

## Be Aware Of The Plug-In Profit Downsides

While there are a number of ways you will benefit from the Plug-In Profit Site, it is also important that you be aware of the downsides of the PIPS opportunity. Every opportunity has its pros and cons, so it is absolutely vital that you research and decide for yourself whether it is a website that will work for you.

The biggest PIPS downside you should be aware of is the layout. Every site that is built is built exactly the same, with the same content and design. Stone Evans has been doing this for awhile, so be aware that there are a high number of sites exactly like the one you are given on the internet.

You are presented the opportunity to personalize the Plug-In Profit Site, but the problem is that a majority of the people do not take the time to complete any customization. You can avoid this disadvantage by taking the time to add content and products, change the color scheme and font, and make the site suitable for your target market. By taking the time to do this correctly you will be head and shoulders above the many other Plug-In Profit Site owners out there.

Another PIPS downside is the amount of links and advertisements that are on the website. There is so much going on inside the website that it is easy for your visitors to get lost and turn away without reading any of the content on the multitude of other pages on the website. This is where personalizing the homepage will help to eliminate the clutter and make it more readable. It is crucial that you take the time to do this; otherwise you will turn off most of the customers that find your website in the first place.

One of the other big PIPS downsides is actually an assumption by most people as opposed to the factual truth. Stone Evans is persistent on recommending that you upgrade on all the different products and programs that he includes in the opportunity. Nowhere is it said that you are required to upgrade, but the persistence creates an image for many that it is. The only true requirement of the PIPS program is the hosting of your website at Host4Profit, which in reality is one of the major affiliate marketing opportunities in the entire program.

The plug-in profit site offers a number of advantages. First and foremost, the principle of multiple streams of income, and the set-up is free. However, it is crucial that you are aware of the downsides of any and all affiliate marketing opportunities, including PIPS, prior to signing up for them. This should make the difference of whether or not you make affiliate marketing your online business of choice.

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### About the Author

Mike has been online since 2004. He can show you 3 simple steps to turn your Internet Marketing Business profitable.

[http://www.profit-unlimited.com/info/l/pips\\_one](http://www.profit-unlimited.com/info/l/pips_one) Mike also publishes "Profit-Unlimited Home Business Weekly". Take a look, click below

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