

August 4, 2011

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So NOT an Internet Marketing Guru

By [Rosalind Gardner](#) on August 3, 2011 [65 Comments](#)

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Seriously folks, I can't believe what you'll fall for in terms of 'internet marketing' gurus.

Just because someone calls himself a 'guru' doesn't make it so.

And by the way, I have NEVER referred to myself as a 'guru' of any sort. For the past decade and a half, I have been a *student* of internet marketing who willingly shares with other students of online business.

Anyway, my anti-guru sentiment (this week) derives from those who use (steal) content from those of us who endeavour to be *more* in the know.

For example, if your 'guru' repeatedly reposts information from a *real* guru (i.e. Matt Cutts) then they are NOT a guru.

He or she is a LEECH.

They use search engine optimization tactics to piggy back off those *really* in the know — i.e. they are too lazy to come up with their own ideas or to create their own content.

By re-posting OTHER peoples work, they hope to attain an inbound link via a *trackback* to their site directly from their favorite guru.

Fortunately, in most cases, this doesn't happen (because the REAL guru is too smart), but the LEECH can only hope that their WordPress comment moderation is automatic.

I get or 9 or 10 of these trackbacks daily.



For example, today I received one from Ewen Chia, the guy who calls himself the “World’s BEST Internet Marketing Guru”.

Ewen has a new blog – InternetMarketingGuru.com – that simply sources content from REAL internet marketers — those of us who actually THINK about what we are writing.

Here’s an example of his thievery...



It’s simply a snippet or REPOST of what I wrote about [affiliate marketing in June](#) with a link back to my site,

What he’s HOPING for is that I will approve the trackback link to his scammy reposting site.

SORRY, Ewen... that’s NOT going to happen!!! (I’ve long held you in contempt for swindling people out of their hard-earned money for the simple fact that most of your shit is just that = S-H-I-T – regurgitated crap that you don’t even think about. Bottom line — you don’t care shit for the people that you sell your SHIT to.)

I guess things aren’t working out for Ewen, the self-proclaimed #1 Internet Marketing Guru if he’s been reduced to spamming trackback links from those of us who actually WORK in the Internet Marketing business, i.e. doing *real research* to share with our readers.

Anyway, the point is — if your ‘internet marketing guru’ is trying to scam Google and other search engines by automated reposting of others’ work, you might want to reconsider their abilities as a guru.

Filed Under: [Scams & Other Trouble](#) | Tagged With: [autoblog](#), [Ewen Chia](#)



About Rosalind Gardner

Rosalind Gardner is a blogger, [speaker](#) and Internet Marketing [consultant](#), best known for her "[Super Affiliate Handbook](#)", referred to by industry professionals as the 'bible' of affiliate marketing and [Affiliate Blogger PRO](#) - a multi-media version of the book. Get her [NPT newsletter](#) today for free Internet and Affiliate marketing tips.

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Comments



1. [Rosalind Gardner](#) says:
[August 4, 2011 at 13:45 pm](#)

Hi Gus,

Yes, the site is an autoblog that was actually scraping content from IMNewsWatch. Grrr.

Cheers,
Ros



2. [Rosalind Gardner](#) says:
[August 4, 2011 at 13:45 pm](#)

Hey James,

I guess great minds think alike! 😊

Cheers,
Ros



3. [Rosalind Gardner](#) says:

[August 4, 2011 at 13:50 pm](#)

Hi Mike,

Trying to “herd” (good word, btw) purchasers into their seminars (or coaching plans) is exactly why they keep coming up with new ebooks full of re-hashed content to sell ... constantly on the prowl for fresh unsuspecting meat.

Cheers,
Ros



4. [Rosalind Gardner](#) says:
[August 4, 2011 at 13:51 pm](#)

Hi Chris,

Hmmm... the ‘links’ emails is a new one on me. Guess I’ve unsubscribed from the worst of the worst.

Cheers,
Ros



5. [Rosalind Gardner](#) says:
[August 4, 2011 at 13:53 pm](#)

Hi Robert,

You’re right there. But it’s always a case of buyer beware and anyone who doesn’t do solid research has only themselves to blame if they waste money.

Cheers,
Ros



6. [Rosalind Gardner](#) says:
[August 4, 2011 at 13:55 pm](#)

Hi JK,

No history, whatsoever. Although I am familiar with the products, the over-hyping and customer complaints.

Cheers,
Ros



7. [Rosalind Gardner](#) says:
[August 4, 2011 at 14:00 pm](#)

Hey whatever,

Sure, Whatever you say, whatever. As for 'trying to be controversial', perhaps you should familiarize yourself with more of my work here before making such statements, OR learn the meaning of the word controversy... of which there is none about autoblogging leeches. All *real* online marketers on the receiving end of their slime bucket tactics hate 'em.

Cheers,
Ros



8. [Rosalind Gardner](#) says:
[August 4, 2011 at 14:00 pm](#)

Hi Dirkjan,

Don't have the link anymore. Replaced it with a screenshot of the page. 😊

Cheers,
Ros

9. [Lydia](#) says:
[August 4, 2011 at 14:06 pm](#)

Just had to respond to this one.....I love how you are one of those few who are really able to get out there and not only say what you think...but also mention names.

So many other IMers go as far as to let you know there is a lot of spam, mistrust, etc. out there,...but none of them are so bold as you to actually mention names...and I quite frankly applaud you for it (clap! clap!).

I always open your emails and read your posts due to the very very unique content you have to offer and the insight and ideas I gain from your posts. You, Ed Dale and Joel Comm are amongst the few whose blog posts I follow when I get your updates...and it's simply because of your total honesty!

I'm not a fan of Ewen either....and have tried in every way possible to unsubscribe from his emails...but no matter how hard I tried they keep showing up (usually in my spam box these days).

Keep it up Rosalind because people need your insight and honesty if the internet is to be depended upon as a reliable source of information.

10. [Cynthia Carpenter](#) says:
[August 4, 2011 at 15:19 pm](#)

Geez Ros,

You parted my hair with the 'early edition' this morning and nearly cost me 3K. I laughed so hard I blew my coffee out and just missed my new Mac!

I see you replace the link with the screenshot, I was going to ask.

Thanks for the morning report, I just had to come back and express my gratitude for the honesty and say you've inspired me to follow your lead 😊

11. *brendan torpey* says:
[August 4, 2011 at 15:42 pm](#)

Roz

a very accurate assessment of the bull.... that is sent out from "gurus". There is too much of this happening .

make a million dollars in three days with out going on the net.

A positive response.



12. *Kelly K* says:
[August 4, 2011 at 15:49 pm](#)

Ros, you are my hero.

Again.



13. *Ron* says:
[August 4, 2011 at 16:13 pm](#)

Hey Ros,

You go girl.....

I love it when upstanding, honest an ethical business men and women like you Ros expose the online trash like Ewen Chia, and others just like him.

Anyone who lies, cheats, steals and manipulates others, especially online, will be found out an exposed.

My hats off to ya Ros,

Ron



14. *Jon Griffin* says:
[August 4, 2011 at 16:56 pm](#)

My take on Gurus:

<http://jongriffin.com/business-articles/marketing-articles/fry-cook-millions-sales-letter/>

15. *lsant71* says:

[August 4, 2011 at 17:17 pm](#)

I applaud your honesty, and disdain for those so called “guru’s”. I have receive many offers from him, and others. This shed’s some light on the true ruse these “guru’s use to seperate you from your hard earned money and rob you of any hope in finding the true freedom and independence provided by operating an online biz. What I’m slowly starting to understand is, that these marketers make their living selling... As you put it so succinctly, S-H-I-T. It’s this program & that program, commission crusher this & affiliate payload that. I’m so tired of this horse shit. I do’nt want to take people’s hard earned money by selling them the same horse shit everyone else is.

16. [Ewen Chia](#) says:
[August 4, 2011 at 19:17 pm](#)

Your comment is awaiting moderation.

Hi Rosalind,

Wow I had a shock when I read this! Anyway thanks for the post.

Posting negative comments and bashing other marketers in public is bad enough as it’s simply a negative reflection of one self. However, it’s worse when the facts are **WRONG**.

> **SORRY**, Ewen... that’s **NOT** going to happen!!! (I’ve long held you in contempt for swindling people out of their hard-earned money for the simple fact that most of your shit is just that = S-H-I-T – regurgitated crap that you don’t even think about. Bottom line — you don’t care shit for the people that you sell your SHIT to.)

There’re always a good and bad side to things, some people with positive attitudes have learned a great deal from my products while some have not, that’s just the way it is. I’m sure no marketers can claim that 100% of customers are happy, even you. That’s not going to happen as we can’t please everyone.

While some of my products are not perfect, I put my heart and soul into creating them. So I do ask that you respect yourself and not post your biased opinions in public, which I suspect (I may be wrong) is for the sake of making yourself look good to your readers.

Or is it the marketing technique of using “negative reviews”?

> Ewen has a new blog – [InternetMarketingGuru.com](#) – that simply sources content from **REAL** internet marketers — those of us who actually **THINK** about what we are writing.

I think you’re missing the point here. This is a **CURATION AUTOBLOG** that gets content from other sources which allow content to be shared. That’s the whole purpose of content right, and why you’re also writing and optimizing them.

As shown, the blog does show the original source and reference of the content, and you were even notified to approve it. So I don’t understand what the big fuss is all about?

You’re also playing on the domain name itself and using that to claim I’m calling myself an internet marketing guru, just because the domain is [internetmarketingguru.com](#)??

For example, If you had a domain called [iamthebestmarketeronearth.com](#) does it mean you’re one?

These are KEYWORD DOMAINS my dear, it's the basic of internet marketing.

I do write alot of original content and have been doing so for years. You can check out my blogs at <http://www.EwenChia.com>, even look at the archive.org of the content shared over the many years.

Another blog I contribute content to is <http://www.InternetMarketer.com/blog>

BOTTOM LINE:

I think calling me names and accusing me of "THIEVARY" and being a "LEECH" is too much, especially in public. And I haven't even offended you in any way! In fact, the blog helps you to spread your content!

I hope to get a public apology and post about this misunderstanding and reporting error, it's the least you can do for your readers.

That's so unlike you Rosalind and I'm not sure what mindframe you'll in when you wrote all these, and seeing the return comments from your readers "cheering you on" is just...

Honestly it hurts me.

I think we came to the market at about the same time way back in the late 1990s, and we've all paid our dues. No worries though, I don't "blame" you for your opinions, everyone has them. Just keep them to yourself until you had established them to be FACTUAL, not emotional.

I've always enjoyed your content and learned from you, but when it's emotional charged up negativity like this, it's steering your loyal readers in the wrong direction...

And I've to speak up.

Peace,

Ewen Chia

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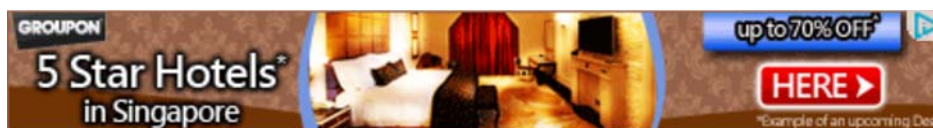
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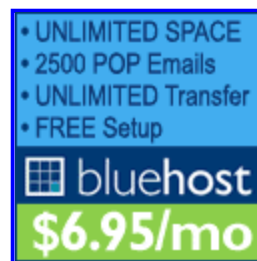
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