

*The*  
**S. C. R. U. B.**  
**REPORT**

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## **The S.C.R.U.B. Report**

You hear stories everyday of people being scammed or ripped off by a program or a Biz Op on the internet and it continues on because there are always new people coming online who are not aware of what to look out for.

Actually, if people would look beyond the hype and the Glitz and do some "due diligence" and research on their own, a lot of disappointment and financial losses can be avoided.

I really hate the term "Due Diligence," as it has been so over used that no one really pays attention to it anymore.

I will refer to this action as "The S.C.R.U.B. Report" for the purpose of researching programs and/or deciding on a career online.

Is it a scam?

Is it right for you?

**S - Select**

**C - Critique**

**R - Research**

**U - Use Common Sense**

**B - Be Smart**

There are many types of programs, Biz Ops, opportunities and career options available to us. But not everyone has the available talents to succeed in

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everything. You need to decide what your strengths and weaknesses are and then search for a Biz Op, a program or a career that will best utilize your talents.

**MLMs (multi-level marketing)** = Requires believing in the product or service you are promoting and recruiting other people to join you in the program. Most people, if you are not using the product or service you will not be able to put your heart into bringing someone into the business. MLMs also requires more direct contact and talking with people. If you are not good at "sales," one-on-one conversations, being convincing, as well as being sincere then move on to something else.

**SOCIAL MEDIA** = It doesn't matter which Biz Op, program or career you choose, if you intend to be online you will have to learn to build real friendships and relationships with real people.

A huge quantity of followers on Facebook or Twitter means nothing if you have never spoken to any of them or have never taken the time to learn a little bit about them.

**BLOGGING / WRITING** = If you are not a person dedicated to the consistency and structure of writing, then blogging is probably not a way for you to focus your energies. To gain followers and readers, you have to provide valuable content consistently without fail and your writing has to keep the reader wanting to read more of what you write.

**VIDEO** = As most everyone knows, video is the best way of branding yourself, getting yourself recognized and people can associate better through visual recognition (seeing your face).

For example, I can almost guarantee you would remember the guy who made the video with "paper bags" taped under his eyes, stating, "I didn't get much sleep last night because of XYZ and I woke up to find "bags under my eyes," versus someone telling you how tired they are because they stayed up all night working on a project.

Who are you going to remember in a few days if you decide you want to check out the Biz Op? The guy with the bags taped under his eyes or the one just telling you about it?

Not everyone is comfortable in front of a camera but that doesn't mean you cannot be remembered for a logo, phrase or your voice in a video while you are recording something you have on your computer screen; something that sets you apart from everyone else.

**TECHNICAL** = Maybe you have the ability to work with code and create websites, blogs, plug-ins or software. People are always looking for someone to create a new piece of software or a plug-in for them. Either start your own business or work with an established company already in business but check them out thoroughly first. You may have become somewhat of an expert on how WordPress works; capitalize on that knowledge. Everyone is not a technical person and if you are, that's a great option for you.

**PRODUCT CREATION** = Is self explanatory; create and sell your own product. Write an instructional book, such as this, write a novel, write short stories, create a training course, create a membership site, create a group, conduct webinars, have Google Hangouts.

Online, the possibilities are only limited by your creative mind and abilities and the actions you take.

**TEACHING** = Can go hand in hand with product creation. It depends on how you like to teach. You can create all of your teaching content on video and your students or clients can access them at a time that is convenient for them.

If they need to go over it again, it's available to them by whatever options you have set up for them to review when they need to. You can teach through sending an email series to your list but you have to have a following first for this to be of benefit to you, unless you JV (joint venture) with someone who already has a list and is willing to work with you.

You can teach with webinars, Google Hangouts or via Skype. What works best for you and your followers is what you need to concentrate on.

**PASSIVE INCOME WITH NICHE SITES** = Creating income with niche sites is still possible these days but more difficult than it used to be. Google has made their algorithm changes (many of them) and a lot of niche sites have been hit hard.

Adsense and Adwords accounts have been closed down and sites that used to be ranking high on Page #1 of Google are no longer being indexed because of little to no content and obviously the site was created as a sales site only.

Niche sites are still a viable way to earn income but you can no longer just put up a site and add items to sell without adding valuable content and keeping it active.

**S - Select**

**C - Critique**

**R - Research**

**U - Use Common Sense**

**B - Be Smart**

Now that we have covered quite a bit of what is available to you online, you will need to put **The S.C.R.U.B. Report** into action.

**Select** = what you will do as your online business or career.

**Critique** = and see if your choice is something that will hold your interest for the long term.

**Research** = online and talk with people who are in the business you are considering to find out what their thoughts are. Don't just take one person's word and make your decision. Talk to as many people as you can and then weigh the pro's and con's before you join.

**Use Common Sense** = because you know that if you are thinking about a Biz Op there is a possibility that you will just be recruited and left to fend for yourself. Make sure you are aware of this and accept this is what you want to do.

**Be Smart** = in all you do online. Protect your identity and your personal information. Use long passwords, change passwords often, don't use the same password for everything. Everyone online is not always who they say they are. A lot of people are honest and will do right by you but a lot of people are also just out to steal whatever they can from you.

Be aware of your online friends. Take notice if a conversation with a friend seems to be off in some way. Their account may have been hacked and you may not be talking to who you think is your friend.

Don't click on links in email that you receive unless you are expecting something from someone you trust and you are expecting the email.

Don't click on links in a Facebook chat or a Skype chat area; both of these are very well known ways to spread viruses or Trojans that can destroy your computer and steal your identity.

I am a writer and my main purpose is writing but there will come a time that you will need to learn about marketing your book, so you are getting it seen by people who want to read your book.

There are only a select few people that I follow online and trust that the information they give is honest and true.

**Lynn Terry** – I have followed Lynn for years. She has been a successful affiliate marketer online for about 17 years and does very well. She teaches how to market and build your business (in this case, sell your books) the natural way and by building relationships with people online. [Social Marketing Results](#)

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**Rosalind Gardner** – She was the actually the first affiliate marketer I started following online and her book [Super Affiliate Handbook](#) was also my first sale ever made online.

**Jennifer Ledbetter (Aka. Pot Pie Girl)** – Jennifer is the creator of [One Week Marketing Training Center](#) (which is now on hold while being updated after the Google Algorithm changes). Jennifer has also created [R.A.M. \(Reverse Attack Marketing\)](#). and like Lynn and Rosalind above; I've followed Jennifer for years, because I have found her trustworthy and honest in everything she creates or recommends.

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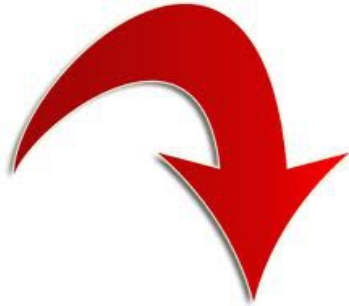
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