a scam; it's just that their offer is a bit misleading. Their promises of ways to make money online are valid; they just don't necessarily constitute "jobs." What they are offering is a smorgasbord of money-making opportunities – affiliate marketing, Adwords marketing, paid surveys, and Websites set up for Google Adsense.

[Legit Online Jobs](#) isn't the only company to suggest that you can make money by doing a number of different things, but other companies are more forthcoming about it, rather than suggesting that you will get a "job." If you are looking to make money in a number of different ways (and it's always good to diversify), you might want to look at [Forex Enterprise](#), aka Multiple Streams of Income, instead. Pricing is similar, and [Forex Enterprise](#) even offers a free money-making Website to subscribers.

[Affiliate of the Month](#)

Ewen Chia's Affiliate of the Month is the latest product from marketing guru Ewen Chia. This product consists of a number of instructional videos devoted to affiliate marketing. These videos are useful, but the money making plan that Ewen promotes is to sell the videos themselves as an affiliate. The exciting part of the program is that he offers a cash bonus each month to whomever sells the most copies of his program.

[Affiliate of the Month](#) is really a program aimed at new marketers only. And the cash bonuses, while real, are actually being paid to longtime experienced marketers who have huge mailing lists with 50,000+ people on them.

Ewen Chia has some good products. We suggest that instead of this one, you consider his [Secret Affiliate Weapon](#) instead.

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