

Module 2 Checklist: Are All Online Businesses Scams?

Use this checklist to quickly evaluate any online business opportunity. Spot the scams, confirm the real ones, and protect your time and money.

Scam Red Flags:

- No real product or service — only an 'opportunity' pitch.
- No clear training or support provided.
- No transparency about what you'll actually do to earn money.
- Unrealistic claims — like huge income with no work.
- Pressure to 'act now' with no time to research.

Signs of a Legitimate Online Business:

- Clear product or service you can see, use, or explain.
- Step-by-step training included with the program.
- Transparent about how you'll earn money and what's required.
- Support or community to help you succeed.
- Income growth tied to real effort and skill-building.

Key takeaway: Not all online businesses are scams — but you must know the difference. Use this checklist whenever you evaluate a new opportunity.