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Are Pay To Click Programs Worth Your Time And Effort

Many people start out their online marketing journey with PTC (Pay To Click) web sites. That's what I did. I will explain what a PTC web site is for folks who don't already know. A Pay-to-Click website pays you some money for just viewing a short ad, normally lasting around half a minute or so. Every time you view an advert, a small amount of cash is placed to your account; ordinarily, this needs to amass to a determined total (ordinarily approximately \$5) before you are able to take it out. There are various other aspects to PTC web sites, such as referrals and special membership alternatives.

You buy referrals (or you can recruit them), and you get more or less half of the cash they make from clicking advertisements. Thus, if whenever you click an advertisement you make one cent, you'll get another half a penny each time one of your referrals does the same. It sounds like kind of a slow way to go, but try to see what happens if you have hundreds of people signing up under you. Some of these Pay-to-Click programs also have a few special options to their members, allowing for additional cash per click (sometimes for your referrals as well as yourself), additional ads and more referrals. These optional membership offers can be high-priced, but many will let you generate more cash over time.

Now let's say you register for a PTC and it has four adverts. You become a member and go out and recruit 1,000 referrals. And let's say that both you and your referrals earn one cent for each click. So if you view all 4 advertisements and all of your referrals watch all four advertisements, that's a total of 40 dollars. Doesn't look very shabby, eh? That would be a nice amount of cash to make daily, right?

But hold it! The reality is that nearly all PTC web sites are scams. Essentially, Pay-to-Click programs are simply pyramid schemes. They are called "pyramids" because just those people at or close to the top get any cash, while those who are lower down normally end up getting nothing. For instance, if 10 folks each invest \$10, that's a total of one hundred dollars. The owner may give back \$15 to 4 members and keep the remainder himself, leaving almost all of the other members out of pocket. How they can get off with this is by getting people to sign up as members and to purchase referrals (which, incidentally, are often bots, not genuine people), then paying us money that others invest to pay for their own membership and subsequent referrals. The money from ads does not cover their payout's, especially since a number of the referrals you can purchase are not real people. Before long, people quit investing, and the later members are hung out to dry. If you started the plan, or were lucky enough to get in right close to the top, you can possibly make a bit profit, but is it worth the risk? Not at all.

My advice is that you keep your distance from Pay-to-Click websites like the plague. You could generate a small amount cash or not, based on how high and close to the head schemer you are, but he's a scammer and every person under you is losing money. It's just not a great thing.