

**NEW
VERSION**

The Big Yellow Book of Turbo Marketing Secrets

By John Delavera

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INTRODUCTION

Hi!

John Delavera here.

Allow me to introduce you to my “Delaverian Logic,” my methods, my **Turbo Marketing**.

But first...

Please do yourself a favour and PRINT this ebook. Then APPLY the knowledge to your online business – your existing or the future one.

Two important notes:

- I wrote this ebook. Other than the resources included in this ebook, everything else has been written completely **handwritten** by me. Actually, most of the content in this ebook has been released in the form of “articles” through my [TurboZine](#), thus TurboZine’s subscribers will feel acquainted with the content – with “Delaverian Logic.” So, this is not an ebook written by a ghostwriter. This is important... The next note explains why.
- I have been tracking my online efforts and have been reporting my online findings to TurboZine subscribers. Old subscribers met Mr. Nobody, while *you* see John Delavera – now. So... everything you will read has been tested and it carries a Gold Value: my Soul, that is. I cannot promise you Heaven. I show you the path to reach your own personal

success. It's a difficult path, but is the same path I followed. People that DID what I suggested, succeeded. Is there a better GUARANTEE than this?

As I explain in the Blue WorkBook too, the one you get upon your subscription with [Turbo Membership](#), everything I offer...

...has been created with YOU and your bills in mind.

Follow what I suggest to you and have your bills paid by your profits. Be my best student and rake in profits.

Or do nothing, scratch your head wondering how success works for some people and not for all.

Your Success is a matter of time if you work hard and with a method.

"Delaverian Logic" is a method that can be duplicated – by you.

So, PRINT this workbook.

And read it. Devour it.

Apply it in practice.

Yours,

John Delavera

MoneyCraft... Like WarCraft™

Believe it or not, the first question I ask my client - who wants to create a successful website - is whether he has ever played "WarCraft™" or not. Have you?

I have concluded that in order to win this 'MoneyCraft' game on the Net, you must be able to know how WarCraft™ works.

The basic principles with this type of adventure game are these:

- You need **food** to feed your workmen.
- You need **wood** to build your buildings.
- You need **money** to buy more workmen, construct more buildings, buy machines, weapons, etc.

Food, **wood**, and **money** are the basic **ingredients** for your success. Once you have ALL of them, you then need a STRATEGY. Miss one of the above 'ingredients' and you keep your strategy for the next game - since you'll lose this one.

That's how WarCraft™ works:

- First, you collect *meat and poultry* from the forest to feed your workmen, while after some time, you'll be able to construct farms.
- You need to find *trees* to get the wood.
- You need to find *mines* to get the gold.
- And you need to manage your resources in order to survive and then to Win.

Now let's talk about MoneyCraft... actually this is my term; there is not such a 'game' - as far as I know – but this is what I call the 'Game of Making Money On The Net.'

Remember WarCraft™:

- You need food - in MoneyCraft that's **knowledge**.
- You need wood - in MoneyCraft you need **tools**: software that will allow you to build your first websites, then to automate your website, then to better your website, then to promote your website, etc.
- You need gold - in MoneyCraft, you need **Money** for buying more knowledge and tools and for making your target easier to reach.

Knowledge, Tools, and Money are the basic ingredients for mastering *MoneyCraft*.

If you do not have the knowledge, you do nothing.

If you have the knowledge but don't have the right tools, you do nothing.

If you have the knowledge and the tools but can't invest in the promotion of your website or the automation of your website, you do nothing.

If you have the knowledge, the tools, and the money, you can make your first profit. Add the Strategy and you have a winning recipe.

If you analyze the scenario above, you'll conclude that for getting the knowledge, you need money, too. That's not true.

The Internet's free resources can give you the knowledge you need to *START* in this MoneyCraft game - as it happens in WarCraft™... You start with 3-5 workmen, but then you must spend money to increase them to 10, 20, 50....

In "MoneyCraft," you can start with the free knowledge the Internet offers you, the free resources the Net offers you, and your pocket as your first 'mine.' **What happens next and how you exploit this knowledge makes the difference.**

You must use the free resources in order to create your first small mine, make some money, invest the money in knowledge and tools, make your small mine bigger, make some more money, again invest your money in knowledge and tools, create another small mine, and so on. Just do not stop.

I'll give you an example:

One of my clients had the knowledge. He knew how to create a website. He could read HTML code and could modify his site according to his needs, could upload his pages, etc. He also had the knowledge on how to get credit card orders.

He also had some tools: FrontPage™ for creating his webpages, Adobe Photoshop™ for creating his graphics, plus he used his knowledge and found some great free clipart to use on his website.

He also had some money (your pocket is your first mine.)

- He bought the resale rights for a best-selling ebook and uploaded it onto his server.
- He then started posting messages to forums, message boards, and to Usenet.
- He also added a description and the URL of his website to his email signature.
- He also ran a free newspaper ad with a description and the URL of his website.
- He subscribed to some newsletters that were offering free ads to new subscribers and sent his ad to 10-15 of them.

Guess what?

He got his first orders.

He repeated all of these steps and got some orders again, and again, and again...

And then nothing...

That's when he asked for my help. I asked him **what he did with the money** he got from his first orders.

He told me that he used his first money to *celebrate* his 'success,' by buying a car. He then quit his job because he ***thought*** he could cover his monthly expenses with the money he was earning online.

Are you a MoneyCrafter?

If yes, what was my client's mistake?

He had the knowledge, the tools, and some money in his pocket.

He applied a Strategy and earned some more money.

So what was his mistake?

Read again what I described above - and please memorize it as...

"The Winning Loop"

You must use the free resources in order to create your first small mine, make some money, invest the money in knowledge and tools, make your small mine bigger, make some more money, again invest your money in knowledge and tools, create another small mine, and so on. Just do not stop.

So my client's mistake was that **he did not repeat the Loop.**

He did not spend the money he earned to get more knowledge.

He did not spend the money he earned to get more tools.

He thought that by repeating the 'winning process,' he could win the MoneyCraft Game... That was his mistake, too.

Think. Focus on The Winning Loop described above. Use your first profit in order to INVEST. And invest again and again and again. That's how money will bring money. That's how you'll win this *MoneyCraft* Game.

If you feel that you cannot find 'more' knowledge by yourself, or with the free resources the Net offers, then BUY the knowledge. This must be your first goal when the first money comes: BUY more knowledge.

You can BUY new knowledge from special Internet Marketing sources. My [Turbo Membership](#) is not only the best place on the web for Internet Marketers... It's the membership that will change your life. It's a life experience event. It is EVERYTHING, and you GET everything.

Do not make the mistake of believing that you do not need more knowledge or that you know everything...

When you use your first profit to buy more knowledge, then you'll also find the additional tools you need. This Winning Loop will allow you to either make your existing site better, which will make you more money, or to create a new site, which will also make you more money.

Then **do not stop**. Do not celebrate. Use the money you earned to buy more knowledge and tools and use them to improve your existing websites or to create new ones.

Repeat The Winning Loop!

This is how you'll master this MoneyCraft Game. And if you have never played WarCraft™, please do so! ☺

Who are you and what do YOU want?

So...

You want to be an Internet Marketer, right?

Would you like to work from your home, in your pajamas, doing what you love, and also making a profit from it?

How about \$1,000.00 per month?

Or even \$10,000.00 per month?

Does it sound good?

Of course! ☺

Can YOU do it?

Let's talk about YOU then.

Who are you?

What do you want to do in life?

What's your PASSION?

What do YOU know BETTER than others?

How do you think you can make a DIFFERENCE and make a profit from the Net?

What's YOUR profit-plan?

I received an email message from a frustrated subscriber who got tired of testing and re-testing quick-money-making-schemes. He

was really disappointed by some Big Names and told me that he could even write an ebook about his experiences. He wanted to tell newbies on the Net what to avoid, who to trust, and what NOT to buy. I told him that was a terrific idea!

Even your NEGATIVE experiences and your LACK of knowledge can make you money!

The main reason people do not succeed on the Net is **NOT** because they can't succeed. It's because they don't DO something to succeed and they DON'T ACT.

Remember this: **CAPR**

Creation + Automation + Promotion + Repetition are the words you must remember.

Creation: Never stop. If you want to make an INCOME online, you need to KEEP GOING... You need to use MULTIPLE STREAMS for driving income into your pocket. You need to work as an affiliate, as a product producer, as a Webmaster, as a Joint Venture Partner, etc. And above all: YOU NEED TO CREATE, always create YOUR future, either by establishing new income streams through your own new products, or through other sources.

Automation: You need to automate everything. I can talk days on this subject. Automation is an art. Do not expect to earn millions IF YOU CANNOT SERVE MILLIONS (or just some 1000's) of customers. YOUR capability of serving customers is THE factor for your success. Devour all subjects that deal with Automation, and yes, automate everything.

Promotion: You may hear and read many things about being an Internet Marketer and how to become successful. Put a BIG X through all of them. All you need is to create / automate & promote. Once you create your first product, you need to spend 75% of your time to promote it, and 25% of your time to create your second product. There are 1000's of ways you can use for promoting your money-making efforts. YOU and ONLY YOU are responsible for bringing traffic to your sites, sales and money in your pocket. It's that simple, but you need to KNOW how to do it. I know, and I can teach you the way... the turbo way of marketing...

Repetition: Never give up. You will have MANY excuses for giving up your efforts. Hey... if it was THAT easy to "work at home, wearing your pajamas, doing what you love, and also making a profit from it" everybody would retire from their offline jobs, right? Repeat your success. Learn by your failures. But do not stop.

I do not just suggest or write about what I have not done.

I have done what I am describing to you. What I offer is not offered by many marketers. My TURBO marketing is far away from what you have already heard and read online. Do you know why?

Because **I design my future.**

It did not just happen.

I MADE it to happen.

And I can tell you how to do the same for your OWN future.

My TURBO Marketing teaches about PROVEN tactics for long-term AND stable viral marketing results.

So, remember **CAPR**.

And **Act - Now**.

Join my membership today.

You will save time and frustration.

When you see what's online and how the system – the business – works, then you will see that you'd have subscribed to [Turbo Membership](#) earlier. So do it now...

Or spend another day and keep reading...

So... how can you make a living on the Net...

Making money on the Net is ***not*** easy. Do not believe the Gurus who claim the opposite. Gurus have huge mailing lists and can earn some 1000's of dollars by sending one plain email. Creating such a huge list is a ***pain***.

But let's see how you can earn some extra income online. Perhaps you have a rent you need to pay, or you'd like to get a new car. Or you are more serious about it and want to make a living on the Net.

Whatever your motive is, the road to success includes the same basic steps for all: both Gurus and amateurs. The simple plan you are going to read below works the SAME no matter what you want to sell. It diversifies according to what you want to accomplish, whether you're making a few bucks or retiring from your offline tyranny... err.. job.

Ready to begin? Okay...

You can make money on the Net either:

- By creating and selling your own product.
- By reselling other people's products
- Or by promoting a product as an affiliate.

So first, you must discover what people want to buy. This is the trickiest and most difficult step. Most of the people fail because they deal with what THEY like and NOT with what people want to buy.

What product should you create or promote and HOW will you know if that product is what people will pay for?

The answer is that you must search for what people want to buy. Again, the mistake most people commit is to choose what THEY want and not what BUYERS want.

First of all, LOOK around you in the off-line world. What do people really want? What do people **BUY**?

People pay for:

- Happiness
- Hope
- Secrets
- Magic
- The Forbidden
- Mystery
- Gossip
- Convenience & Easiness
- Solutions
- Explanations & Instructions
- Entertainment
- Good Food

The same happens in the online world.

People never change. Nor do their basic desires. They've existed for thousands of years and will continue to exist for thousands more.

Names of people will change. Technology will change. People's desires won't – their desires are hard-wired into our DNA.

That's good for you.

By knowing what people want, you can profit from their desires. And since their desires are predictable, your ability to make money from your book ideas just got a lot more profitable, as well.

So, here are the top three general desires of people:

Food, Love, and Money.

Simple eh?

Now... look around you...

Check what sells and what not.

Don't they meet one of the above desires?

For this reason, there will ALWAYS be a market for new "cookbooks, new books on love, and new books on ways to make money."

This will never change. Ever.

So if you have an idea that fits in one of those categories - you are well on your way to celebrity status. It doesn't have to be an original thought on the subject. It can just be a new spin on an existing topic.

What else are people interested in reading about...

Historically (and most likely forever) people want:

- * Security
- * Sex
- * Power
- * Immortality
- * Wealth
- * Happiness
- * Safety
- * Health
- * Recognition
- * Love

Some more generalized topics would be things like:

- How to attract the opposite sex.
- How to keep their possessions.
- How to have more fun.
- How to satisfy curiosity.
- How to protect their family.
- How to be in style.
- How to have beautiful possessions.
- How to quench their appetite.
- How to emulate others.
- How to avoid trouble.
- How to avoid criticism.
- How to be an individual.
- How to protect their reputation.
- How to grab opportunities.
- How to make work easier.

When you brainstorm ideas for promoting a product or for creating your own product, keep those customers' desires in mind.

And then **NARROW** your topic. And **BE DRAMATIC**.

You don't want to write a book just about "Love" because it's far **TOO** general of a topic. But you can write an ebook "How to be a better lover than Don Juan!"

You don't want to write an ebook about "Recipes for your dinner" but you can write an ebook about the "100 recipes for the most romantic dinner!"

Got it?

OK...

Go with a subject you're already passionate about and people want to buy. Don't make this process harder than it has to be. If you're already passionate about gardening, cooking, investing, pet health, etc. then look in that area for the subject of your book. Test it and see if **THIS** is what people want to **BUY**.

AGAIN: FIND SOMETHING THAT REALLY GETS YOU EXCITED AND PEOPLE WANT TO BUY!

How to find what people want to buy:

Go to [Amazon.com](https://www.amazon.com) and search for the Best-Sellers. It's not unusual that the No.1 best-seller today is "The Ultimate Weight Solution: The 7 Keys to Weight Loss Freedom." Study the title: what does this ebook sell?

It sells: **Solutions** (weight solution), **Easiness** (Ultimate solution, not just any solution and 7 keys - 7 is a magical number; use it), **Freedom** (Freedom is a basic essence of Happiness.) Are you getting the point? Plus, the book has a LARGE targeted group: **Women** with weight problems. ☺

Go to Lycos.com and look at the Top 50 searches (<http://50.lycos.com>.) KaZaA used to hold No.1 in users' searches. Why? Because it combines: a **Solution** (find the files you want), **The Forbidden** (get the files and pay nothing), **Easiness** (just login and start downloading), **Secrets** and **Happiness** (people just do what they want.)

You'll also see that people search for *Gossip* on famous people they want to know more about, especially material that is different (even better: free) than the material they can find in the off-line world. More about Jennifer Lopez, more about Anna Kournikova, more about Madonna, Pamela Anderson, and Britney Spears.

Check the following sites too:

- <http://buzz.yahoo.com/>
- <http://www.google.com/press/zeitgeist.html>

You'll also see that people search for things related to a particular **TIME**: People search for *Christmas*, when Christmas is coming. People search for "World Trade Center" and "September 11" when that date is coming and because that date will forever be remembered, especially in September.

Here is a good software program you can use for searching the popularity of the subject you have in mind. Go to <http://www.softnik.com> and download the "Good Keywords" software program (there are many other free programs to download too.) Install the software and use it whenever you want to check how popular a subject is in the Search Engines.

Then go to Adwords™ and study what people PAY to advertise. Type the subject you want to test and see how much money advertisers spend.

Are you wondering whether "Internet Marketing" is a hot subject or not? Type these words and be surprised. People pay \$5+ for the keywords "Internet Marketing." That means they pay \$5.00 each time someone CLICKS their Overture listing under these keywords. Are these people crazy? No, they're not. "Internet Marketing" is a HOT subject and it'll always be, because it combines MANY things people want. Having an online business that PAYS you while you sleep is EVERYBODY's dream! And for this reasons it'll always SELL good; this is also the reason why becoming a successful Internet Marketer is SO difficult. Because EVERYBODY has that dream; few reached that dream.

Now pay attention: Sometimes what people search for in the Search Engines is NOT what they want to buy. For example, "free" combined with almost any subject stands High in all searches. However, "free" cannot bring you money (read below.) So, always combine your research in Search Engines with the results displayed in Pay-Per-Click Search Engines (like Overture.com, or Google Adwords™ - <http://adwords.google.com>.) If people pay \$5 for each click to their site, that means they offer a product that sells well. Remember that.

Once you have found a subject that IS MISSING or LACKING on the Internet, then either create a product on that subject or find an existing product on that subject that offers an affiliate program and promote it.

So, you could easily create an ebook, a huge collection of online resources, or a collection of articles related to the best-selling subject.

Then make your ebook viral by allowing other people to brand it for free.

THAT free ebook will be your ONLINE AMBASSADOR.

It'll introduce you to many people online. People will come and visit your site. They will tell about your site to other people. This is how viral marketing works.

And yes, you can earn money by creating such a (free) product and by distributing it online IF and ONLY IF you use it to promote another product that you SELL.

Use free ebooks to promote paid products.

Remember that.

It's a fair deal anyway: you give away valuable information for free, people get a ready-to-use product that can include their information for free, you make sales, the people re-distribute your ebook and make sales, resulting in you, your affiliates, and everyone being happy.

Do you remember CAPR?

We are on the Creation so far...

Once you find a product to create or to promote, you need to automate the process, promote and then repeat. OK?

So... as it happens, the easiest way to make your first sale is to **create YOUR product OR to promote a product that already sells.**

The difficult part is ***doing*** this.

If you decide to create your own product, you have to combine what people want to buy and what YOU can write better than what is already out there. Perhaps you found that people want to buy mp3s online; so why don't you write *"The Ultimate Directory of mp3s On the Internet."*

Or you have a pet store and find that people want to know how to overcome some common pet diseases. Here is your product: *"The Most Common Pet Diseases And What You Can Do To Help Your Pets."*

If you decide to promote a product as an affiliate, you have to offer something more to your website visitors.

Do your homework... study the site, study the product and offer bonuses nobody is offering.

You must go your extra mile in order to make the difference.

If you do not make the difference, you will never stand out from the crowd.

For creating a product, you must find what people want to buy. For promoting a product, you must come up with something unique that others have not offered OR will NOT be ABLE to offer.

OK... say you found it.

You FOUND your super – duper idea.

What's next?

Automation.

First, get your own domain name. Here is our registrar system:

www.TheInternetCompany.ws

Then, you need to make one of the most serious decisions in your business life and you may not know HOW important this is, so be careful:

You must choose a reliable web hosting service.

Do not choose the cheapest one. This is critical for your success. If you decide to *play* this game and win, **play it correctly right from the beginning**. Imagine you have created your product, you have created your mailing list, and one day, a hacker makes your server a mess. Your database is gone with no back-up kept. This is not just my imagination. These things happen everyday all over the world. So, choose a GOOD web hosting service.

Just in case you are wondering...

Why should you use a hosting account for just promoting products as an affiliate? ☺

Wrong question.

Please do what I suggest.

And you will benefit indeed.

Again, I know what others suggest.

I know that everybody "sells" the easy way.

I do not.

I am describing the BEST way to create an online future for yourself.

This is the reason WHY **you need reliable hosting.**

You will get the big picture soon.

So, your next task is to automate everything, right?

First create a good-looking site. Content is king, but a good picture says everything. You can use various tools in order to create your graphics.

I do not suggest you to use FREE graphics. If you cannot hire a professional to create unique graphics for you, then use high quality templates.

[Turbo Membership](#) offers 3 templates per month. You can use them and also resell them. Pick up the one that suits you best and create your site.

Now the difficult part: Writing your sales copy.

If you think you're enough of a genius, you can do it by yourself, but believe me: it's more difficult than you think.

You can always hire a writer. You can find a writer and/or an editor at [Elance.com](#) or at [RentACoder.com](#)

So, by now:

- You have decided what product to promote/create.
- You have registered a domain name.
- You have a server to host your website.
- You have created your graphics, and
- You have great sales copy.

Are you ready to sell?

NO.

You're still in the very beginning of the whole process. There are another dozen more things you still have to take care of.

Remember *Automation*...

- Using an autoresponder to get your visitors' email addresses.
- Using autoresponders to follow up with your visitors.
- Being able to accept orders online.

- Using autoresponders to follow up with your customers for back-end products.
- and more...

How your site looks is just the tip of the iceberg. If you want to make a living on the Net, you must create a **mechanism** and a **strategy**.

Both the mechanism and the strategy are invisible to your visitors; but both are your armories.

The Mechanism

The mechanism deals with the scripts and the software you must use in order to make your site profitable. What you must understand from the very beginning is this:

Automation is the KEY.

Do not expect to make money if you deliver your orders manually.

Do not expect to make money if you do not know who your visitors and your customers are.

Do not expect to make money if you do not keep in touch with both your visitors and your customers.

You will need automation tools that will allow you to:

- Create your mailing list and follow up with your visitors.
- Create your members' list and follow up with your customers.

- Accept orders and deliver your digital products, and at the same time, keep your digital products safe.
- Create an affiliate program and deliver the help your affiliates need.
- Create a traffic virus for your website.

For creating your mailing lists:

Amateur users can use any free scripts or even some cheap ones that offer autoresponders and follow-up abilities.

Experienced users use an autoresponder service like www.turboautoresponders.com – our private label of Aweber.com (cheaper too.)

For accepting orders online:

“Easy goers” prefer [ClickBank™](http://ClickBank.com) and/or [Paypal™](http://Paypal.com).

I use [DELAVO®](http://DELAVO.com), the PLATFORM I created.

For delivering your products and keeping them safe, you need a membership script so only authorized users can download your products.

Again, easy goers use scripts like [LockedAreaLight](http://LockedAreaLight.com) which is a good free script indeed but is NOT a landmark of a professional. DELAVO offers the fullest online management platform you will ever need to control EVERYTHING.

For creating an affiliate program:

Many people use [ClickBank™](#) too, because it allows you to get orders and also offer an affiliate program.

Listen...

I know that I am repeating myself here... But it's because DELAVO offers it all. I do not try to sell DELAVO to you. In all cases you get DELAVO for free when you become a Turbo Member. All I want is to make this clear: people who USE DELAVO have changed their lives, their business lives I mean. It's THAT good. So if I repeat it again and again it's because it's an ALL-IN-ONE solution and I created to be that powerful.

You can check the DELAVO-mindmap.pdf delivered already to you and see what DELAVO can do for you!

Next thing to do is to create a traffic virus for your web site...

That needs some work... You could use:

- Forums
- Chat rooms
- Discussion mailing lists
- Polls and Surveys
- Referral Systems

But you can add interactivity on your site later on.

The Strategy

The strategy deals with everything you need to promote your website. Getting traffic is your ultimate aim and getting **targeted** traffic is your most valuable aim.

In order to attract targeted traffic to your Website, you need - A good **mailing list**. The only way to create a successful mailing list of subscribers is to run a Newsletter or Ezine. You need an autoresponder. Your ezine will bring more subscribers and also customers back to your site through your follow up messages, newsletters, etc.

- A good **search engine position**. Traffic is EVERYTHING, and the best way to get free traffic is to make search engines SEND you traffic. You need to know how to create your own pages in a way that search engines will love their structure. This requires some experience, so I just suggest you to check the software applications offered online and practice with them.

- **Selected ezine advertising**. [Directory of Ezines](#) is perhaps the best online resource on ezine marketing.

- **Joint ventures**.

You can also attract *unfocused traffic* to your website with:

- Banners (this strategy is almost dead in our days)
- Free-for-all links systems (also dead, but good just for the links provided through the web pages.)
- On Exit and On Entry Exchanges
- Traffic on demand systems (you know, those ads that say "5000

- visitors for \$10.00)
- URL rotators
 - etc...

I would not recommend this way of traffic, since the only benefit you get from this is a quick high ranking at Alexa.com

First Plan Your Success

So...

You have created your ebook, registered your domain name, got yourself a hosting account, had your site created...

Now it's time to Automate the sales and also your **LISTS** of...

- subscribers,
- customers,
- affiliates

The first thing to remember is this:

DO ANYTHING YOU CAN for capturing the email addresses of your VISITORS.

The next thing to remember is this:

NO ONE must get anything from you unless s/he has given you his/her email address first.

Here is a quick philosophy you can remember:

- Offer
- Get email address
- Get the order

OR

- Offer
- Get email address
- Follow Up with messages until you
- Get the order

In order to apply the above, you need to use your autoresponder.

Should you use a professional autoresponder even if you have no list.. not even 1 subscriber?

YES!

Please stop thinking like that

You must not wait first to get your subscribers/customers and then automate and organize everything... You must do it right from the beginning.

And maintain a LIST for EACH *thing* you offer...

This could be a free ebook => create a list and give out your free ebook once people subscribe to that list.

This could be a product or a service => the same. Offer your *things* ONLY to people who have subscribed to the CORRESPONDING list.

Next thing to remember:

ALWAYS-ALWAYS USE DOUBLE OPT-IN subscriptions.

That means people **MUST verify their subscriptions** before getting the information requested. That must be applied to ALL lists you create.

The simplest reason I can tell you right now why you'd apply this rule: for avoiding SPAM messages... If that means nothing to you now, then just do what is suggested. ☺

As you read above, if you do not get an immediate order from a visitor, be sure to get his/her email address. Then follow up.

But PLAN everything FIRST.

That means:

Offer a freebie.

Or offer a package of products.

Create a collection and say to your visitors: *Subscribe to my list and get these bonuses...*

However:

BEFORE offering anything, Have a PLAN.

WHY are you offering the freebie? Or the collection?

There must be only 1 answer. **To get an order...**

This could be:

- the customization rights for the freebie you offer
- or an access to a membership
- or the access to additional products
- or your product... anything...

You must WRITE DOWN your PLAN
before offering the very first freebie through your site...

Here is what to do:

Write down a series of messages...

The 1st one will thank visitors for downloading (say) the Free Ebook.... or the collection... or anything... Inside that message, you'll include the download instructions.

Next message (2): Ask your visitors if they downloaded what you offered to them. Offer help if they need it.

Next message (3): INFORM your visitors that they can...

- ...brand the Free Ebook....

- Or that they can get access to an upgraded membership and get 100s of products for 1 low price...
- Or make a deal with your visitors... Create an offer that will last for 50 orders. Say... 1 membership (a download license) PLUS ... some other products you have sitting in your computer ... PLUS... *this* and *that*.... PLUS *anything else*... UNDERLINE the fact that this *special offer* is good only *for the first 50 orders*. DELAVO can manage those orders for you automatically.

Next message (4): Remind your visitors about your special offer.

This PLAN can continue, but let's elaborate on it so far...

The above plan requires you to create 3 lists:

1. 1 for the people who download the freebie
2. 1 general list for your customers
3. 1 for the customers who buy the customization rights for BFE or ANY other product you offer them...

You can send your messages:

- * 1st: immediately
- * 2nd: after 1 day
- * 3rd: after 3 days
- * 4th after 7 days

BUT... Once someone buys something from you on the 3rd day (message 3,) he/she must be moved automatically from list 1 to lists 2 and 3 (why to list 2: it's wise to maintain a CENTRAL list for ALL customers)

So people who have NOT yet ordered your offer will receive message no. 4 while people who have ALREADY ordered will NOT receive message no. 4.

Now the next turn runs...

You must have created a **similar series** of messages for list no. 3 (the one for people who have ALREADY ordered from you.)

1. message no. 1: immediately, providing them with the download instructions.
2. message no. 2: one day after, asking them if everything is OK and if they need help.
3. message no. 3: after 1 week, asking for a testimonial about your services. Publish the testimonials you're receiving...
4. message no. 4: after 10 days, offering a NEW product or service... Use S.O.M. and create another deal...
5. message no. 5: after 10 days, reminding them about your offer

Again: you must create the messages no. 1 to 4 and set up your list no. 3.

The 4th message of the second set of messages of list no. 3 means this: you must create another list: list no. 4 for all people who will get your next product/offer/service/anything...

Again: **people who have ordered (the second product from you) will be moved from list no. 3 to list no. 4 and WILL NOT receive the 5th message in the row above...**

And this goes on...

As you can see, you must **FIRST** create your autoresponders, your special offers, your messages, etc... and **ONLY THEN**, start offering **anything** to your visitors....

DO NOT OFFER A SINGLE FREEBIE if you don't first apply a plan like the one you've just read.

Study the plan above, set up your system and BE UNIQUE.

- **Do not offer something that can be found free or as part of a package with master resale rights.**
- **Do not offer something that can be found through a membership site. Sell the membership to that site instead.**
- **In general: do not sell products with master resale rights that can be added to packages or to membership sites.** People who double pay for a product they bought from you will remember you with a negative feeling...

If I confused you... read everything again....

There are so many things you can do, but the above plan is the **BASIC** one you must use and you must **KNOW** how to apply it e-a-s-i-l-y, so study it.

The Best Kept Secret Revealed: *Delaverianization*

Now....

I am going to reveal to you one outstanding secret that distinguishes the successful merchants from the “others”...

Side Note:

As good as this secret is, there are still hundreds and hundreds of people who pass it up every single day.

***You are smarter than that.** You know a great opportunity when you see one.*

That's why I am writing this message... I want to help people like you who know what they want and aren't afraid to spend a little money to get it.

Keep reading to find out how you'll get a profit from what I am doing and how you can mimic me for making a VERY GOOD step towards YOUR success... Just read on...

There are MANY reasons some people **can** create a living online while other people **cannot**.

I have been looking for those reasons and have been tracking them down like crazy... testing all new information, cross-verifying everything I hear that “works”, testing it, and testing it again and again.

... I came up with MY conclusion.

I am going to reveal to you one of my conclusions that's **100% tested and cross-verified by some thousands of resources** and real cases online. Here it is:

**One of the Best Kept Secrets of successful people
online is the *CENTRALIZATION* of their activities!**

Ha!

Have you heard that before? I bet NO ONE has ever told you what I am talking about... right?? Now, pay MORE attention...

CENTRALIZATION is the Best Kept Secret that distinguishes the successful online merchants (the so-called "Gurus") from all others... and it took me some years to find it out.

And I over-did it...

DELAVERIANIZATION today is a SCHOOL with **CENTRALIZATION** as the core theoretical principle with my **TURBO MARKETING** put in practice for exercising the theory. In simple words,
Delaverianization is Centralization On Steroids!

Why **DELAVERIANIZATION**?

Because once I understood the secret of Centralization, I created the perfect tools for APPLYING it online in a way nobody has before.

Everything I do and everything my students do is proof that DELAVERIANIZATION works. The flagship product I use for applying my "Delaverian Logic" into the online business is DELAVO. When you use DELAVO along with all the scripts I offer, you will create a network of success around you and your product/s that will definitely bring profits.

One of my best "students" is Paul Kleinmeulman. I met Paul online on December 2004 and introduced him to my "Logic."

Here is what Paul wrote to his newsletter on November 28, 2005:

I checked my sales statistics and noticed that since starting using JVManager (now DELAVO) approximately 1 year ago I have made \$111,556.41 in sales. Exactly \$75,735.09 of that is gross profit after affiliate commissions.

I said to myself... that is simply fantastic! So I decided to post it on my blog (and here) not to brag but to encourage you that it is possible and that you can do it.

But I just thought to myself how much more could I have made if I set myself a specific amount to achieve in a year? Until now I have been aiming for a monthly goal which I have currently doubled. I still want to add another 0 to that and then I want to add another 0 to THAT.

Everything is possible. Can you see it? If you can't, how are you going to achieve it? Can you see yourself earning \$10,000/month? Then when you reach that... can you see yourself earning \$100,000/month? I couldn't... the numbers were just too big for me to imagine but then I said to myself

can you see yourself earning \$60,000/month... a resounding YES... so what is the difference, I said? Nothing... so it was literally that simple to change my thinking, just a simple state of mind change. Everything is possible if you can see it and believe it.

Your mind is an awesome piece of equipment, so don't waste it by limiting yourself.

If I can do it so can you.

I know what most people do today.

They open an account with Clickbank™ or Paypal™ and start selling. It's so easy to create a ClickBank™ order link or a Paypal™ order button... You just create it, include it on your site, and orders start coming. However, while you can take orders, you do not collect VITAL information about your sales, affiliates, customers, and joint venture partners.

However, in order to succeed on the Net you must constantly use a **CENTRAL point** through which you'll be able to CONTROL and MONITOR EVERYTHING you do - and especially your SALES.

You must become the **"Big Brother" of Yourself!**

You must apply CENTRALIZATION.

That means:

You must use ONE CENTRAL SYSTEM and be able to:

- Manage your products and sales.
- Process secure, real-time online credit card transactions through multiple payment gateways and processors.
- Offer affiliate programs.
- Be able to offer special Joint Venture Plans.
- Instantly deliver the digital products online without any intervention whatsoever. The customer should immediately receive their ebook, info product, software package or access to a Web Site whether you're eating, sleeping, walking the dog, or playing Bingo.
- Track all sales and credit the appropriate affiliate with the correct commission, instantly send them an email to thank them for their referral, and store the customer information into an online management database for you to email at will.
- Repeat this process again and again for an unlimited number of products USING THE SAME - VERY SAME - SYSTEM.

This is it!

This is ONE (and perhaps the MOST BASIC) of the best-kept secrets that distinguish the successful online merchants (the so-called "Gurus") from the others...

And that's how I decided to use CENTRALIZATION in my business too. And that's how I applied DELAVERIANIZATION on the Net.

I created DELAVO: the All-In-One script you can use for CENTRALIZING everything...

DELAVO is a powerful script. Actually what WINDOWS™ is for computers, DELAVO is for eCommerce.

If your host is reliable then you can get DELAVO to work for you and be sure that you're using the best top-notch technology of all the solutions offered today. I know it because I created the script according to YOUR needs. Visit www.DELAVO.com and further explore what CENTRALIZATION means. DELAVO is the most important investment for your online business - 100% guaranteed.

**Why would you use CENTRALIZATION – or
DELAVERIANIZATION if you prefer. 😊**

It's simple:

If you do that and you are serious on making an income online, then you will succeed.

If you don't do that, then you'll FAIL: 100% tested and proven... no doubt on this, no exceptions.

Do not centralize your efforts and you will eventually quit.

Study the images below.

As an example, see how centralization is applied to online sales:

Without Centralization



With Centralization



See what does CENTRALIZATION mean?

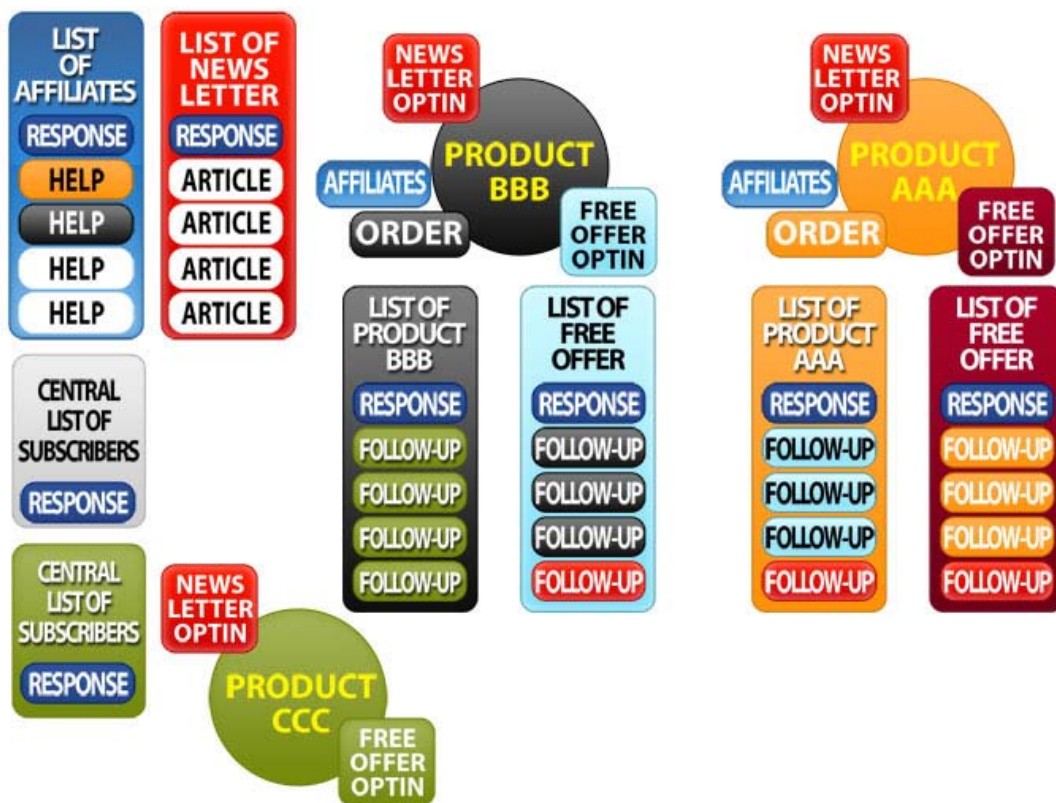
- Offer ALL of your products/services through 1 system.
- Accept ALL orders for your products/services through 1 system.
- Offer your affiliate program/s through 1 system.
- Deliver your digital property online without any intervention whatsoever through 1 system.
- Track all sales and credit the appropriate affiliate with the correct commissions, instantly send all messages to thank them for their referral/s, store customer's information into an online management database for you to email at will – ALL THROUGH 1 SYSTEM.
- Partner with the Big Guys and make them feel SAFE with your business.
- Allow you contact with ALL: customers, affiliates, and JV partners.
- And much MUCH more.

Applying *Delaverianization* In Autoresponders

Once you start ***“THINKING-CENTRALIZED,”*** you will see that you can apply CENTRALIZATION in ALL aspects of your online business.

You have already read above how to PLAN AND AUTOMATE everything with your autoresponders before offering even a single freebie.

Now, see how centralization is applied to autoresponders:



NOTICE THE COLORS AND CORRESPOND THE SCHEMES

I know it looks scary...

But believe me: I have simplified the whole strategy...

There are many other systems to be applied; for example, some free ebooks for fortifying sales, brandable ebooks for helping affiliates to make more sales, etc., and each of the aforementioned additional systems carries its own SET of lists.

So... what does "Delaverianization" mean here?

Read it carefully:

Your lists are your **treasure** online.

Your lists are your precious **property**.

Your lists are your **FUTURE**.

You must build your lists in the correct way right from the beginning. And for this reason, you must use a PROFESSIONAL AUTORESPONDER SERVICE right from the beginning.

Choose any service you want, but I personally use our Private Label of [Aweber](#) at www.turboautoresponders.com or if you prefer to install a script on your server then the best solution offered is [AutoResponse Plus](#).

So my students apply the "Delaverianization" by trusting the experts to handle their lists.

All others use cheap and unsafe scripts and solutions on their servers. If anything happens on the server, say Bye-Bye to the lists... say Bye-Bye to all those months of hard work...

Understood?

Good. Allow me to explain the diagram now...

The Interaction Of Autoresponders Towards Sales

As you can see, the whole plan contains

Three Products: **AAA**, **BBB**, and **CCC**.

For each Product exists:

- A free offer through an opt-in form, which is displayed
 - When the user visits the site of the Product,
 - OR it's included inside the page of the Product,
 - OR it consists of the HOMEPAGE and the user has to subscribe to enter the main page of the product. In this case, the form offers something that is 100% related to the USE of the main product, like an educational video, or series of an email tutorial, etc.

- A newsletter subscription form:
 - It is displayed through an exit pop-up window when the user leaves the site,
 - OR it is introduced through the last follow-up message of the free offer's list.

So what happens when someone visits the site of Product AAA?

- If there is only the free offer form, the user subscribes to receive the free ebook, video, course, etc. and to see what's inside.

- If the form of the free offer is displayed when the user enters your site, then be sure to offer a SUPER TURBO SPECIAL *thing* - something that will make your visitors subscribe. Why? Because this is your last chance to collect the visitor's email address in order to follow up with him/her. So be sure to offer something good if you display the form of the free offer as a pop-up when the user enters the page of the main product.
 - If the user does NOT subscribe in that form of the free offer, then you still have the chance to get an order and have the visitor added directly to your list of customers. If the user does NOT subscribe in the form of the free offer and does NOT order your product, you lost him/her.
 - If the user subscribes in the form of the free offer, then your system is put into action
- Once the user subscribes to the list of the free offer, the autoresponder of the list sends the first instant message. Study the image and notice the colours: All the follow-up messages of that list promote the main product. So, if the follow-up messages of the free offer's list are GOOD, THEN you will get the sale; that is, the subscriber will become your customer.
- Once the subscriber to the free offer's list becomes a customer, then 3 things must happen
 - The customer is added to Product AAA's list. *You can find more information about the follow-up messages of the Product's list below.*
 - The customer is ALSO added to your CENTRAL list of customers. *You can find more information about the follow-up messages of the CENTRAL list of customers below.*

- The customer is introduced to your affiliate program. If the customer registers as an affiliate, then s/he gets the follow-up messages of that CENTRAL affiliates. *You can find more information about the follow-up messages of the CENTRAL list of affiliates below.*
- If the subscriber to your free offer's list DOES NOT become a customer, then you have one last chance through the last follow-up message of that list which informs him/her about another FREE offer: YOUR NEWSLETTER. *You can find more information about the follow-up messages of your newsletter below.*
- If the subscriber of your free offer's list DOES NOT become a customer AND DOES NOT subscribe to your newsletter, you lost him/her, thus say **Bye-Buy.** 😊

Follow up Messages for the Product's List

As you can see, once the customer orders the Product, s/he must be added to 2 lists:

- To Product AAA's list.
- To your CENTRAL list of customers.

You can find more information about the CENTRAL list below. For now, let's focus on the follow-up messages inside the list of the Product.

The first follow-up messages of the Product's list must educate the customer about the product and verify that s/he downloaded your product or entered into your service. So:

- The first message that is sent instantly welcomes the customer and reminds him/her where the downloading page is.
- The second message that can be sent 1 or 2 days after the first one must ask the customer if everything is OK and if s/he needs any help. As you can see, if you sell many products, you will maintain many lists. That is why it is STRONGLY suggested that you use a CENTRAL HELP SYSTEM in order to direct all customers to that system. It could be a central email address for all help queries, or it could be a HelpDesk like www.TurbohelpDesk.com, or it could be a FORUM in which you'd create one thread for each Product, etc.
- The third message that can be sent 4-7 days after the second one must ask the customer to provide you with a testimonial.
- All the other messages must promote your other products. Study the image: Almost all the other follow-up messages have the color of the NEXT product. Thus:
 - The follow-up messages of Product AAA's list promote Product BBB, and
 - The follow-up messages of Product BBB's list promote Product CCC.

The Ladder of your Products

The titles of the Products used in the image can represent more than 1 product. So AAA can be a SET of HOMOGENOUS products.

What does it mean?

It means that you can categorize your Products to sets according to their price.

Put all the low priced products to set AAA, then the more expensive ones to set BBB, and then the most expensive ones to set CCC.

See all of your Products as a LADDER.

Introduce the cheap products first – AAA set.

Then introduce the more expensive ones – BBB set, higher in the ladder. And then introduce the most expensive ones – CCC set, top of the ladder.

AAA set can include ebooks, scripts, software applications, etc.

BBB set can include collections, packages, CDs, DVDs, etc.

CCC set can include memberships and subscriptions in general.

So you can use the same process depicted in the image inside each set of products. Thus, your aim in set AAA must be to sell product AAA1 first, then promote product AAA2, then promote product AAA3, and if no other product exists in the set, then promote product BBB1, and so on.

The Follow-Up Messages for Your Newsletter

As you can see, the follow-up messages for your newsletter should not promote anything, or at least, should not promote anything directly.

All the “automatic follow-up messages” of your newsletter must inform the subscriber and that’s why you must setup your newsletter’s autoresponder to send informative articles on a periodic basis.

*Did you notice the word "automatic follow-up messages?"
More about it below.*

You will have the chance to "sell" products to that list through the email messages you will "broadcast" to the list now and again. So keep your FIRST automatic follow-up messages clean of direct sales.

*Did you notice the word "broadcast? And FIRST"
More information follows.*

I put FIRST in capitals because if you create a list of 100 follow-up messages, you can of course use the first ones (say the first 10-15) in order to educate your readers, and then suggest your products or affiliate products you promote.

If you decide to promote products as an affiliate to the list of your newsletter through your automatic follow-up messages, then BE VERY CAREFUL. You must first TEST to see how those products sell, and ONLY IF they sell well, then and ONLY then promote them through the follow-up messages of your newsletter. How can you do this? This is another story, but just keep in mind that you will be able to do that by broadcasting solo ads through other various lists. Remember this.

Here are some other explanations that will help you understand the following sections.

Automatic Follow-Up Messages: Those are the messages you have setup in your autoresponder to be sent on a periodic basis.

You must create your follow-up messages BEFORE you start selling a Product.

Broadcasting messages: The messages you send to your lists now and again.

If you are reading those terms for the first time, then you either have no autoresponder or you have not read the manual of your autoresponder.

The Follow-Up Messages for Your CENTRAL LISTS

CENTRAL LIST OF CUSTOMERS

As you can see, you must have one list for the CUSTOMERS of each product.

As you can also see, you must offer something free when someone reaches the homepage of a Product.

Thus, if you sell 15 Products, you will end up having

- 15 lists with a free offer and
- 15 lists with the customers of the products.

This doesn't seem to be a problem... When you want to BROADCAST a message to all of your customers, then you can just select all 15 lists of customers in your autoresponder and email them all.

However, this practice has MAJOR drawbacks:

- First of all, the option to email multiple lists is NOT offered through ALL autoresponder systems.
- Second, **and most importantly**, if someone orders ALL of your Products, then s/he will be subscribed to all 15 lists of customers and s/he will receive 15 messages from you.

That's why you must setup your autoresponder and make this possible: ***When someone subscribes to a list for Customers, subscribe him/her to the CENTRAL list of Customers too.***

CENTRAL LIST OF AFFILIATES

The same thing applies to the CENTRAL list of your AFFILIATES.

If you offer a separate list for affiliates for each of your Products, then you will have affiliates signed up to more than 1 list.

That's why you must setup your autoresponder and make this possible: ***When someone subscribes to a list for affiliates, subscribe him/her to the CENTRAL list of Affiliates too.***

Alternatively, you can maintain a **central affiliate site** and serve all affiliates through that site and ALSO offer a CENTRAL list for ALL of your affiliates. So, an affiliate can login to the central site for affiliates and then select the product s/he wants to promote.

CENTRAL LIST OF SUBSCRIBERS

The same thing applies to the CENTRAL list of your SUBSCRIBERS.

As you can see in the image:

- The newsletter's list is depicted with a red color.
- The last messages of all the follow-up series of all free offers suggest your Newsletter to your subscriber.
- As we also saw, if someone does not order the Product and does not subscribe to your Newsletter, you've lost an order, but you still have him/her subscribed to the list of the free offer.

So imagine what happens if you run more than 1 newsletter.

Again, you will have 15 lists with all the same problems as discussed above.

That's why you must setup your autoresponder and make this possible: ***When someone subscribes to a list for a Newsletter, subscribe him/her to the CENTRAL list of Subscribers, too.***

NO Follow-Up Messages for your CENTRAL lists

It becomes obvious that all of your leads (aka. subscribers) can be categorized as:

- Customers
- Affiliates
- Subscribers

By using CENTRALIZATION the way it has been described above, you can always email your CENTRAL lists instead of emailing all lists separately or all together.

The purpose of your CENTRAL lists is NOT to SELL anything through automatic follow-up messages.

You can use the follow-up messages of the separate lists of your products in order to promote anything you want.

You can also broadcast messages to the separate lists of your products in order to promote anything you want.

There is NO NEED to set up any follow-up message with your own central lists to SELL products to your subscribers.

Thus, use your Central lists ONLY for broadcasting messages for special offers, for informing people about your new products, or anything else.

Cultivate Your Own System

If you feel that you are an advanced user, then and **ONLY then can you use your CENTRAL lists for EDUCATING people about YOUR SYSTEM.**

Notice the word **SYSTEM**.

Eventually, YOU must represent a system... a School for your subscribers. This must be your **final end**. It's also Your Big Start.

I know it's difficult to understand right now, but think of it like this:

Remember when I asked you "Who are you and what you want?" ☺
It's this "specific reason" I was talking about.

Why should people remember you?

Why should people BUY **from you**?

What's the SPECIFIC REASON?

Each SUCCESSFUL MARKETER is famous for a SPECIFIC reason. THAT specific reason is the one that started through a USP (Unique Selling Proposition) that made you want to buy his/her product and then was transformed into what I am trying to explain to you now.

Customers, affiliates, and subscribers to your newsletter will become long term leads ONLY if you represent something SPECIAL - a different approach, a teacher of a specific marketing method: **A System.**

Once you understand this, you will see how you can use your CENTRAL list as your BIG tool for boosting the number of your sales, your affiliates and Joint Venture Partners, and your subscribers in general.

Until then, feed the lists as described above.

Also read the Epilogue for a final note on this.

More advanced use of autoresponders

The whole process analyzed above can be seen as a **horizontal** use of autoresponders.

You use the autoresponders for selling Product AAA, then BBB, and then CCC.

AAA => BBB => CCC

However there are many times you will need to use a **VERTICAL** way to deal with sales, and correspondingly, with your autoresponders.

This is the case when:

- You offer a free Product and then follow up with an offer for Product AAA and then with an offer for Product BBB and then with a Special Deal for Products BB1 and CCC, etc.
- You offer a Product AAA, then offer it with a Resale Rights' License, then follow up with an offer for the Master Resale License, then offer an upgrade to the Private Label License, and CROSS promote other products in the same row.
- Etc...

You will see that you need to maintain a separate list for each offer; however, you must be sure that the subscriber is added to the correct list.

For example:

- Suppose someone subscribes to the list for the free offer when visiting the homepage of Product AAA.
- Suppose that you decide to broadcast a message to that list. Remember that the subscribers of that list have not yet ordered Product AAA. So suppose that you broadcast a message to that list and offer Product AAA **AND** Product BBB for 1 special price.
- If one buys that special offer, then s/he will have to subscribe to a separate list for the customers of that special offer. THAT list of that special offer will have its own follow-up messages,

and of course, must not promote products AAA and BBB since the customer has already bought them both.

Food for thought:

How can you be sure that someone who has already subscribed to the list of the free offer for Product AAA to whom you offer the special deal for Products AAA and BBB had not ordered BBB already?? Because if someone gets a message for that special deal and has already bought Product BBB, then YOU will be embarrassed.

Can you now give the answer? 😊

Again, the tool I use for centralizing all the processes above is [DELAVO](#). DELAVO **does not** offer follow-up messages because as I have already explained to you, you must use A SEPARATE SYSTEM for all of your lists.

What DELAVO does:

- Adds the customers of your Products to specific internal lists. You can also set it up to add the customers of each Product to a separate remote autoresponder and also add ALL the customers to your own separate remote autoresponder that has your CENTRAL list of customers
- Adds the affiliates to specific internal lists. You can also set it up to add ALL the affiliates to your own separate remote autoresponder that has your CENTRAL list of affiliates.
- Of course, you can also use it for adding all the subscribers of all of your separate free offers, like newsletters, special deals,

etc. and also feed your own remote autoresponder that has your CENTRAL list of Subscribers.

You can also broadcast a message to DELAVO's internal lists whenever you want.

Further study:

“DELAVERIANIZATION: Mastering Centralization”

Can be downloaded free at DelaverianMarketing.com

*Also: a **detailed series of 13+ videos** offered inside guides you step by step on how to make the best use of your autoresponder (Aweber or any Private label version of it.) For example, how to move a subscriber from one list to another once subscribed or unsubscribed...*

You may also check [Imnica Mail](#) – another powerful autoresponding system created by my friend Richelo Killian.

Be A Shakespeare Of Your Kind

Now let's take a break.

Let's talk about.....Shakespeare.

I watched a film on TV.

Have you seen "Shakespeare in Love?"

It's "*one of the best romantic comedies of recent years*" according to a review I just read [here](#).

It's the story of how William became inspired for writing his winning best seller, "Romeo and Juliet." The film ended by showing William writing his next play, "The Twelfth Night," using cheap paper and a *quill...*

And THAT made me think... *The quill* - I mean...

Look around you.

We live in the age of technology. We can do anything.

We can connect to the Net and meet people we'd never be able to meet offline... We can use a mobile phone and speak with someone on another continent.

We can do anything today...

...but...

...there has been no BETTER concept for a love story than the one of "Romeo and Juliet."

My hats off to you, William...

Today, you can buy the resale rights and the private rights of TONS of digital pages, put your name on them, and save the new document as YOURS.

Ha:)

Imagine what would have happened if William had sold the resale OR the private label rights of "Romeo and Juliet..." An online Havoc...

But... again... think about *the quill*...

That man MANAGED to write a masterpiece by using papers and a quill...

Can you imagine what William (Shakespeare) could have DONE if he had a...laptop in his hands instead??

Instead of just some papers and a quill I mean...

Or would THIS ease of changing the text, copying and pasting huge blocks of text, re-editing 1000's of words easily, with just 1 click, spoil his inspiration??

I don't think so.

A writer is always a writer.

Either with a quill or with a laptop.

So... can you imagine what William could have written if he had the ease of technology, oh my God: THAT EASE we ALL - YOU, ME AND EVERYBODY - have and enjoy TODAY??!!

Think about it for just a second.

Forget the sales letters, the special offers, the marketing, the seminars, the "recorded calls," and the websites...

Live.

Live today.

And live by making the best of what today offers you.

Please: *Realize* what today offers you: EVERYTHING.

And yes, believe it or not, you can do EVERYTHING.

You can do anything you want, either you believe it or not...

You see... Life makes no exceptions.

Life's RULES are like Mathematics: it either IS or it is NOT. Like Physics: It either DOES it or it does NOT.

So... I know that YOU can do anything you want in your life and on the Net because I LIVED that RULE. It happened to me and because of this, it CAN happen to you, too.

Is it that simple?

Yes, it's that simple.

You have only 1 enemy to confront.

There is only one who CAN prevent you from LIVING your dream. And that ENEMY is YOURSELF.

I do not make hypotheses here.

I do not assume. I do not use the verb "think."

I do not "think" things - I am either sure or not.

But when I AM sure, **I say it LOUDLY.**

Do you? Do you do the same?

Are you SURE about yourself, about your life, or are you just "thinking" that you know yourself and what you want to do with your life??

If you ARE sure, say it... Loudly.

If you know where you are going in this life, you are blessed. Success is just a matter of time and I have nothing to add - for you.

For all others: Do not just "think" for God's sake.

It's not time for "thinking..."

The FUTURE is **HERE**.

We live it.

I know that we cannot all be "Williams."

There is ONLY 1 Shakespeare. I shall never be a writer, the way I envision it... this is what I think... and I know it because many reasons do not allow me to write like the writers I idolize.

But at least TODAY, I know that I CAN write.

Maybe I write in a silly, amateurish way that will make many of you LAUGH. But I do not care. Today, I do not care at all.

Do you know why?

Because some years ago, I could not even THINK or envision this picture: Me, here, writing... ready to send this message to some 1000's of people...

Brrr.....

I was scared to write... but I WANTED to do it.

It was like a forbidden love... I love to write...

I wanted to write... but I could not do it. For many reasons. I told you one of them: I was afraid that people would laugh at me and some of them would not forgive my errors.

So what happened to me?

Two things:

- 1) *YOU* became **MANY**.
- 2) *YOU* - or at least some of you, or I'd say, the good majority of you, LIKED my first attempt to *free myself*...

I mean... One day, I just sat down and started writing without caring if my text was perfect or not.

In simple words: I STOPPED *thinking* about writing and STARTED DOING IT.

That was the second reason. About the first one:

I was writing my [newsletter](#) in a way that no writing was done BY ME. I mean... I used resources only. This event, that cool tip, this and that product (I was copying and pasting the ready material offered to affiliates...) and I managed to publish about 25 issues that way.

That means 25 weeks.

One month has 4 weeks.

So that means more than 6 months worth of issues.

And one day... when *YOU* became *MANY* (I mean when my list started counting the first 1000s of subscribers,) I felt ready to ... talk with you.

Just talk with you... about my vision...

The same way I talk with you now.

THAT article became memorable.

Just do a search in Google™ with this key-phrase, "**I Have a Vision by John Delavera,**" and you can see my first attempt to OPEN MY SOUL in public.

And it worked.

It worked because I believed in it... in that effort.

I KNEW what I wanted to do in this life... in this age of technology... And I just said that. People liked my way of writing or just liked my vision.

But remember: I was working anonymously for more than 6 months and then, when I felt ready, I did it.

I was sending my newsletter first to 2 people, then to 10 people, then to 100 people and then to 150... with the same consistency I was sending it to 1000, 2000, and 3000 subscribers.

Sometimes I was ill.

Sometimes I was bored.

Sometimes I was not in the mood to write - even those "silly" issues... those "copy and paste" issues of this newsletter.

And those "times" happened on Saturdays of course.

Everyone was enjoying Saturday by going out, eating, drinking, being with friends... But I was there, in front of my screen, typing on my laptop because...

"I had a newsletter to send..."

Can you see where am I going with this?

You can do anything you want in this life.

You can become a Shakespeare of your kind.

But you must harness yourself first.

At first you must be humble enough to accept that you know nothing at all. And then you must work hard until you feel exhausted. If you cannot go your EXTRA mile, you will never reach that Island you know... But the Island is there.

It's YOU who cannot see it - now.

It's YOU who believes that you cannot reach it.

It's logical, anyway. If you have been in the sea for ages without food and water, you'd easily feel that the end is coming. But if you manage to make THAT difference and go so FAR beyond in YOUR sea, it's not the END that will come. It's the island ... just beyond the fog..

Be a Shakespeare of your kind.

Write your story in this life. If you do what you want and if you GIVE everything on this end, you will be memorable. Like Shakespeare.

Maybe only your kids will remember you.

But we cannot all be a Shakespeare.

Bringing an excellent "play" to your kids only, or to your wife or husband ONLY, is enough.

Be memorable.

Be a Shakespeare of your kind.

Perhaps you are completely UNKNOWN today.

Or you do not know how to write HTML or a web page.

I have lived in all of these roles.

I have been Mr. Nobody, an amateur who did not know what "javascript" meant...

I have been a starter... with some dozens of subscribers and a hope that circumstances would allow me to continue "playing" with the Net.

I have been an advanced user... with a better understanding on how the Net works and with a belief that the difference between a sale of \$10 and sales of \$10,000 is just a matter of time...

I am an expert today - so people say.

I cannot tell you WHAT to do.

I can only give you the tools, the same tools that helped me to reach my Island. I can only be HERE and tell you to CONTINUE... no matter what happens: DO WHAT YOU WANT TO DO and live the way you want to LIVE in this Life.

So please...

Try to become a Shakespeare of your kind.

You have more "weapons" than William had.

He had only the quill. Do not mislead yourself by waiting for inspiration to come. Inspiration helps the workers, the DOers. Just do what you want to do and live the way you want to LIVE in this Life. It's that simple.

As for me?

Some of you will say that I am a poor babbler.

If just 1 (that's ONE) of you reads these lines and says "Well done John..." well... that's enough for me... I just fulfilled my need to "play" the writer. ☺

And in a way, my own way, I do feel like a Shakespeare of my kind.

That's enough for me.

I create scripts and software and build turbo sites like my [membership](#) site because banks want me to pay my bills each month. However, I do enjoy my life because of what I do and the ability to do what I want when I want.

Can you say that too for yourself?

Can you spot what you like to do and make money of it?

If not, then I need to meet you inside [Turbo Membership](#)...

The Double Fold No. 1 Factor of Success

After all the above...

Can you now guess what the number 1 factor of Success in Internet Marketing but also in Life is? (The same factor can be applied to any other area.)

So, what is your answer?

OK... Here it is:

YOUR NAME.

That's it.

You must build a NAME for yourself in your market.

When you do that, then that factor of success is transformed into this one:

You must make your customers, subscribers, and affiliates build a NAME for you in your market.

YOU cannot say: I am reliable.

Your customers can say it.

YOU cannot persuade partners that you can bring commissions to them.

Your existing JV partners can testify to it.

YOU cannot force affiliates to sell products for you.

Affiliates with big fat commissions from you can make people join your affiliate program and promote your products.

YOUR NAME is always judged by the RESULTS you bring.

Here is a common mistake people make: You create your first product and send an email invitation to a "list of Gurus" asking them to promote your product. Wrong... You must first prove to them that your product sells well.

I know it seems like a dead end; if one has few sales, how on Earth can he/she persuade people to promote his/her product?

Read the factor of Success again: You must first build a NAME in your market. This is your personal quest. Then you must let others build a name for you in your market. That is your community's quest.

You see, if you work upon your personal quest for building a name in your market, people (and your future JV partners) will keep an eye on you. You can see them ordering your product just to see how well you serve your customers and also how you have structured your members' area.

I do the same. I may see a product that looks great. I will first order it and then judge if I'll promote it or not. Do you know why?

I do not want to direct my people (customers, affiliates, subscribers) to something that will bring trouble for them. The product may be great, but if no instant downloading is offered, then chances are that this will generate unsatisfied customers and this will affect me the next time I suggest a product to my people.

Suppose you see a product and it looks good. If the customer service is also great and if the product is indeed a great one (given that you can judge how great a product is or not,) then it does not matter WHO created that product. The creator can be an unknown marketer who has just started out, but this does not matter because that marketer HAS WORKED to BUILD HIS NAME in his market. That marketer proves that s/he knows his/her subject and how to deal with customers and this RESULT will make other people start talking about his/her product, too.

If you believe that you have done your homework and when you have already received some good sales, then and only then can you invite people to promote your product to their lists. How?

Never email people you do not know. If you want to email someone and ask for help, first PROVE to him/her that you are already on his/her list/s. How? By REPLYING to an email you received.

For example, if I see your Re: (reply) to a message I have sent, then that means you have read my messages and you are on my list/s. So YOU have a better chance of working with me than the one that sends an email with a Subject: JV invitation.

In summary:

- Do your homework and create a good sales letter, a good delivery system, and a good members' area; also provide top-notch support to your customers. That means: either run a forum or a helpdesk for answering help requests, or if you use email, then be sure to respond INSTANTLY to your customers.
- If you want to invite someone to promote your product, subscribe with his/her list/newsletter first and reply to a message s/he has sent to you. Then offer your product for a review and invite him/her to join your customers' area.
- If you get a positive response, then this is a good start. If you do not get a response, then resend your email in a week. Messages are getting lost nowadays. If you do not get a response again, then that means either that something is missing (your sales letter is not that good or your members' area is a mess) or simply the JV partner invited is not interested in promoting your product.
- Do what you have to do and you will build a name for yourself in your market.

When people start trusting you, then THEY will build a name for you in your market too.

Good products and services always attract attention – remember it. So, do what you have to do, be good, be a professional, be a perfectionist, and do not give up.

Everything else is just a matter of time.

Are you sure you can grasp “Opportunity's Kiss-Curl”?

People say that “Opportunity” is a bald-headed Woman. Yep... Opportunity has no hair at all; just a mop of hair on the front of her head. Not really a nice picture of a woman if you visualize her, but that's what “Opportunity” looks like.

Also, Opportunity does not walk. She runs... and she runs fast... and never comes back.

You must be ready to grasp Opportunity... You must be ready at that very special moment when Opportunity is running at high speed towards you so you can Grasp Her Kiss-Curl while she is in front of you at a short enough distance that will allow you to do so.

It's not an easy task to grasp Opportunity.

Think about it.

If she runs away from you and you run after her, trying to get closer to her, you'll still not be able to grasp her mop of hair since the back of her head is bald. And there will always be someone in front of her to grasp her Kiss-Curl when you're trying to run after her. Can you visualize that?

As you can also imagine, grasping Opportunity's Kiss-Curl is a good thing to do, because Opportunity cannot stand the pain of having her mop of hair caught by your strong hands... So she starts screaming and begging you to free her. Of course, you know that this is part of the “game” and Opportunity actually doesn't feel any

pain at all. She is actually *pretending* that she feels pain because she wants to cheat you, but also, wants to see if you're ready to express your Wish. If you are ready, then you must tell her to make your wish come true. Opportunity then will satisfy your wish and will also thank you for letting her free. And you'll be a happy person.

But have this in mind: Opportunity is a very clever woman - as most women are. You'll see what happens if she realizes that you have no wish to express or that you're not ready to express your wish within a short time after you have grasped her. She will push you with such a strength that you will be forced to free her kiss-curl. And then she will run away laughing at you, because she won that "game"... Until someone grasps her kiss-curl and is ready to express his Wish...

So, are you SURE that you can grasp Opportunity and force her to make your wish come true? Are you ready for that?

Can you see Opportunity coming?

If not, she will run away, and even if you run after her, you'll not be able to catch her mop of hair because the back of her head is bald; and there will always be someone else ready to grasp Opportunity's kiss-curl while she is running in front of him.

Are you ready?

Can you quickly express what you want when Opportunity starts begging you to free her? Because if not, Opportunity will leave you disappointed, and even worse: she will run away laughing at you.

Would you like me to test you? Okay...

My [Turbo Membership](#) is the "Opportunity" and you have to grasp her...

Are you ready to grasp her kiss-curl?

After reading this ebook, can you now UNDERSTAND what I mean when I tell you that TurboMembership.com is the mentorship site you really need?

Here is the Opportunity coming...

1...

2...

3...

End of time.

Here is your link:

[Join Turbo Membership](#)

What you read in this ebook is just a small "taste" of what you will find inside the members' area and inside my soul. Because you will become my protégé.

I'm waiting for you inside...

Bonus Report #1: **How to Create Your Own Viral Ebook**

As I shall explain to you inside the Blue Workbook you will receive upon your subscription to [Turbo Membership](#), your first task is to create a NETWORK of free ebooks, reports and articles that will send traffic (aka: subscribers and customers) back to your site.

The best way to do so, is to create a Viral Ebook.

One of the best tutorials (1 PDF document and 4 audio files) on how to write a viral ebook is written by Jimmy D. Brown and is called Viral ebook Brainstorm.

I am 100% positive that by the time you've read Jimmy's PDF document and have heard his (4) audio files, you'll know HOW to create your own viral ebook.

BUT...

While Jimmy is a good teacher and I do respect his work, there are some things he cannot do. Like Brain Surgery...

For example: Jimmy cannot 'replace' your brain with his brain. In today's world, *knowledge* cannot be 'transferred' by surgery...

What I mean is this:

Even if you read a book on how to ride a bicycle, you have to get on the bike and perhaps even fall a few times in order to learn how to ride it, right? The same applies when creating your viral ebook.

Here is the 'recipe':

First, find a subject that is HOT.

Then use the '[Article Finder](#)' or www.EzineArticles.com

Open the software and type the keywords for the subject you want to create the ebook for. This software will search the majority of the online archives of articles and will bring you several pages of results. You can re-publish the articles as long as you don't alter the 'Resource Box' that mentions the writer (this is the Copyright section.)

Select the articles you want to re-publish. Pick a magic number. A number is magical when it ends in 1 or 7. Don't ask me why. It just is. So, it could be 7, 17, 27 or 11, 21, 31, etc...

Then choose 1-2 (only ONE to TWO) products that are included to TM's commission plan inside your [Turbo Membership](#) AND are relevant to the subject you're dealing with. Register as an affiliate and get your promotional tools for the product/s you want to promote: a banner, a text ad, etc. As you can understand, the point is to include ads for the product/s you want to promote as an affiliate inside the (free) ebook you're creating.

Then create the STRUCTURE & the STYLE of your ebook.

Then you need to decide about the format of the ebook you will create.

You can create an ebook in an .exe format that only Windows™ users can read it, and can also create an ebook in a .pdf format that can be read by Mac users too.

What's the difference?

For creating an .exe ebook, you need an HTML editor and an ebook compiler.

For creating a .pdf ebook you need Microsoft Word™, Adobe Acrobat™ and a branding application like [ViralPDF](#).

If you go with the .exe option you can use [NVU](#)

Or you can use commercial software like DreamWeaver®.

I'd also suggest you add some images to your ebook. Some bullets, a logo, and images will make your ebook stand out.

Also, you need to create YOUR STYLE and keep it the same for ALL the ebooks you'll create in the future. Your style is a part of your brand. Remember this.

So... let's say that you chose the subject for your ebook, found the relevant articles to re-publish, created a style for your ebook, wrote the html pages, added your affiliate links to the product/s you want to promote through your free ebook, created the images (or used some free ones you found on the Net), created the ebook cover...

What's next?

Believe it or not, this is just the beginning.

Why should someone distribute your ebook?

Money should be the reason.

Unless you have written the BEST ebook with UNIQUE content that others will spread all over the Net like maniacs (like what happened to **Seth Godin's "Unleashing the Idea Virus"** - do you remember that ebook?), you need to offer a REASON for people to redistribute your ebook to their audiences.

So, you can either:

- Offer an affiliate program and allow your affiliates to insert their affiliate links into your ebook,
- Or just offer a brandable version of this ebook with other people's affiliate links that people can re-brand.

In both cases, you need to create a BRANDABLE version of your ebook.

That's why the ebooks compilers I suggested to [ViralPDF](#)

By using [ViralPDF](#) one of the suggested ebook compilers, you'll distribute the brandable version of your ebook along with a special brander application so your readers/affiliates will be able to brand your ebook with their information.

You also have to write the instructions your readers/ affiliates will need in order to brand your ebook. Then, use a compression utility and compress the 2 versions of your ebook: the plain one and the

brandable one. Here are some free compression utilities you can use [7zip](#) or [JustZIPit](#)

Let's say that you have created both your ebook and the brandable version of your ebook.

Note: you can also CHARGE a small fee for allowing others to brand your ebook with their information. I do not suggest this method if you do not offer unique content. Your first ebooks MUST BE FREE, so you'll become KNOWN - then you can create other ebooks and charge for the brandable version.

What's next?

You have to put an autoresponder SYSTEM in action.

Remember: Plan Everything First.

- The subscription list for your visitors.
- The subscription list for your affiliates.
- The subscription list for your customers.
- Your main GOLD list of customers

What's next...

The **promotion** of your ebooks on the web is a big matter and it's just like the promotion of your products. You must become a 'cyber-social' person, participate in forums, use your email signature, etc., in order to make your ebook known. And of course, you can submit it to ebook directories you find online.

Bonus Report #2: **How to Dominate Any Niche Online**

Here is the definition of the word "niche."

Source: <http://dictionary.reference.com/search?q=niche>

Niche (P) Pronunciation Key (nch, nsh)

n.

1. A situation or activity specially suited to a person's interests, abilities, or nature: (Example:) found her niche in life.
2. A special area of demand for a product or service: "One niche that is approaching mass-market proportions is held by regional magazines."
(Brad Edmondson)

Your task as an online marketer is to find this "demand for a product or service."

Go to WordTracker.com

Notice the marquee at the top of that page.

This is the list of the Top 50 subjects people from all over the world search for via the search engines.

When I searched WordTracker.com some of the hot topics were the following ones:

dogs 38

lyrics 41

cars 50

Believe it or not, people search more for subjects related to "dogs" and "lyrics" and "cars" than for "How to make money online!"

There is a software gem called "Good Keywords" through which you can see how many people search for the specific keyword you are interested in. Download it [here](#).

By using 1 site (Word Tracker) and 1 software (Good Keywords), you can find what people want, you can find the "demand for a product or service" as this demand is displayed through the searches in the search engines.

What's next?

You have 2 options (I am copying this from the message I sent yesterday to one of my subscribers - hi Chad!):

You must decide how you want to proceed:

- either as an affiliate
- or as a product creator

If you want to make some quick sales as an affiliate, then master Affiliate Marketing.

If you want to make sales as a merchant, then you have to create YOUR own product. Again [Turbo Membership](#) is the right place to start with since it offers you everything you need to create, sell and promote your own product.

Either you decide to work as an affiliate or to create your own product, you need to meet a "demand for a product or service" and thus make money by targeting a niche.

If you choose to work as an affiliate, use the Adwords™ service at <http://adwords.google.com>, create your account (you must have a credit card), bid for a keyword relevant to the subject you're promoting, and include your affiliate link as the URL.

Or you can use the marketing material offered by the products/services you want to promote (ads, solo ads, articles, etc.) and send your ad to ezines.

Or you can include your affiliate link in your signature in your email messages. For example, if I promoted a product for dogs, my signature could look like this:

~~~~~  
Do you love your dog? Prove it! Go here:  
<http://hereistheaffiliatelink.com>  
~~~~~

Or you can participate in forums, post your messages, help people, or ask questions, AND include your affiliate link in your signature. NEVER advertise your affiliate links or your products in forums - NEVER. Use your signature effectively instead.

Do NOT just send people to the site of the merchant. Create a mini-site instead, plug an autoresponder into your page, capture the email address of your visitors, and then re-direct them to your affiliate URL. This way, you can FOLLOW- UP with your visitors at a later time with a new product (either as a merchant or as an affiliate.)

On the other hand, if you choose to create your own product, you'd create an ebook about your chosen subject with unique information

people are looking for. You could create a collection of resources (links) and ask for a fee to allow people to browse them; however, you must include TONS of links so your links are worth the price you charge. Search the net and see what has already been offered about this subject.

If you want to work as a merchant, you just need to create a simple page with some graphics in order to sell your product or Capture the email address of your visitors. [Turbo Membership](#) provides you with 5 templates each and every month so you can create at least 5 sites every month on a different NICHE subject.

If you are a newbie and know nothing about HTML and creating a website, you should read my ebook "[My Early Days On The Net](#)" through which **you can UNDERSTAND how HTML works through 1 lesson** (yes, this is not a hype!)

What's next?

You need to send traffic to your pages... For getting traffic to your site, open the Best Free Ebook, and read the ebooks under the category "Traffic."

For selling your own Niche product, you can use DELAVO, so you can create special offers or even offer your deal through a DYNAMIC PRICING, thus selling your product with a clever twist since the price is increasing every second.

Now...Let's summarize.

You found a "demand for a product or service" by using "[WordTracker](#)" and "[Good Keywords](#)."

You decided to work as an affiliate and included your links in Adwords™ on Google.com or even sent some ads to ezines for quick profits.

Or you decided to create your own product for that “demand” and also created a viral ebook to promote it. You created your mini-site and included the link for your viral ebook in your signature, in your email messages, and in the forums, or you even applied a search engine strategy.

Did you notice anything?? This report’s subject is about how to find a “demand for a product or service,” how to create a product for a specific niche, and how to promote a product or a service as an affiliate to satisfy this demand.

Doesn't all the above... 'smell' like...
...'**Internet Marketing**' to you???

Here is what I quote in *Part II* of [“My Early Days On The Net,”](#) in the *“Frank Sinatra, Internet Marketing and me...”* chapter.

---quote starts---

Frank says in “New York”: “If I can make it there, I’m gonna make it anywhere.”

Speaking about Internet Marketing

**“If I can master Internet Marketing,
I’ll be able to master ANY niche.”**

That’s 100% true, because if you master Internet Marketing, and in

particular, "Viral Marketing" (some people say that's my expertise), then you can prevail in ANY other niche.

---quote ends---

I wrote those words in **2002**...

Prophetic & meaningful words, right?

Can you now see why you should not SELL the "Internet Marketing" subject, but INSTEAD, USE IT to promote **ANY** product and service you want???

Products for dogs, lyrics, and cars... Can you now see why if you master 'Internet Marketing,' you can master any niche? When learned, the Art Of Selling on the web will allow you to implement all of your money-making plans for any product and for any niche.

Happy niche marketing:)

Epilogue

So that was it.

If you liked this "Yellow" ebook, then the "Blue Workbook" that comes with your subscription to [Turbo Membership](#) will send you to Nirvana...

I really count on your judgment and know that now two things may happen:

- I'll either see you inside the [Turbo Membership](#). There is where the word "EVERYTHING" meets its real meaning...
- Or you will prefer to follow easier paths to reach your "Big Land," suggested by "others." Then, after some effort (and frustrations, and probably wasted time,) you will remember & realize the Priceless Value of this ebook. **Then** you will become a [Turbo Member](#) if you still can (*membership closes when we reach 1000.*)

Be Smart.

Save your time.

Save your money.

Enjoy Your Life!

