

## PRESS RELEASE

### HIDDEN CRIME TARGETING MAJOR FLORIDA CITIES IN NEW WAYS

Convention centers and hotel conference rooms in Florida cities such as Orlando, Tampa, Miami, Jacksonville, Ft Myers, and Fort Lauderdale once unknowingly hosted large public meetings run by con artists perpetrating massive investment scams against Florida home-based business owners.

Since the beginning of the Covid-19 pandemic these con artists quickly adapted, moving their operations to sophisticated online meetings which still geo-target the same large Florida population centers through online advertising, email lists and social media.

Florida residents who have suffered personal financial losses during the Covid-19 pandemic are promised quick and easy money through the “business opportunities” offered by these scams, but instead lose as much as tens of thousands of dollars each. Many victims of these scams end up buried under massive credit card debt and some have even lost their homes as a result.

One such company that operated in Florida was known as “Seller’s Playbook”, based in Minnesota. The U.S. Federal Trade Commission and the Minnesota Attorney General’s Office alleged that defendants used false and unsubstantiated claims, such as make “\$20,000 a month” and “Potential Net Profit: \$1,287,463.38.” According to the FTC complaint, the price of the “system” that defendants sold ranged from \$497 to more than \$30,000.

“Seller’s Playbook” has been shut down by the FTC, but many other similar cons still geo-target major Florida population centers online.

Veteran Florida ecommerce entrepreneur, business educator and author Chris Malta has just released a new book, *EBiz Scams Revealed: Ultimate Guide to Avoiding Scams for Work-At-Home eBiz Owners*.

He said: “In the back of their minds, most people know that these get-rich-quick schemes are too good to be true. But the level of psychological sophistication presented by these cons combined with the desperate financial circumstances many people face rises to a point that overcomes common-sense disbelief.”

Malta interviewed victims of these scams from across the US for his new book. One victim in Connecticut said “Oh, they're real good. I fell into a lot of that and I lost my shirt. Eventually I lost my home. I bought a condo, but I couldn't find work other than a dog daycare temporarily and lost the condo. Now I rent a room in someone's house.”

Malta added: “I have been warning people about these scams in various ways online for over a decade, but most people just don’t listen. I knew it was time to fully detail exactly how they work, how to spot them and how to avoid them. I had to find a way to warn more people. I had to write this book.”

Malta’s highly detailed, hard-hitting new book is available on Amazon in paperback, but is also free to download on his website, [ChrisMalta.com/Media](http://ChrisMalta.com/Media).

Chris Malta is [A+ Rated by the Better Business Bureau](#) and maintains a [4.9 / 5 Trustpilot rating](#).

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**Media Free eBook download (no registration):** [ChrisMalta.com/Media](http://ChrisMalta.com/Media)

**Media Contact:** Inspire Communications and Marketing - [InspireCM2b@gmail.com](mailto:InspireCM2b@gmail.com) - 313-649-7711