

## "How to Lose Everything You Have"

If you are not internet savvy and are looking to start your own business online, you are just asking to have your life destroyed.

I can not stress the importance of this lesson enough!

Many, even most Internet business owners do not seem to realize that they are running a real life business. A business that needs to comply with local, state/province, federal or even international laws.

Laws that cover everything from what you can say in an ad to how old a person must be to legally access your website.

Most important to almost everyone are the various spam laws which govern all commercial email. If you use email for your business and you will, it is considered commercial email and you must comply with the applicable laws!

If you ignor the laws you will get in trouble, trust me please, please do not ignor them.

Now on to the laws that will do more than make life frustrating...

If you do not have the proper compliaces, the correct statements of disclaimer or the proper permits, licences or permissions required for your business. You are asking for trouble with a capital "T".

\* Can you do business when your website is susspended for violation of terms?

\* Can you afford to pay a lawyer \$200 to \$500 a hour to fight a law suit?

\* Can you afford to have a government agency freeze all your accounts and sieze all your assets while you are under investigation due to some one's complaint?

\* Can you run your business from jail?

If you believe that I am over exaggerating remote possibilities... THINK AGAIN! This happens every day to normal average people who do not know better!

One little mistake and you're being sued by one of your customers because your TOS (Terms of Service) did not protect you.

"No big deal." Right? Wrong! If you think that it is no big deal, think again.

One little lawsuit can wipe you out. Assume you are in the right and they're wrong, the cost in loss of business, expenses, legal fees can wipe you out overnight

If the government is involved, say the FTC (Federal Trade Commission), your life will be turned upside down as they pry into every little detail of your personal life as well as your business affairs!

Every action you have taken will be scrutinized and you will be held accountable for it, be it accidental or intentional.

Even if you are not guilty you and your affairs will be watched for a long time to come. All because you were unaware of or ignored just one small detail.

One other point I would like to make... The government does not do things piece-meal, if they are involved you can be assured that every possible means available to them will be used to ensure your misery.

- \* Multiple agencies investigating you.
- \* Possible seizure of all business and private assets.
- \* Seizure of property, from computers to homes
- \* Tax audits.
- \* Arrested and charged.
- \* And the entry into records that you have been investigated.

I want each and every reader to take it to heart that this is a "Business" even if it is just small second income to start with.

Cross your "T"s, dot your "I"s and get informed about what you must have to do business legally and to protect yourself.

To quote a fellow businessman...

- \* Ignorance of the law is NO excuse!
- \* The law does not care.
- \* The government does not care.
- \* The complaining party does not care.
- \* Innocence is not an excuse if you have not complied with the law because under the law if you did not comply, you are not innocent!"

(Frank Kern, Renowned Author and Internet Marketer)

If you still don't think this pertains to you, go to [www.ftc.gov](http://www.ftc.gov), that is where the FTC publishes information about businesses under investigation.

Review... Ignore the laws or remain ignorant of them and and you risk losing everything!

Next week we cover "Advertising, Phase 1"

Yours in success,

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[The ORIGINAL Marketing Maven](#)