

The Screenshot Reality Check

7 questions to ask before you buy another “make money online” program

Before you hand over your card, run it through these seven questions. If you get more “no” answers than “yes”, close the tab and keep your money.

**1. Does it admit you'll have to learn and practise?**

Real opportunities need skills. Anything that promises to skip that part is selling the screenshot, not the business.

**2. Does it tell you which business model it actually is?**

Services, products, affiliate, audience or recurring. If you can't tell what you'd actually be doing all day, that's a problem.

**3. Does it talk about costs, including your time?**

Tools, subscriptions, ads and hours all cost something. Honest programs tell you up front.

**4. Does it show you how to find real customers, not just “traffic”?**

Views aren't income. Look for something about trust, follow-up and a clear offer.

**5. Does it encourage you to start small and test?**

Or does it push you to build a big website, a funnel and a product catalogue before anyone's said yes?

**6. Are the results shown realistic and explained?**

Revenue isn't profit. One great month isn't a pattern. Ask what's behind the number.

**7. Would it still be worth it if you earned nothing in the first month?**

If the answer's no, the pressure is going to make you quit, or make you buy the next shiny thing.

From Bob Moore · Beyond the Screenshot