



**Press Release Contact Information:**

Bert McClure  
Bert McClure, LLC  
CEO and Owner  
31 Rainy Avenue  
San Antonio, Texas  
USA, 78240  
Voice: 2108577271  
Fax: 2062024513  
E-Mail: [Email us Here](mailto:Email us Here)  
Website: [Visit Our Website](http://Visit Our Website)

**Legitimate Online Businesses - How Do You Choose? - Consultant Warns If You Go the Extra Mile, You May Actually Find One-**

*This important announcement explains what to look for in legitimate online businesses. Hear how one consultant voices his criteria from real world experience, so you can avoid the obvious mistakes.*

**/24-7PressRelease/** - SAN ANTONIO, TX, May 13, 2008 - "In order to choose legitimate online businesses, you must first think about your criteria for legitimacy," says Bert McClure, founder of the San Antonio-based The Home Business Executive, LLC. "All business is risk taking. But when does business become just a ridiculously wasteful form of gambling or an unprofitable and dangerous waste of time? Many people who say they wish to start legitimate online businesses fail to think about what it would actually take to verify that a business is profitable by the average new person before they jump in with their money and put their time on the line."

According to McClure, a legitimate business is not going to have a hundred complaints from the local Better Business Bureau and they will have a physical address and phone number. If you are solicited with an email- even if it's not from Nigeria promising you two million dollars from a deceased aunt, you need to look at it with a little suspicion. For instance, if it is a multi-level and does not appear to have a real product or service but rather is just a scheme for passing on money, it is possibly an illegal pyramid scheme. Certain so-called "gifting" programs are like that and they can be altogether illegal. But passing over those types of pseudo-products, another point to look for is that they tout the inexpensiveness of the product and that you do not have to do any work. Now, if those kinds of products were real, most people would be jumping all over them. Without knowing anything about the products or the company, you may find yourself involved with a phishing program designed to get your credit card number and not really your membership at all.

"In almost all cases," says McClure, "you actually have to work legitimate online businesses using the tools of Internet Marketing. This involves a knowledge of Search Engine Optimization for your website, articles and press releases; an understanding of what really draws and captures people through an online business- decent graphics, good copy writing, an attractive, marketable product or service and a website that is structured with marketing in mind and not just bells and whistles."

The fact is legitimate online businesses require some due diligence on your part- and just like other businesses, they should be susceptible to scrutiny. "Don't just read testimonials, which can be easily manufactured," says McClure. "Pretend you are buying the business for a lot of money and be diligent and you may truly find the business of your dreams."

For more information on finding a legitimate home business, visit Bert McClure at <http://p19.Thehomebusinessexecutive.net/> or contact his office at 210-857-7271

Bert McClure, LLC, also known as "The Home Business Executive" is a home business mentoring and opportunity program. We focus on assisting brand new and veteran internet marketers build a rock solid business from home. For further information, please contact us at (210)857.7271.