



Turbo Big BANG!

“The Report Every Wannabe Marketer Needs To Read Before Even Thinking Of Doing Anything Online.”

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by John Delavera and TurboBigBang.com**

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About the author

John Delavera was first introduced to the "computer world" in 1982 and welcomed the challenge of a brand new world called the Internet in 1994.

He started his online adventure as a web engineer, studying the inner workings of the World Wide Web and developing new solutions that Marketers could use. When affiliate programs were launched a couple of years after the Internet's debut, John Delavera used the knowledge he had gained about the web to quickly become one of the most successful first generation affiliates. The concept of automating tasks and offering solutions that could boost online sales inspired John to establish his Turbo line of Products, a series of solutions and informational materials that provided the user with the most effective results in the least amount of time - hence the name "Turbo."

John Delavera also runs TurboZine, one of the Internet's longest running digital newsletters. John's copy is smoking indeed and he is claimed to be one of the most inspirational Internet Marketing writers with his exclusive and unique "Delaverian" style. His "Ramblings" are memorable and ignite a fire in his readers' souls.

John Delavera is very well loved in the Internet marketing community. His members and subscribers look up to him as a mentor and as a friend, one whom they can always rely on for the needs of their respective businesses. One of John's philosophies is this: "what you can do right now, DO right now – and do more."

John Delavera is an inventor of hundreds of Internet marketing solutions, a writer of many online business treatises, but most of all, John Delavera is a friend to every Internet Marketer who needs a helping hand.

John's personal site can be found at www.JohnDelavera.com

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1. Why are you reading this report?

What **attracted** you to this resource?

Since you are reading this report, it is evident that you are interested in at least one thing:

Learning how to make money.

And you want to learn how to do it online.

Many people want to make money on the Internet. They have a common bond and shared desire to attain their fortunes in the world of Internet Marketing (IM). But most people don't have a clue about how to get started or how to make it happen.

They may know how to create and sell a few products. But they don't have the keys to open the doors to **astronomical success** through delivering incredible products and reaching the **masses!**

That's the answer you seek.

And that's what I am able to offer to you.

How do I know?

I've done it.

And, the most important point is that since **I** did it, **EVERYBODY** can do what I've done and more. Everyone has the ability to do it if they believe in themselves!

Believe in yourself.

One of the most important things you will learn is that you **MUST** believe in yourself.

That is your first order of business. If you do not believe in yourself, no one else will believe in you either.

2. How and why can I help you?

For all of you who have read my TurboZine, you already know that I have a special way of communicating things. And that way includes revealing complete, comprehensive information with total and complete honesty.

I give the "meat" to people and lay out the truth. I give the specifics about how to accomplish something. And I always share truth and facts. Never lies and innuendo!

When I was a complete Mr. Nobody, I was really anxious to create "something" online. Thus, my newsletter had one goal. That goal was to **tell people how I was going to be a huge success.**

Can you relate the first order of your business here?

Believe in yourself.

This is what I did too and later on you can see how it can work for you too.

My newsletter has been my diary since then and it is a testimony to the road I have traveled and the results I have produced.

People who have read all of the TurboZine issues have seen me progress from Mr. Nobody to what I am today. The results have been

accomplished through hard work, and always exercising integrity and attention to quality in everything I do and say.

My people have learned to trust me because I have never lied to them.

OK... I know this is a big statement but it's true. Actually there is a hidden deeper reason why I needed that trust too...

You see... I am an easy believer in people.

This turns to a disadvantage if you trust the wrong people. So throughout my journey I wanted to "train" my people on a certain way so I'd be able to trust them – I did not want to be misled by my own people... I wanted to talk to brother souls out there. I wanted to feel safe that I was talking to the RIGHT people. People who shared a common goal and were filled with integrity.

And there was only 1 way to do this:

Be naked... and tell the whole truth.

And DEMAND the same from your people too.

As you can see, the belief you need to have to yourself creates a character that will facilitate the communication you need to have with your people – your audience in your journey. You need your people. And they need you.

And thus, when you gain the trust of your people, you are going to be a winner - FIRST you need to BELIEVE in it.

See it makes perfect sense now?

That's what I did. I believed in myself. And this is what you should do too.

When you are surrounded by people who trust you, you have a great responsibility to uphold. That's one vital thing that makes you successful – integrity and being true to your word.

You need to establish this safe platform with your audience in order to operate in a winning mode.

Write that down.

3. It all starts with 1 bean

I started my online business by selling products one by one.

But I didn't start enjoying ***extreme results*** by creating products and selling them one by one. Something changed that resulted in extraordinary success.

The first product was my first bean, and the seed planted to the safe ground of my communication with people. One bean is not enough though. You need to water and nourish your bean... and as you know, a bean tree can grow high... it can reach the heavens indeed - **if** you support it with the right stakes.

Your ability to be effective when serving hordes of customers, the way you support your beans by assisting them with the right stakes (aka. tools) that can help them to reach the sky, and the tricks you need to know about this business, can make a huge difference in your life.

Until December 2004, I was working hard *just* creating products. In December 2004, I wanted to thank my subscribers for being there with me for almost 2 years... And that's how everything started...

In an effect, I could have created this event around the belief that if I worked with dozens of other online marketers, I could considerably increase my own ability to reach masses of people.

And that's the way to translate the history of that event.

However the truth is, I initiated my first joint venture event only because I wanted to plan something like a "thank you" party... I wanted to celebrate the 100th issue of my newsletter and offer gifts to my people. That was it.

EVENTUALLY my friends wanted to add their own gifts too. And that event turned to be one of the biggest events ever (if not the first) with more than 80 friends – who came to be known as joint venture partners.

The event was called "Santa Deal Time" because it was released in December 2004 and it was a huge success in many ways.

The most valuable lessons I learned from that event were related to my status online... It was the first time that I realized two valuable things:

1. First, I was bigger than I thought I was and exerted more influence than I realized. I did not know THAT because I had not believed in it THAT much... I had slowly begun to create a successful Internet Marketing strategy - piece by piece. And by that time I had the whole pie! It was a pleasant discovery.
2. Second, people wanted me to conduct business with them and communicate with them. I knew that but I had not exercised communication enough. I realized people really liked what I was

doing and we could all benefit from what I had learned – and continue to learn.

To tell you the truth, those 2 pleasant discoveries scared me.

Because I realized how high my bean tree was growing, and if I wanted to MAINTAIN that height, then I'd create SAFE STAKES that would allow that bean tree to stand tall - FIRST NOT to collapse - and then become bigger and taller...

I had to create the tools that could allow 1 person (me) to equally compete with *better* marketers who had years of experience in this business. I had to save time and make the time work in favor of me.

The simple truth here is that when I first started I really had no idea that one day I would become what I am now. I had the vision, yes. and all I knew was that if I worked hard I could reach my "Big Land..."

But I didn't have the perfect formula or all of the pieces. Everything since then has been taking place as an evolutionary process. And as said, TurboZine has been my diary.

I did not want to suggest methods to people if those methods did not meet the following 2 criteria:

1. Results could be replicated.
2. Results could be guaranteed.

Those 2 principles are difficult to meet with a "method."

Why?

Because if something works for 1 person, that does not necessarily mean it will work for everybody and that it will produce the same results.

Thus, I had been suggesting ONLY what I was doing and the way I did it:

It could be replicated.

With Guaranteed results.

Those who have listened to me since 2002 can verify this to be true.

Today, I am proud to tell you that I have come up with an epitome of those methods I used. More on this later on...

4. It all starts with a Diamond

Do you know how valuable diamonds are?

They are one of the most precious stones in the universe – they shine, and glitter, and glow like no other. They exude an aura of excellence and superiority. Diamonds are precious gems that attract attention, release a shiny glow, and make people feel good about themselves. They start out as lumps of black coal that are evolved, mined, refined, and polished – and then, they burst forth with character and beauty.

Online marketing success begins when you discover your own diamond. A diamond that exists deep within you.

Do you wonder if there truly is a diamond within you? Is there something deep inside you that is just waiting to be mined and polished and brought out into the world?

Yep! A diamond does exist in your heart, just as it does in every human being on earth. When you discover that diamond, you will *feel* it and you will know that you have tapped energy and creativity and willpower that you never before knew existed. It will be a **catalyst** that will put you on the road to success towards your Big Land.

When you discover the diamond within you, then you may one day write an article like the one I wrote when I started years ago. It was titled, "I Have a Vision."

By the time of its writing that *vision* was quite funny, you know...

Mr. Nobody had a vision that one day he would be a web tycoon. That vision was... DARING! DAUNTING! INCREDIBLE! Keep in mind that the article was written when I had only 1 bean... But you know what...?

No matter how "small" I was on that date... no matter what anybody would tell me, my answer was always... *"I'm going to DO IT whether you believe I can or not. I KNOW that I can achieve whatever I want to do."* Period. I believed in myself and in that vision.

To help you understand it better: If success would not come afterwards, then I'd be stamped as a lunatic: One that believed in an illusion...

But I took the risk.

And I did that because I had discovered that diamond in my heart and I let it shine and lead me to my Big Land... like a lighthouse beckoning in the dark sea of my online dreams and endeavors.

As unbelievable as it seems: everything is in your mind, and what your mind thinks affects reality. **Is this magic?** Is this THE SECRET of how the Universe works?

I do not know.

All I know is that it works...

It's the way things work in the Universe – belief begets success!

I promised to tell you how I know this to be true.

You'll find this fact very interesting...

This process of believing in myself first worked for me the way I have described it to you here. I discovered the diamond within me and I began my journey towards creating a successful online business.

Then... after many years... I discovered there was something called the "Law of Attraction." This law is built on the belief that "Like Attracts Like" and it applies to a conscious desire for something. It is a belief that your thoughts and beliefs can create great changes and you can achieve anything you believe you can achieve – like magic. Essentially, your thoughts can actually determine your experiences in life and can actually determine the path and destination of your life.

My point? I applied that "law" **without knowing of its existence** – and it worked... I proved that it works even ***before*** I knew it existed.

And what makes it more frightening is the FACT that this law has worked for ALL of those who have been successful in something... They ATTRACTED what they HAD envisioned in their minds... Scary, eh? It is... if you consider how powerful that law is – and how powerful your mind can be! But that is truly the way things work.

Now... Think how much more powerful YOU can be now that you know about the law and you know that it works! You know that if you apply it, you can succeed! You have one of the major secrets and keys to success in your hand with this knowledge – just **unlock your mind and let your dreams flow.**

I would have been naïve to think that success would come easy. That voyage towards success with Freedom as the destination was, and is, sometimes: cruel. “Sharks” are everywhere. “Rocks” are everywhere. And your ship, your dream can lose site of its destination... and it can crash... even sink – never to be found again.

But it is that diamond in your heart, that vision.. a belief, the knowledge of your unique capabilities, the Law of Attraction that works indeed as a lighthouse in the dark sea of your online endeavors and allows you to proceed...

You must devise the vision and believe in it and then the miraculous discovery of that sparkling diamond in your heart... just comes. But you need to envision your success – see it in your mind and believe it in your heart. Your diamond is there waiting for you, even if you think it's not... you have to discover it to experience the success it brings. **If you don't believe in your prosperous future, then nobody will believe in you either,** and you'll never be prosperous. But if you truly believe in your future success, you will succeed! Your diamond will give you the belief and confidence that you can do anything – and you CAN do anything! Discover it and you'll see how powerful it is.

There is not even a 1% possibility that the same "Law of Attraction" cannot work for you too – unless you limit and close your mind.

It's 100% up to you.

You must visualize your success for it to take shape and happen. And then you need to have a plan and a method to reach your vision.

I can tell you about the method you can use that leads to incredible online success, once you reach within yourself and find your diamond. Discovering your diamond comes first!

5. Keys to unlock your future

I'm going to share some of the keys to help you begin opening your mind and thus start the journey for your online marketing success. Believe in these keys because they can open doors for you – I know they will because I have proven it myself.

1. Find your diamond

We've talked about the importance of discovering your own diamond. You cannot succeed and unlock doors to unlimited GEOMETRICAL wealth and EXTREME success without first discovering your diamond. Reach deep inside and find your diamond. I'll tell you how to do it below.

2. Be selective

Belief is not enough. Hard work is the pre-requisite, but first you need to honor your time and train yourself to produce extreme results. You need to be selective about the things you pay attention to, the tools you use, and the people you deal with and trust. Time is money and you need to make that time produce money for you. Selecting what everybody else uses and doing exactly what everybody does will NOT generate EXTREME results in your life. Extreme results require extreme actions. Extreme success is dependent on what MORE you will and can do, beyond what others do, that will make the difference. You need to keep going when others stop and focus on what only brings results – results can come from either a tool you use or a situation you experience. Do not

waste yourself or your time by investing in small things. Trust extreme solutions and think big. Be selective about what you do the same way you are selective with your unique vision and diamond.

3. Be unique

That's easy to do: Just **BE YOURSELF**. Believe in what you can do and isolate what you cannot do. Then stress your strengths and work with them and outsource your disadvantages or weaknesses to those who can help you do what you cannot do. In all cases there is only one YOU in the whole universe – manifest that in every way possible. Visualize yourself and what is unique about you – know what you have to offer that no one else can offer to the world. Stay true to who you are and don't try to imitate others – just BE YOURSELF and work on it.

4. Be CREATIVE

Success requires that you be creative in every aspect of this process. I mean it: you need to stay creative IN EVERY ASPECT of your PROCESS. Reach deep into yourself, into your soul, into your heart - find the unique *DIAMOND* that makes you different and makes you sparkle. Discover what gives you breath and life. Discover your passion through your diamond and that will lead to creativity. If you don't reach far enough inside yourself to discover your diamond, then you don't have the answer to why you are different and what makes you unique.

You can never release the creativity that lives within you – focus on that critical point: your creativity is **INSIDE** you; it is just waiting to be unlocked. You'll never know the beauty of reaching your full potential if you do not try to rediscover yourself. And you'll walk away from a grand opportunity for online success and financial security. That's why to be creative, you must believe in the process and be unique in every aspect of that process – manifest that to your people. Let your diamond shine and show your creativity to the world. Be **YOURSELF**.

5. Be an intent observer

The **NEXT** thing you have to do is be an attentive **observer**. Look at the full spectrum of what is offered in the market. Open your mind to all of the many aspects of how off-line and online marketing works and understand the many components.

Here's what I mean... Observe how **everything** WORKS... Do not look just at the product and **WHAT** is offered... Observe **HOW** it's offered... How it's **DELIVERED**... What products are best sellers and why? Why do people create those products? How people launch their products, the way people release the products – why some of them have more success on their launch than others, what comes before the release of the product, what comes after the sale, after the order, after the thank you page, during the next few days and weeks in your mailbox...the follow-up, the customer service, the quality, the quantity, the delivery, the packaging... everything...

MAKE A NOTE of these things and you have a step-by-step guide on what you should do to succeed. The observation will easily reveal to you what is **NOT** offered online – and this will be your starting point. Discover the missing links through your observation. This will be your secret to success!

There are an incredible number of valuable elements to a successful online business. The product is just a small part of that success. The processes, methods, service levels, quality, quantity, follow-up, and a myriad of other things complete the whole image of the successful online marketing business. You must observe all of these things in motion to appreciate them and understand their value.

Observation will help you identify your own personal uniqueness. Remember that vital key to success – be **YOU** - be unique. When you silently observe as instructed above, it will help you to discover your own personal uniqueness and what you can offer online. Through observation, you'll begin to understand what you have to offer that is different than anyone or anything else. Your study and analysis of the market and the landscape will awaken creativity and thoughts that lead to phenomenal **EXTREME** success.

Those keys mentioned above are the perfect circle of your evolution. It all starts with your Diamond and it ends with – **YOUR DIAMOND**. The very final key is observation. These keys are indeed the training you need to pass through in order to...discover your Diamond and achieve extreme results!

6. How to discover your Diamond

Visualize it this way...

You are in an airplane. You can see all of those small buildings beneath you as tiny dots...

Each one of those tiny dots is a successful selling product...

Can you spot *a blank area* between those buildings?

Is there an open area? A street that is not often used? An alley that is a potential gateway to a major thoroughfare? A space on the periphery yet undiscovered?

There will be many times you will answer YES to those questions, because there will be many times when you will feel you have found your Diamond... your uniqueness... Do not trust your intuition... use observation and test it instead... Make sure this is truly your Diamond.

Is there a blank area indeed...? Are you sure nobody offers what you have in mind? Triple test it...

When you will be 100% positive then that will be the start of your journey... Finding your own unique DIAMOND, your own uniqueness, will bring the answers to many of your questions. Your creativity will

flourish. Having found your Diamond and having observed the market...will become your lighthouse to success.

Remember - you must triple-check the market to be sure... look at those tiny dots again... look for the gaps and the opportunities...and ask yourself...

- *Have I discovered a blank area somewhere?*
- *Am I fulfilling a vital need?*
- *Can I fulfill an open need?*
- *Can I fulfill a need in a better way?*
- *Is this unique?*
- *Is this me?*

If the answer is yes to these questions, then tell yourself, *"I'm going to shape it like a madman, I'm going to walk towards it like a mad dog; and I'm not going to listen to anyone who is telling me that I can't do it. I am going to succeed! I believe I can do this and I can!"*

Let your Diamond glow and move forward.

7. Your Virtual Estate

The next question is, "HOW can you do it?"

"Gurus" of Internet Marketing talk about various marketing tactics; they talk about search engine marketing, affiliate marketing, joint venture marketing, social network marketing, and every other kind of marketing imaginable. While you can have many ways of creating and marketing your products, remember that if you do what EVERYBODY else does, then you will have the results of the majority. You'll be just like everybody else.

If you do what everybody else does - you'll be mediocre.

If you want to get extreme results in your life, then you need to think and act extreme – act BIG. Extreme results require extreme actions.

Remember this term:

Your virtual estate..."

Do you remember the view from the airplane and your observation of the market? When you found that blank space – that open area in the market, the one you can relate to the Diamond in your heart?

That's *your* virtual estate right there.

Remember, that area must be different and unique (like you) and not offered by anyone else. It must be a blank area you need to occupy. It must be unique.

So once you spot a blank area in the market – that open spot - you need to act fast: triple check that nothing similar is offered and then put a label on your real estate and declare it:

"This area is mine and I own it!"

Consider this example related to the Wild West when people were claiming land, putting up a sign, and telling others, "This land is *mine*". Just like them, I claimed my area and called it *Turbo*.

After finding what I could do and what I could not do, and after the vision and the observation, and after triple-checking, I discovered a blank area... Nobody was offering a tool to reward affiliates.

When I found that blank area, I had to put my label to it, occupy the space for everything I'd come up with in the future...

It was my virtual estate and I laid claim to it for my future success.

I called it Turbo.

You can call it anything.

But label it. And make it uniquely YOU!

8. Label YOU

As you may know already, my brand is *Turbo*. When you start building your virtual estate - your online empire - you have to put a brand or label on it, too. You have to say what you are going to do by establishing your brand – the way people will identify with you.

Think about how you label your virtual estate. What makes it uniquely yours? How do you demonstrate your vision to people through your label on your virtual estate?

I labeled my virtual estate Turbo because I wanted to do *turbo* things, not just anything, but *turbo* things. That brand was not just a decision, it was a **necessity**. I had a passion for what I was going to accomplish and it was going to be BIG. I had to DECLARE my vision to people... I had to MANIFEST what was coming... It was in my mind, I knew it would come, so I had to announce it and work towards it that vision. My brand would indicate to people that I was serious about creating a dynamic, enormous online business. It would and SHOULD be a turbo business!

Why?

Because I knew people had no reason to believe in me at first as Mr. Nobody... it was logical...why would they?.. so I had to build my credibility and integrity with them. I wanted to establish the rules right from the beginning by giving a REASON to them to believe in me and promise them that I was only going to offer turbo solutions... and then

fulfill that promise. The brand I used was just saying what I was going to do and that was my promise.

Have you ever thought about that?

What's your label?

What's your brand?

How do you want people to identify you?

Even if you cannot answer that question now, you can just apply the basic tip you will find throughout this report: Think Big... and choose a BIG label that denotes what you have in mind.

The SUPER marketer

The Awesome Marketing

The Unforgettable

Infinite Marketing

Super Duper Marketing 😊

Got the idea?

Manifest your BIG vision. And be prepared to serve it and also serve the people who will believe in you... because as you can easily understand, responsibility knocks at the door...

9. Where the money is...

Again we end up with the same question...

How are you going to make money online?

You've seen how important it is to find your Diamond, identify your uniqueness, claim your virtual estate, and establish your brand (label).

But how does that lead to money?

This is the really hard question, right?

It becomes more difficult when you realize that what I am talking about here relates in no way to mediocre marketing and results... The question becomes more difficult when we talk about **phenomenal changes** in your life...

You cannot expect phenomenal changes in your life over-night, but you must start somewhere.

The start of yours is the 1 bean we're talking about... remember?

Your first product is your first bean...

I cannot stress enough how important this advice is...

You started with a blank area in the market and planted your first bean... Your journey starts when you create your own product. When you do that you will see the next products coming... As the beans grow and increase in number, you will need to water those beans – your money trees.

And when you do that you will see that you need to enlarge that area of “your virtual estate” – the one you occupied on the online map of success. To really increase your financial return, you need more products and more space... more beans... more safe sturdy stakes... and enough water to water your money trees continuously.

You will realize that just one product is not going to make you rich – unless you discover the holy grail of marketing. Until then...

You need to offer an endless variety of products to people.

And you need to learn how to market to the masses.

You need to create your teams...

When you do all of this, you will deliver your products to the masses. Not just one or two or three dozen people – but the MASSES.

Now you can see why the tools you choose are so vital to your business. When you invite the masses and they come, you must be able to deliver your BIG promises. If not, they will not return. Your tools are critical to your success.

Again... Allow me to underscore something...

What I'm talking about here is not just making a little money; it's not making thousands of dollars or even tens of thousands of dollars. That's easy.

I am talking about how you can become an online Emperor by building your own online empire!

There is a huge difference...

I am not just giving you suggestions for making a few thousand dollars online. You can apply affiliate marketing or PPC marketing, or sell on eBay™ or create 1,000s of pages bringing passive income from AdSense™ and other resources...

But... What you are reading here is the **hard** way to riches- the very hard way and I know it. But the hard way **is the right way** to riches and online success. It is the sustainable way.

Do you want to know why?

Because people quit easily when walking on that hard path.

Those that keep going reach the end.

Those that reach the end succeed and experience EXTREME RESULTS.

It's that simple.

You maximize your chances by continuing on your journey when others stop. You persist in reaching your vision and your Diamond beckons you forward.

Read everything in this report through that prism. Relate everything to that angle, and you will succeed.

You will find many others telling you to follow easy paths. I know it because I was there at one time, too. My advice is simple: do not listen to them. I have paid for these lessons with 100's of 1,000's of dollars and many sleepless nights to discover what works through errors and mistakes... You can save time by trusting what you read here. Feel safe, because as promised, I do not suggest what I have not tested by my own life...

I have suffered through the failed attempts and disappointments in my journey to create a successful business - and what I have learned is what you're reading here. Can you imagine the time and effort you can save just by learning from my mistakes?

So, the bottom line is that you have to expand your business to reap your financial rewards exponentially. And you need to make it work on a 24/7/365 basis by deploying the right methods and processes, including deployment of the right tools, to make it succeed.

Success comes in the form of **many more products to offer to the masses – not just one or two or even three**. In fact, you need to create a **network** of products.

You may wonder how you can expand your business while you're creating the products. You just don't have enough hours in your day to make it happen.

Therein lies a major secret.

Have you read the following "article"?

If yes, you can skip this section, although it is worth reading again – otherwise, please pay attention. This is valuable information:

Where the money is?? (Part 1)

Today, I want to tell you about something that CAN make you VIEW the marketing world in a different perspective...

I'd like to tell you how a newspaper works.

I shall use arbitrary terms since you should focus on some specific things that only relate to Internet Marketing.

Here we are...

Let's isolate the categories of workers in a newspaper:

- 1-The Journalists & proof editors*
- 2-The Copy editors*
- 3-The Chief Copy Editor*
- 4-The Director*
- 5-The Publisher*

My hypothesis here is this:

"Any online publication needs the structure of the newspaper in order for it to be offered to the public and for it to remain available while also making profits."

That's my hypothesis.

Let's apply this to the online world and your dreams.

You have been taught to think about yourself as ALL the above.

You are the Publisher, the Director, the Chief Editor, the Copy Editor, the Journalist and proof editor.

While that approach is logical when you start online, you will never access a higher level if you do not focus on working ONLY as a Publisher and/or a Director instead of BEING & operating as all the above roles.

The concept smells like outsourcing, and it is actually, but I'd like to explain the reasons for that.

When I started online, I also had the false impression that Gurus write their eBooks by themselves...

I remember this:

About 4-5 years ago, I ordered an eBook on Search Engines Optimization. When I paid through Paypal, I saw that the seller had more than 2000 orders in his account... You can see that number next to the seller's identity when ordering through Paypal.

At that time, I was thinking that THAT was amazing...

I mean... The man had to be a millionaire... Selling ANYTHING to 2000 people with follow-up sales and up-sales and back-end sales, etc... can bring you some 100s of 1000s of dollars. And when I read the eBook, I really admired that Guru.

Some months after that order, he came up with another eBook...

Another great one...

I remember myself thinking that I could never write an eBook THAT good, have a success like the success HE had, and then REPEAT the process in 3 months...

I felt overwhelmed...

I could never ACT like that Guru...

I could not write that fast, that good, that effectively.

Time passed...

And that marketer sold the private label rights of those eBooks.

I bought the rights of course.

THAT was the time I realized that the marketer had NOT actually written those eBooks...

He had a great writer that supported his dreams...

So in the case of that marketer, HE was the Publisher and the Director and someone else did the work of the Chief Editor, the copy editor and the journalist.

The FACT that the Marketer could produce work that fast was explained by the fact that he was PLAYING a HIGHER level role in the "Newspaper" hierarchy.

Is this understood so far?

Allow me to explain it further:

If that marketer was acting like a journalist then he would have to write the eBook, then proof edit it, then act as a copy and chief copy editor and THEN act as a Director and a Publisher.

As said, this is how newbies and starters embark on the realm of Internet Marketing, but the KEY here is that if you want to SAVE time and hit

success QUICKLY, then you need to ACT differently and start as a PLAYER of a HIGHER role in that "Newspaper" hierarchy.

Think about it.

The fact is that Gurus ACT as Publishers.

They have their Directors.

The directors inspect the chief copy editors.

The chief copy editors inspect the copy editors.

The copy editors inspect the journalists...

And production rolls smoothly... The Newspaper makes money...

If you apply that analogy to your case, you will also see that by acting as a PLAYER of a HIGHER role in that "Newspaper" hierarchy, say as a Director or a Publisher, you will have to deal with the chief copy editor only... AND NOT with the journalists or with the copy editors...

If you act like a Publisher then you only need to deal with the Director.... and not with the rest of the roles...

Do you know what all other roles do?

Journalists do the research and write.

Then they pass their work to proof editors so to deliver a good copy to copy editors.

Copy editors do not write.

They deal with TITLES only... with SPACES... and layouts.

Copy editors "draw" the layout of the page... They draw squares and just count the words... They say: "I want 1000 words for this page, 500 words and 1 big photo for this page, 250 words, 1 big photo and 2 smaller photos for that page...." etc...

Each copy editor manages some specific pages. For example, the copy editor for sports manages the pages for sports and works with the journalists who write about sports...

The Chief copy editor (CCE) gets the work of the copy editors and inspects everything. The work of the CCE of course is NOT to read everything... CCEs do not see content. CCEs see the STRUCTURE of everything and their role is to maintain the harmony in the newsletter and its style...

Then the Director manages CCEs and copy editors in order to preserve the quality of the work and the directives given by the Producer. He may add departments, and thus, the CCE will then follow up in return in order to coordinate copy editors and journalists.

What does the Publisher do then?

He wants to get a perfect product... aka. newspaper.

The Publisher will not proof edit the content... In fact, he does not care about the content. He TAKES AS GIVEN that the Director has done his/her job and thus has already preserved the quality of the content and also the style of the newspaper.

Again: I am simplifying things here and do not deal with the details so to give you the idea...

*As you can also see below, if you manage to operate as a PLAYER of a HIGHER role in that "Newspaper" hierarchy, then you will focus on CONCEPTS related to the creation of new products and also on the promotion of your products... **that's where the money is...***

In all cases, as you can easily imagine, you will NEVER reach HUGE SUCCESS online if you keep acting as a low-level worker in that "Newsletter" hierarchy.

Here is why:

Assuming that you can write 10 pages of amazing content EVERY DAY, you can write 300 pages in 30 days... since you are not a robot, you may need to get at least 4 days off in 1 month, and that makes the number of pages you can write in 1 month: 260

Each page has approximately 30 lines and each line has approximately 8-10 words, let's say 10.

So we have 300 words per page.

260 pages x 300 words = 78,000 words

Great...

Let's face the truth now...

Even if you can operate as a robot and produce 260 pages every month you are not going to be paid MORE than $260 \times \$10 = \$2,600$ dollars per month... NEVER EVER.

Why?

Because you cannot be a super duper writer AND a copy editor AND a chief copy editor AND a director AND a publisher.

It's impossible for a human...

You cannot write 10 pages of amazing content EACH day non stop and also be able to

- create websites*
- setup websites*
- create autoresponders and set them up*
- set the mechanisms for your sales online*
- promote your product online too*
- have deals with other marketers...*
- etc..*

The same truth applies if you are a software creator...

If you can create 1 application every month, then you are not going to do anything else and are not ever going to reach a monthly income of say \$10,000 per month...

Because you are human... that's it.

This is the real value of outsourcing.

With outsourcing, you learn to act as a Publisher. And because that level

requires from you only to generate ideas and generate/promote products, you can easily find the time to hire more directors, who in turn will use more chief copy editors, who in turn will use more journalists...

Back to that writer-journalist that can write 10 pages per day.

As you can recall, 10 pages x \$10 makes \$100.

That writer will never reach the goal of \$10,000 per month.

Unless s/he becomes a copy editor and inspects 2 writers at least for doubling the profits, right? Or inspecting 3 writers and tripling the profits... etc...

I keep repeating all the aforementioned levels of that "Newspaper" hierarchy because I want to introduce you to a deeper thinking here...

I am sure you have seen many marketers talking about the Mass... and how to control the Mass... etc..

You may learn how to hypnotize the Mass, but if you cannot serve that Mass, it's like inviting your disaster... If you cannot deal with 1000s of people, then you cannot expect to survive in this business...

...unless...

...unless you decide to act through a higher role in that "Newspaper" hierarchy.

In the case of serving the Mass, I can tell you a story, half truth, half fiction, but you can get the point:

Once a company created a killer product - say a couch with a great design. The end of the story was that the company dropped that product off the market almost instantly after their first killer TV commercial...

The analogy here is quite obvious:

You may create a killer product that will attract the attention of the Mass. And at the very end, you will be forced to kill that product and forget everything....

So... Why did that company drop the product - and their dreams too?

Why should you forget everything too??

Because that company had 1 telephone line to serve people...

Almost 3 million people saw the TV commercial and acted... called that line and the line was always busy... that made people talk about the bad service of the company... Also... that 1 line could not serve more than N number of people per day and the profit from the X sales done from those N people could not compensate for the production cost of the product...

It was simple math...

If you spend \$1000 to produce a product in 100 copies, sell it for \$10 and sell only 100 copies per month then you cover only the production's costs and nothing else... You cannot pay even for the people who answer that 1 line of support... So you fire those people... you fire your support and cannot serve people... next step is to drop the product - and forget your dreams too.

That simple logic exists online too.

While you have been told to hypnotize the Mass and create a killer event that will rake in profits... you need to BE READY to deal with the Mass when the Mass comes towards you...

Some people may indeed panic you know...

Imagine it... Imagine 1000 people coming towards you.

Are you ready to serve them?

You may have the best intentions online for generating -say - \$10,000 per month, but think about it...

You need to generate \$333 per day in order to reach that number.

And that number of \$333 per day should pay ALL of your expenses and leave a profit too.

Simple math... right?

I shall tell you about the time I started thinking like a Publisher... aka. a Producer.

I was about 32.

I wanted to work until 52 and be able to fulfill all of my dreams.

I took a pen and a paper.

I wrote down everything I wanted to do...

Then I estimated the cost...

And then I divided that cost to those 20 years... (from 32 to 52 - as you can see, I was not that optimistic to say that I could generate an empire in 1 night or in 1 month or even in 5 years...)

I was quite shocked...

My dreams' cost was more than 1 million dollars..

Divide this by 20 and you have \$50,000 per year.

Divide this by 365 and you have \$136 per day.

I became double-shocked.

I felt it's not that easy to generate \$136 per day for the next 20 years... especially as a starter online.. I felt that way because I had been wrongly taught that I had to generate that amount of money ALONE.... by myself....

So the real value of outsourcing is not only that it allows you to DO what you CANNOT do....

I think this is what everybody tells you.

They tell you that if you cannot do something then outsource it.

Well... I am telling you that this is not the point...

You outsource things because you want to save time.

That's the key.

You clone your efforts by outsourcing tasks.

You make the day have 48 instead of 24 hours if you work with 1 freelancer... 72 hours instead of 24 hours if you work with 2 freelancers and 240 hours instead of 24 hours if you work with 9 freelancers.

But in order to be able to do that, you need to learn how to THINK, ACT and BEHAVE as a PRODUCER... as a Publisher... instead of working as a "journalist..." or even as a "copy editor" or even as a "chief copy editor" or even as a Director in that "Newspaper" hierarchy.

Inside the Blue Workbook delivered by my Turbo Membership, I say to people that first they need to create their network of links, then their network of products, and THEN their network of People.

Can you see the synergy here?

The right network of people will allow you to serve the Mass.

The Mass can send you the 1000s of orders you need in order to generate the fortune you have estimated.

But even then.... you need to learn how to THINK, ACT and BEHAVE as a PRODUCER... as a Publisher... instead of working as a "journalist..." or even as a "copy editor" or even as a "chief copy editor" or even as a Director.

And the more you leverage your efforts AS A PUBLISHER, the more money you'll make.

I am not sure if you have ever checked my Delaverian Code. If you check it, you will see that the people that embark upon that journey, and moreover, those that Crack my Code, RAVE about it.

Do you want me to tell you why that happens?

Because they realize the same thing I am trying to convey to you here... today.

They come closer to the absolute TRUTH that makes the difference online...

And the truth is:

You can reach your dreams ONLY IF you FORTIFY yourself, your being... with the ability to produce EXTREME results... by exceeding or cloning? yourself.

As you can see, reaching your Big Island, that is, generating -say- \$10,000 per month or more, IS NOT a matter of sales...

It is a matter of how well you are prepared!

Because even if you create the best product that can send you \$136 per day for the next 20 years, you need to be able to SERVE your dream, aka. serve your people... aka. Serve the Mass... and again: repeat your Success... clone the results and rake in profits....

Serving 1000s of customers in turn requires from you to build the corresponding strong CHARACTER.

The character that will NOT bend under the pressure when the hordes of customers, subscribers, and affiliates come toward you...

PLUS... you will need to ESTABLISH the correct INFRASTRUCTURE that CAN indeed SERVE your dreams, aka. SERVE your 1000s of customers.

This is the role the Producers/Publishers play in that newspaper's hierarchy.

10. Tools must support your vision

Now you can see why it is so important to understand the methods to reach your vision. You must create many products to become a huge online success. Every product you create and all others that follow should be part of your longer term plan. But you must use all of the resources available to you to make it succeed – and experience EXTREME results. As a Publisher, you must orchestrate a reliable team of people to produce the hundreds of products you'll need for success.

Products are only the beginning though.

You must use the right tools.

How can you choose the right tools? There are literally hundreds of tools available so which ones are the best? The wrong tools can kill your vision in a flash. That's why the right tools are so important. You need tools that are strong and flexible – tools that can support your empire and deliver to the masses. You must evaluate all available tools and deploy tools which ensure you are able to deliver huge volumes of products to your customers.

You must be able to trust and rely on your tools.

Consider how your tools must work for you with this example.

Are you familiar with those little robots that kids play with called "Transformers"? Do you know why they are called Transformers?

Because you can transform a car into a robot – and visa versa. You can reinvent things with them and make something new out of something old.

Do you use transformers in your online business? Can the system you use support you in ANY way you want and transform your business as it grows and expands? Tools that can work as transformers are the best ones. They can support all aspects of your online empire and they are a necessary component of your strategy.

I call them “shells.”

Have you ever heard of “Sport Billy”? Billy (a cartoon) had a magical bag; he could pull a car or even the Empire State Building out of his bag.

Another cartoon named Mr. Maverick could use magic bullets with his special gun. One bullet could build a town with 1,000 houses; another bullet would bring the best translator for translation from English to Japanese; whatever he desired was possible. He envisioned it and it happened.

Your online business is like this too – you need to be able to pull all types of products from your “bag” and create something new when you need it. Your “bag” is your vision!

You just need to use a bag like Sport Billy’s, and use bullets and guns used by Mr. Maverick. These are similar to the systems and methods you

will use – these are your tools. Whether they're bags and guns and bullets, or systems and methods, they must be the right tools for your business.

You must use systems and methods that do not limit your imagination and your vision and you must use tools that will allow you to work effectively as a "journalist" aka. solo producer in the beginning, and then as a "Publisher".... And a MULTI-FUNCTIONING producer as you grow ...these tools must be magical – just like Sport Billy's bag and Mr. Maverick's gun and bullets. Your tools must be able to transform your business and turn your vision into products. The products you will be creating will water your money trees which are your existing products... and they will support the creation of other products too and the circle goes on... again... and again... and again...

Tools are the gateways into your business and they can make you succeed or make you fail. Allow me to share an experience of mine to demonstrate the criticality of having the right tools.

Years ago I created Special Offer Manager. A great marketer (who is still a great marketer, by the way) wanted to promote it. I was using another host and ClickBank for my sales.

One of the things you now understand is that **success comes when people can make money while promoting your products**. That great marketer wanted to make money promoting my script because he

saw the potential in it. This was a monumental opportunity for me. I was excited, but again, I had no idea what was about to happen!

Only when it was too late did I realize that my hosting... and also the program I used for my affiliates, betrayed me. My hosting couldn't handle the traffic that flooded my site. And I was sitting there... watching my dream of a huge flood of traffic rushing to my site... when everything stopped...

That #@!%* server couldn't handle the traffic AND the system I was using for my affiliate program stopped working.... Commissions were not credited correctly and disaster hit. It was inevitable that this would happen... because I had chosen the wrong tools...they were not able to transform my business from serving a few customers to handling the masses. I had not looked far enough ahead and seen the success that was rushing towards me. My tools failed me.

Do you know what happens when a great marketer supports you and sends traffic to your site? You'd see a flood of people, like a wave of water flooding your site. An avalanche of traffic speeding toward you.

The BIG question is: **can you handle all that traffic?** Is the gateway to your business wide enough for extreme results? Can your systems - the INFRASTRUCTURE you have created - support your dreams and thus allow you to serve that massive wave of people flooding your site? Can you deliver 100% quality, 100% on time, 100% of the time – including 24/7/365?

You are reading this report because you want to make money. But are you ready for... a trickle of traffic or a flood of traffic? Can you indeed serve 1,000's of customers flooding your site? Are you ready for the masses? Or are you building a business with tools that are headed for disaster?

You cannot support your vision if you do not use the right tools in your business... if your hosting is the wrong one... if your affiliate management system is the wrong one, if the payment system you use betrays you... Do you think that marketers sending their people to you will blame your systems? Or you?

That's what happened with me and that great marketer. When he decided to promote Special Offer Manager, it was the first time I experienced a **flood of people** coming to my site. It was a thrilling feeling... but the waves crashed my site!

Yes, I was depressed. That marketer told me, *"Thanks a lot John, that was the first and last time I promote a product of yours."* And he kept his promise. ☹ You need a traumatic experience in life in order to be able to say, "I'm never going to make this mistake again."

These are the kinds of things I have tested and refined so I can save time and effort of repeating my mistakes. I have developed successful tools I could trust. And then I applied my methods.

You can bet that the next time I had an opportunity - I was ready. ☺
When I created that successful Joint Venture with 80 partners (Santa Deal Time) I knew that my server was going to support me, and thankfully the server I used was able to serve more than 500 people per second.

I had to THINK BIG in order to support my Vision and welcome the success coming. The gateway to my business was wide and strong!

Now you can see why you absolutely must trust tools – your magic “shells” that can support your dreams, can work as a robot on a 24/7/365 basis, and will never betray you and your partners.

Use the right tools and water your money trees... Think big, have a vision, but also find a way to feed your kids, pay your bills, and keep your spouse happy; and work on your vision. Create your online business with the right tools and allow your Diamond to show the way. And you'll find that the money just follows.

11. Solo vs. MFP

In the beginning you will need to work as a **solo orchestra** - man or woman. Working as a "journalist" in the hierarchy of your success, requires that you play many instruments - from clarinet to bass drums. In other words, you have to be an affiliate, you have to be a product producer, you have to be a webmaster, and you wear many more hats to make your business work. You fill many roles and you work harder than you've ever worked before to keep up with all aspects of your online business. You create your products, write, edit, market, and design. You work solo.

You are learning and establishing the benchmark for all product development that follows. You are creating processes that ensure customers are served timely and accurately. You are ensuring 100% delivery of products, 100% of the time, with 100% satisfaction. You are learning the business from the inside out and creating the magnificent **infrastructure** that will support your growing empire.

Listen...and this is important when you are a solo orchestra:

If you don't have the money to create your own products, there are many people out there who have spent millions or thousands or hundreds of dollars to create products that have very good conversion rates. You can make money by just promoting those first. Make money, take care of the food, have the vision and use the right tools. And at the same time do not forget your vision, focus on the goal, and work towards that goal – make

it happen. This process always improves and favors the user... Your diamond will give you the inspiration to make it succeed.

I need you to understand the difference between working as a solo producer vs. working as a multi-functioning producer...

Consider this example.

Have you ever played Warcraft™? Warcraft is a game created by a company called Blizzard. When you start the game there is a map covered by black color. You begin with 2 people; 2 workers in a small area on the map which is the only area you can see. You have to create your empire there and also be able to beat the oncoming enemy.

So how do you do that?

You use **resources**. **Gold** is your money and **trees** allow you to build things. Next is **food**; even the best emperor can be dead after a week or two without food, so you and your people need gold, trees, and food.

You only have 2 workers, so the very first action you take is to create a **central station**; a town hall. That town hall will generate more workers. You have to find the gold mines on the map and get the gold, you have to find the wood and cut the trees, and you have to find the food and feed the population you generate. ***The more gold, trees, and food you have the more workers you will have.*** Then you can educate your workers by upgrading your station and making them

warriors; thus you will soon have the soldiers you need to protect your area, and builders to build things, and many people to handle many different functions and jobs... You can even create special artifacts and shrines for your empire, but that totally depends on the gold, the trees for building things, and the food you have.

For example, you can spend all of your gold creating a gigantic storehouse. And then when the enemy is about to defeat you, that's when you realize that you should have trained more soldiers. Was this the best way to start building your empire – only to see it collapse?

You have to use your resources wisely. You have to know how to make it succeed by understanding the **process and the **methods**.** Your first goal is to **make the resources last** because if there is no gold, no trees, and no food; or there is food, but no gold; or if there are only trees in your possession; then in fact you have nothing, since you need gold AND trees AND food in order to build an empire that can last.

Now let's apply that game to online marketing.

You have identified your virtual estate and you're ready to launch your new online business.

Gold is the **money** (results of your efforts) trees are the **tools** you use, and food is how you water your money tree, aka. how you cover your **daily expenses**.

You see, we may all have good *intentions* to generate a fortune online, but our spouses and families don't agree with us because there are bills to pay. They don't have the vision we have and they can't see the diamond so clearly within us that we can see.

Actually, my family didn't agree with me either. They were telling me I was "playing" with the computer again and again because they were not able to tap into my unique diamond – and my vision. When I got my first check from ClickBank it was about \$10 or \$15... my wife looked at it and asked, *"So that is the reason you stay up late at night?"*

It was a logical question. Of course, I smiled because I knew my vision... and what I'd do in the future. You see... **Only results count today**, not your good intentions. We all have the best intentions, but only results count.

I know this is a headline marketers use too: *"My Wife Laughed When I Said I Was Going To Become A Millionaire... But Ask Her Today."* But it was exactly what happened. 😊 I had my extreme vision and I was willing to take extreme action to make it succeed. But only I knew where I was really headed.

Back to the example of the WarCraft...

In order to have extreme results you must be able to conserve your resources: gold, trees, and food. You must make them work for you.

As you grow your business, you have to be able to hire professional, reliable people to support you. And you have to be able to **command your workers**. The best General is the one who can inspire his soldiers by being the first in line. So you have to know what to do and **ONLY THEN** can you outsource some tasks.

This is why starting as a solo producer will help. In the beginning you are all-in-one. Once you've learned your business inside and out, you've implemented the right tools, created the best policies, methods and procedures – then you are ready to find and command your "team." You know how the business works and you can ensure that others share that same mindset. You are ready to transform your business.

Thus, you need to be a solo orchestra in the beginning; you have to do many things; earning the "food," having the "vision," and building the "empire" all at the same time. This is not a step to skip – it is vital to your future success and helps create the infrastructure for your empire. And when you are ready, moving to the step of 'commanding your workers' will transform your business and your dreams will take shape quickly – you are well on your way.

12. Are You Ready?

As in Warcraft, you start with two workers and then you can have some buildings, and then you can have an army. You start exploring your map and see everything more clearly; you can find more goldmines, more trees, more food; you can feed your people, and eventually you can feed many more people... You like the game so much, you are fascinated by it; and suddenly you see an army coming; they are attacking you and you realize you forgot to build a wall to protect your empire... Before you know it your empire is destroyed.

What happened? You built some good buildings, you gave birth to thousands of people (aka. subscribers) but you were not able to resist just one attack and now you are history.

Here is what happened in marketing terms:

Suppose you rely only on your pages standing out well in search engines and this is the only way you send traffic to your business. One day those search engines decide to change their algorithms. Next day you cannot see your pages listed... they cannot be found in search results anymore. That was the *first attack* against what you had created online and that was enough. You are now history.

People will say, *"There was a good man, that John Doe, but he could not resist the attack; one day his system stopped working and he lost everything."*

You were not prepared and you did not see the attack coming. You did not prepare your "empire" for the unexpected surprises – the attacks on your online business. You did not use the right tools, the right methods, and the right processes that could avert such a disaster. Complacency does not have a place in the world of online marketing and you discovered that the hard way.

Where is the *DIAMOND* that made your empire *unique* and able to stand long into the future because of that uniqueness? Where is the *expansion* in your virtual estate? Did you lose site of your vision, ignore your tools, and become "satisfied" and lazy? Or did you try to skip a step for over-night success without the hard work it takes to succeed?

In conclusion:

Your journey should start with:

1. the discovery of yourself first – your diamond
2. the discovery of your uniqueness through your diamond
3. the discovery of what you can offer that is missing in the market
(your virtual estate)

And then you need to:

4. build and use your own brand (label your virtual estate)
5. use the right tools

6. apply methods that can water your money trees (aka. products)
7. be ready to serve masses.

I hope everything has become clearer now...

Thank you for reading this report. My goal is to provide you with the information, inspiration, and belief that you can succeed. I wish you EXTREME SUCCESS!

John Delavera

PS. I am often asked, "John, do you have a course that explains these things?" Well... I have been asked so many times, that I finally gave up. That's why I created ***The Delaverian Marketing Method.***

What you read here is just a glimpse of what's inside my method.

But I must confess that **I don't believe in money making courses. I believe in people-making...** I also believe that **only you have the answers; you** have the solutions too. I guide people and help, instruct and support them while they're trying to discover their own diamond and unique road to riches.

Creating marketers of character and integrity is difficult, but this is the destiny I chose.

I chose it because the results of the people that used my methods changed their life too and reached their Big Land. And I truly believe you can do it too. You can reach inside and discover your diamond and drive forward to establish your online success. I don't offer an online course and disappear – I mentor and stand behind what I say. I do this because I love it and I want others to succeed.

Will you bother to discover yourself, your own DIAMOND, your uniqueness? Will you then discover *your own virtual estate* and build your empire on it and expand it? Will you invest in people and create your own teams? Will you do so while using the right tools, watering your money trees and paying your bills, and at the same time feeding your vision with your plans supported by the tools and methods you use?

Or will you go the easy way and try solution after solution, like a bee going from flower to flower? While you are flitting from one idea to another, the massive world of online marketing is passing you by and your fortune is blowing in the wind.

It's totally up to you. Really. You can trust me and follow my Methods to reach incredible heights of success. Or you can just continue "playing" online. The choice is yours and you do indeed, have the right to choose. Discover your DIAMOND, and the choice will be easy.

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