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Project 1

Project Proposal

A website built dedicated to lure viewers into an “obvious pyramid scheme.” This idea is inspired by a friend I used to go to highschool with on facebook. For the past couple of months he has firmly cemented his place in a certain pyramid scheme and I’ve experienced the full barrage of his posts claiming he knows the secret to making 6 figures in two months. I found it interesting to observe his patterns and in time, found other cohorts of his that followed the same path. There was a commonality among them and many others that I tried to boil down in order to explain them. The need to explain why these groups are scams came in the form of family members who almost fell for it, especially one younger family member in high school, whose friends tried to convince him to join. Even in situations like this, there was something to learn about the way “pyramid scheme-ers” operate.

Outline

1. Navigation - always visible
   1. Home
   2. How It Works
   3. Mindset
   4. Testimonials
   5. Sign Up
2. Homepage - Trading Pyramid Scheme
   1. Appeal to the viewer and draw them in with promises of riches
      1. Make money from your bed
      2. Make people think they’re missing out on the next big thing
      3. Slightly mock people who wouldn’t give it a try by calling them names
      4. Take advantage of the current events to urge people to join
      5. Appeal to a groups in poverty
      6. Appeal to past members that already tried and quit in the past - blame their past team, not the company
      7. “The earlier you get in, the more money you can make”
      8. Finally, Appeal to the skeptics - Mock them again, Reinforce the fear of missing out. Tell the viewer they can watch everyone else get rich while they continue to struggle - make them feel bad
3. How does it work?
   1. Overly complex jargon that is purposefully vague and makes no sense
   2. Unnecessary amount of positions and promotions
   3. Sales Pitch to viewer
      1. Think of the closest people you know that are struggling and need financial help
      2. “Help them” by dragging them back here!
   4. Reinforce the narrative that this is a trading company, not a pyramid scheme
      1. “Everybody gets their two” philosophy
         1. You get your two, they get their two… and boom! You’re rich.
         2. Assure the viewer that you are helping these people, and not dragging them to hell, like you actually are
4. Mindset
   1. Contradictions - getting rich quick
      1. Sell the dream of getting rich quick, but in the same breath, say this is not a get rich scheme and requires hard work
      2. - Emphasize that 17 and 18 year olds are making 6 figures, but also say that you will not succeed overnight and it will take hard work
   2. Company’s Lack of Responsibility - Trust the system
      1. The system works, so If you fail it’s your fault - not mine
   3. Isolate viewers from their loved ones
      1. Don’t listen to friends and family that discourage you from realizing your dream - They are jealous and intimidated of your success. They’ll thank you later when they see it works
      2. Drop friends that try to talk you out of pursuing your dreams - you don’t need that negative energy
5. Testimonials
   1. Rags to riches stories
      1. “I used to sleep on the floor in a dingy apartment with no heat”
      2. “I used to be just like you, but then I found \_\_\_ ”
      3. “I’m not telling you to do what I did, but find something that works for you just like me”
      4. My friends used to laugh at me when I told them about \_\_\_. Now that they can see me living my best life they’re all asking to join my team.”
      5. “My mom wasn’t liking \_\_\_ before, but she’s liking it now that I pay her rent every month.”
      6. “Thank god for \_\_\_\_”

Diagram

- Overly complex jargon that is purposefully vague and makes no sense

- Unnecessary amount of positions and promotions

- Sales Pitch to viewer

- Reinforce the narrative that this is a trading company, not a pyramid scheme

- Contradictions: getting rich quick

- Company’s Lack of Responsibility

- Isolate viewers from their loved ones

- Rags to riches stories

- Appeal to the viewer and draw them in with promises of riches

Homepage

How It

Works

Mindset

Testimonials

Navigation

* Home
* How does it work?
* Mindset
* Testimonials
* Sign Up

Sign Up

Screenshots



