

Question of the Day - 28 August 2023



How do you respond to the comments on the Question of the Day that announced LVA is going to a paid-subscription site? Some of them were pretty critical -- and valid, I thought.

A: Yes, that Question of the Day garnered more than 50 comments.

We've been working on this QoD since then, in order to respond to comments such as this one:

Anthony, if you want us to have enough confidence in your website to start charging us for it, you have to demonstrate some respect to these readers by replying in the QOD to the issues and problems they raised. 1) Will there be fewer annoying ads with paid subscriptions? 2) Why haven't people received items they've purchased from you, and why is it so difficult to them to contact someone about this, or get a reply from someone on your end? 3) You say you're converting to a subscription model and don't provide any info on how and where to sign up. Lazy, lazy, lazy, and easily avoidable if you truly respected your readers and made the sincere effort to address their concerns instead of taking the easy way out and milking the cash cow.

This comment was made in the middle of the day the QoD ran. No, we didn't feel it was disrespectful to let the comments go without immediate answers, pending a complete response at a later date. This QoD is Part 1 of a two-part response. We start out with our responses to this comment.

1) We have a banner on the home page, which is our own ad space. As for the Google ads, if enough people pay 10 cents a day, then yes, absolutely, they'll go away. And maybe they will anyway. It's a determination we haven't finalized yet. We'll address the ads in more detail in Part 2 tomorrow.

2) We fulfill orders within one day of receiving them, if we have the product(s) in stock. If not, we backorder or refund. When we launch a new book, we always offer a substantial discount off the list price -- with the understanding that it's a prepublication deal for ordering in advance. Our shipping and customer service departments have never, in all the decades we've managed to stay in business, been better staffed and more efficient than they are now. If you call, if you email, we respond promptly. Neither our phone number nor customer-service email address has ever changed and our phone system rolls calls over to five lines, so if it rings more than twice, the "next up on phones" grabs it. For the record, what items of yours have not been received or addressed? Perhaps other readers/customers/subscribers would like to weigh in on this issue.

3) Lazy lazy lazy? Sorry, but we're not sure what you're referring to. The new paywall model was announced in the July *Advisor*. We received questions about it and answered one in a QoD. Essentially, both were alerts that a big change is coming soon. This is a major project that we've been working on for months. (The joke around here for tech challenges is, "Can't you just push a button?" If only we could!) As soon as everything is ready, signup details will be at your fingertips.

We should note that since that QoD was published, we've changed the fee structure slightly. There will be only two pay options instead of three. The \$3 per month will give you access to all the content on LVA.com, limited access to Member Rewards Online, but not the Member Rewards Book; this will auto renew and you can cancel easily at any time by clicking the box in your account or calling us. The second will be the same \$50 for the annual subscription, including all the web content and all the coupons and as always, the annual subscription will not auto renew, but will have the option to. We've never taken you by surprise with a big renewal charge on your credit card. We don't like it when that happens to us, so we just don't do it and never will.

Free content will include the LVA YouTube Updates and livestreams; the archived Gambling with an Edge podcasts; Richard Munchkin's "Life Is a Gamble" podcast; Eddie Rivkin's "Vegas Golden Knights" podcast; a half-dozen or so archived blogs, including those from Jean Scott, Blair Rodman, FrankB; and reprints of 888.com gambling articles.

As for the rest of the comments, we'll address those tomorrow.