



## *Don't Get Ripped Off! Get Help! Tell It To George* By Cynthia Bercowetz

*Don't Get Ripped Off! Get Help! Tell It To George* by Cynthia Bercowetz is a dynamic consumer survival guide filled with advice and answers to consumer questions.

Bercowetz warns readers about ID thieves who steal personal information, such as credit card account numbers, Social Security numbers or driver's license numbers.

She informs consumers about the most common types of identity theft, and what to do if their identities are stolen. Bercowetz was a victim herself and explains what she did to track down the ID thieves.

Readers are alerted to the following red flags:

- Using or opening a credit card account fraudulently. Consumers should watch and read their statements carefully.
- ID thieves will pass bad checks or open new bank accounts. It could be your bank account.
- ID thieves could get a loan in a consumer's name.

*Don't Get Ripped Off!* speaks to consumers in every age group – from the young, to the not-too-old, to mature seniors.

Bercowetz warns consumers about long-shot investment schemes, such as seaweed restaurants, ostrich farms, copper mines in Chile or distressed real estate offerings that are advertised in the media.

Want a good belly laugh? There is also humor displayed in the book. Each year that Bercowetz wrote her consumer advice column, she took a mini vacation and published the funniest letters she had received. Among them are hilarious warning labels on consumer products, apparently written by the brain dead. Here are two:

"Fragile. Do not drop." Posted in a Boeing 757.

"Beware! To touch these wires is instant death. Anyone doing so could be prosecuted!" On a sign at a railroad station.

After you have read this survival guide, you will think smart, and buy smart. A must for every consumer.

On the lighter side, the author informs the reader how to set up tag sales to make a profit. She describes step-by-step how to organize a sale before it happens. Steps include marking sale items as to price and condition. If it is being sold "as is", Bercowetz says to tell it how it is.

It doesn't matter what time you say the sale will start. There are always early birds. Dealers will be there the first day to make you offers before the general public arrives. Do you want them?

Bercowetz advises: "If you let dealers browse, they can eat up precious set-up time with their questions and haggling. She further advises that some people put "No Early Birds" in their ads.

From tag sales to mortuary offerings, she is there for the consumer. "Yes, consumers even need to develop funeral savvy," Bercowetz says.

An average funeral where Bercowetz resides costs about \$6,000. As a consumer advocate, Bercowetz has written several articles on funeral home investigations in the New England area. The investigations revealed a need for strengthened state and federal regulations of the funeral business. Consumer should check out these regulations in their states. Selection and purchase of caskets, cemetery plots, and memorial services are tasks that all of us will have to face someday.

In this easy-to-read consumer book, Bercowetz outlines the most common telephone scams. Among them are prize offers and health product scams. Consumer tips are included to ward off these scams.

Bercowetz tells consumers what they can do to protect themselves. Nationwide consumer resources are printed in the book to give the reader easy access to an address.

In a nutshell, if an offer sounds too good to be true, it usually is.

Envelope-stuffing solicitations promise steady income for minimal labor. The promise might be that you will earn \$2 each time you fold a brochure and seal it in an envelope. The scam? You will pay a fee to get started and then learn that the email sender never had real employment to offer.

Bercowetz has investigated craft assembly schemes and found that craft assembly work schemes often require an investment of hundreds of dollars in equipment or supplies and many hours of your time producing goods for a company that has promised to buy them. The scam? After spending the money and putting in the time on the craft assembly work, you are likely to find promoters who refuse to pay, claiming that your work isn't up to their "quality standards."

When investigating health and diet scams, Bercowetz found many false claims advertised, such as: Pills that result in weight loss without exercising or changing your diet; herbal formulas that liquefy fat cells that are absorbed by your body; and cures for impotence and balding--these are among the scams flooding email boxes.

The scam? These gimmicks don't work! Bercowetz says to "beware of testimonials from 'famous' medical experts you've never heard of; claims that the product is only available from a single source or for a limited time, and ads that use phrases like "scientific breakthrough," "miraculous cure," "exclusive product," and "ancient ingredient." Bercowetz says these scams are on the Internet and in snail mail!

Get-rich schemes offer unlimited profits exchanging money on world currency markets, and the secret to making \$4,000 in one day. The scam? If these systems worked, wouldn't everyone be using them?

All of these tips are a sneak preview of the valuable consumer tips in *Don't Get Ripped Off! Get Help! Tell It To George* by Cynthia Bercowetz. Buy your copy today!

[www.deargeorge.com](http://www.deargeorge.com)