

Startling Seeds Of The Delaverian Code

**True Secrets Revealed
Unleash the Power NOW!**

**Part I: “Common Sense for Not
Losing Your Mind & Your Path
Online.”**

By John Delavera

Startling Seeds of The Delaverian Code

Copyright© John Delavera

All Rights Reserved.

You are free to redistribute this document “as is.”

DISCLAIMER AND LEGAL NOTICES:

The information presented represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The documents offered are for informational purposes only.

While every attempt has been made to verify the information provided here, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought.

This publication is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

All products mentioned are registered trademarks or trademarks of their respective companies.

Table of Contents

Prologue	4
A Battle That Never Ends	5
Scenario 1	5
Scenario 2	5
Scenario 3	6
Scenario 4	7
First Conclusions.....	9
A Story	11
Back to Internet Marketing	14
What to Do?	16
Repeat and Prosper?	18
A Taste From the Past.....	19
Rule No. 1: What You Need FIRST	21
Rule No. 2: Depend on.....	26
Rule No. 3 Product Creation is the Key.....	28
Rule No. 4 Traffic is the Result, Eventually	30
Epilogue	31

Prologue

This report is not for part-timers on the Net. It's not for you if the only thing you want from the Net is to generate – say – \$100 to \$500 per month. There are better and easier ways to accomplish this; a good AdSense marketing campaign, for example. Or you can simply do affiliate marketing.

This report is for you if you have decided to create an online business that will feed you and your family until you die.

I'll make some statements in this report. Do not take them lightly. They are not just my opinions. They are lessons of life. Treat them as such. Respect them. Learn from them. You'll succeed faster in your business and also in your life if you take seriously what I am telling you here.

Let's get started.

A Battle That Never Ends

Scenario 1

Have you ever played blackjack in a casino?
Or slots? Roulette maybe?

There are some “methods” that guarantee profit. In blackjack you can count cards and guess if the next set of cards will be full of low and/or high numbers. In slots, users spot some sounds, or the way rolls are spinning in order to guess if a jackpot is coming. In roulette, players use various methods that “work,” as they say.

Each method “discovered” by players is a code, either a code that really works, or a code that players THINK works. Or just a code that works some days, but then “something happens” and that same code does not produce the same results.

Can you guess why those “codes” stop working?
For one of the following reasons:

- The codes never existed. It was how players translated their ephemeral luck.
- The code was cracked by the casino and they changed methods.

In both cases, if the so-called codes really existed, then casinos would have eventually declared bankruptcy. From what you can see in the real world, casinos prosper.

Scenario 2

Yahoo.com started as a directory of URLs of pages that could be found on the Net. That was more than 10 years ago. Because the directory got bigger, they invented a search engine.

Many companies followed Yahoo.com’s example and also created their search engines. It was a simple and good idea of attracting traffic. People came, searched for what they wanted and clicked the banners displayed on the site, or read the ads. Simple and profitable.

However, webpages flood the Net, so all of the search engines HAD to apply a formula in order to display the most reliable results first. They had to find a “code.” And they did.

Marketers, on the other hand, realized that search engines are the best way to get traffic to their webpages. If their pages were listed in top 10 (the first screen of results) then traffic could be perpetual. Thus, they had to “crack” the code used by search engines. They had to discover HOW pages get ranked high in search engines.

Some marketers cracked the code. And they told their people that they can now list a page on a search engine almost instantly. That was true. But that did not last forever.

Search engines are businesses. People pay money to them for displaying their ads to their system. What search engines must guarantee is to provide their users with RELIABLE RESULTS.

Thus, if someone cracked the code of search engines and that resulted in useless pages appearing in the top 10 results, search engines had to change their code. And this is exactly what they did.

And this is exactly what is happening today.

Search engines apply new codes and formulas.

Marketers try to break those codes and list their pages A.S.A.P.

When this happens IN MASS, search engines change their formulas.

And it starts all over again.

Scenario 3

Adsense.com provided people all over the world with an easy way to make money. People could just list a code in their pages and ads would be displayed. The subject of the ads would be CONGRUENT with the subject of the page and the page’s content. It was a simple and powerful idea.

Marketers thought that if they combined the traffic sent by the search engines with the system provided by Adsense.com, and, for example, sent traffic through the search engines to 1 page that talks about “cats,” then

visitors would click the ads and marketers would make money. And if they had 10 pages with 10 different subjects, then they could make more money. If they created more pages, then chances are that more pages would be listed in the search engines, too. That in turn would bring traffic to multiple pages and to multiple ads by AdSense, and that in turn would result in more clicks to those ads, bringing more money.

However, AdSense.com –and Google.com behind it – is a business that has one main purpose: to provide customers with RELIABLE results. At the same time, advertisers pay Adwords in order for their ads to be displayed through AdSense and also in Google’s front panel.

If the whole system above is corrupted by marketers, then people lose their trust in the reliability of the results Google provides with its search engine. People would stop using Google.com because they would not trust the results of the search engine if those results were nothing but duplicated content or useless information.

Some marketers managed to crack the code of AdSense and/or Google and thus list their pages in top 10 results. They did it for 1000’s and 1000’s of pages. Clicks from each page they created translated into 100’s or 1000’s of dollars per month.

Google, AdSense and Adwords cannot allow this. If they want to survive, they MUST guarantee the reliability of their service. People must search Google and find useful and coherent information in what they search for. Thus, somehow Google always employs ways to filter the results, to filter the pages, to filter the rules, codes and formulas in use, so visitors and customers will be happy.

Marketers who crack the codes and formulas of Google, Adwords and AdSense today can be history tomorrow if their pages provide nothing but trivial, canned content.

Scenario 4

The same situation as in Scenario 3 applies to Blogs. Blog marketing suddenly became profitable because the script and/or the services used by

the blogging systems could generate content and could create pages that rank well in search engines.

The same loop again:

More pages ranked in search engines through blogs => more traffic sent to those pages depending on the keywords used by users => more clicks to the ads displayed by AdSense in the blog => more commissions to the products advertised by the blogs with links inside the text...

First Conclusions

As you can see from above, Search Engines are always alerted. There is a fight between:

- Those who want to use search engines for instant cash.
- Search engines that want to guarantee the reliability of the results they display.

You can also notice that in all of the scenarios above there is always a “battle” between those who create the “codes” and those who “break” those codes. It’s a never ending battle. Once the code is cracked, a new, stronger code is generated that will be cracked again.

As you can also see there are always 2 groups:

- Players – Casinos.
- Search Engine coders – Search Engine crackers.
- AdSense coders – AdSense crackers.
- Blog coders – Blog crackers.

“Coders – Crackers.”

The battle never ends.

And in all cases there is an AUTHORITY that protects its interests against intruders.

- Casinos
- Google.com
- Adsense.com
- All search engines’ businesses.

Especially for scenarios 2, 3 and 4 as you can see, we can create 2 broad categories of coders & crackers:

Search Engines – Marketers

Marketers try to list their pages on the search engines for quick traffic. Search engines protect the “good content” of their results.

Thus, marketers must always find ways to apply systems that can maximize their results and make more money, while search engines have no hesitation at all to delete 100's of 1000's of pages if those pages are nothing but useless content.

Questions for you:

Can you spend the rest of your life trying to crack the code for being an intruder to other people's systems?

Can you always depend on others?

Can you let the happiness of your family depend on what others do?

Can you compete with those authorities? If yes, can you do that for ever?

And the final question:

Suppose those authorities disappear tomorrow.

What happens to your business?

I hope everything is understood so far and thus you can draw your own conclusions.

The truth is, the search engines are the best automatic system for sending instant traffic automatically to your pages. If you, the marketer, do not want to play this "coding-decoding," "code-cracking" game with search engines, what should you do? You may have the best website on earth; but that means nothing at all if nobody visits your website.

Traffic has always been what marketers want.

A Story

Our hero, Jack, studied journalism for 4 years in college.
Six months ago he graduated.

He wanted to serve the Truth.
This was the reason he wanted to become a journalist.

And so he started looking for a job.

Suppose Jack was your son.
Wouldn't you want Jack to be hired by "The New York Times?"
I am sure you would. Jack would love that, too.

Have you any idea how many journalists graduate each year from colleges
and universities? Of course you do... Hundreds. Probably thousands.

Jack knocks at the door of "The New York Times" and asks for a job.
"We're not hiring." is the answer.
And for Jack that happens many times with many newspapers.

After 2-3 years of looking for a job, Jack is feeling bad.
As his parent, you feel bad, too.

"Why don't they hire my good Jack?" you're thinking.
"He is such a nice boy... he has always been smart... and such a good
student too..."

Simple logical thoughts every parent thinks of.
There are 100's of parents like Jack's parents.
There are 100's of 1000's of cases like Jack's.
It's how the system works today and how the system regenerates cases like
Jack's. Not everybody can be served by the system.

And there has always been one answer from the system to all the Jack's and
to all the parents of Jack's:

"It does not matter how good or bad you are, Jack, as a person. It does not
matter if you were the best student in high school, in college or at the

university. I have a business to take care of and there are no positions right now. And even if a position opens up, I'll select someone who can bring money to my business. What can you offer me that nobody else can?"

Jack is speechless.

He cannot say "My good character."

He cannot say "My good grades in College."

He cannot say "My will to be a good employee."

He must be specific:

"What can you offer me that 'nobody else' can?"

And as you can see, if Jack wants to be hired, then he needs to compete not only with his colleagues but also with the professionals that have years of on-the-job experience.

That's what 'nobody else' means.

Does Jack have any chance at all?

What would you answer if you were a "Jack?"

You could of course say,

"I can bring you a story like Watergate in 1 month. If I don't do it, then fire me."

Or you could say:

"I do not want any money at all. Just allow me to work here and learn how the system works. If I am good, then you will feel the need to pay me; or your competitors will."

Yes, that's something Jack could say; and it could work, too.

Now imagine...

Imagine if Jack had not studied Journalism at all.

Suppose that Jack just wanted to work at “The New York Times,” with no studies at all.

In that scenario we’d have a different case of a parent that would keep wondering what Jack would eventually do with his life... with no studies at all. How could Jack survive in this demanding world?

Jack’s ambition to work at “The New York Times” would not seem “justified” by Jack’s father/mother, right? It’d be considered Jack’s crazy dream.

What would you say to Jack?

“There are so many talented graduates from Columbia and other universities, Jack... How are you going to compete with them?”

Can you imagine what Jack’s best answer would be?



“I shall offer what nobody else can offer.”

Pretty simple so far, right?

Back to Internet Marketing

Apply everything you read above to Internet Marketing now.

As you may know, Internet Marketers are a new breed of people all over the World. They all have one thing in common: 100% of them do not have a degree in Internet Marketing.

There is no study that reveals the educational background of Internet Marketers, so what we know today has been “discovered” from what we read online and through their works.

The team of “Internet Marketing Gurus” has attracted people from all professions: from truck drivers and pizza boys to doctors and lawyers.

The definition of an Internet Marketer could easily be:

“Someone who uses the Internet to make money.”

This is what Internet Marketing is.

I do not know who you are and what you have done in your life.

But this does not matter at all.

Because you and Guru X share one common element: you both deal with Internet Marketing. If you become a better Guru than Guru X, then what you have done in your off line life will not matter at all. People will not ask you about your “previous life.” People online care about 1 thing only.... (can you guess??)



“What can you offer me that nobody else can?”

As in Jack’s case, you have an advantage if you have an educational background. This is because what really matters from the years you spent in the University is not actually what you have learned, but what you can DO with what you have learned and how you can transform this knowledge into

money. Your best advantage, if you have an educational background, is that you know how to COMPLETE works.

Read it again.

Essays and dissertations in universities teach you not only the subject, but furthermore, they teach you how to WORK, how to THINK and how to START and COMPLETE a project.

This is your only advantage if you have that educational background.

Even this advantage means nothing if you cannot answer THE question.

“What can you offer me that nobody else can?”

Chances are that Jack may have more success as an Internet Marketer because of his zest to succeed. And in all cases both Jacks (college-educated Jack and never-went-to-college Jack) share the same percentages of success on the Net.

Both Jacks can be Internet Marketers.

Even if Jack “A” HAS a degree in “Internet Marketing” then again Jack “B” can beat Jack “A” if he can give a better answer to THE question asked by the customer online:

“What can you offer me that nobody else can?”

Yes...

It seems that everybody can become an Internet Marketer today. S/he only has to answer THE question to the customer waiting with his/her wallet open and his/her credit card in his/her hand.

Find the answer and you have your chance to be “hired.” Speaking of Internet Marketing, you are “hired” by consumers all over the World.

Quite a “high level job” position...

What to Do?

What can YOU do that nobody else can?

This is THE question, right?

This is what Jack, the journalist wants to answer...

This is the question that has been answered by Jack B.

Somehow Jack B has a plan...

He said to his father:

“I shall offer what nobody else can offer.”

Suppose Jack B meets Jack A while waiting for an interview in “The New York Times.”

Jack A tells his story to Jack B.

“I came here about a month ago. They asked me what I can offer that nobody else can. And I think I have the answer...”

Jack B says to Jack A:

“Hey! I never came here before... but to tell you the truth I am here because I too know how to offer something that nobody else can offer!”

Jack A looks at Jack B for several minutes...

They both have the same question to ask each other:

“What is it??”

Of course Jack A will never tell Jack B what he has in mind.

And Jack B will never reveal his plan to Jack A.

Each Jack has his own secret.

Right?

And chances are each Jack would happily want to crack that secret plan in the other Jack's mind...

Would YOU reveal your plan to Jack?

Repeat and Prosper?

Suppose Jack B was hired by the newspaper because he had a terrific plan...

After 1 year Jack B was a success in the industry.

Then Jack thought:

“What ever happened to that Jack A? And how many Jacks exist in this world... in this industry... How come I, without a degree, managed to compete with Jack A... Is it a good idea to publish a book about my success?”

And he did it.

Now...

Do you think that Jack C, reader of Jack B’s book, will have THE SAME CHANCES to get a job if he repeats Jack B’s plan??

What do you think?

The answer is that any Jack could have success with the same plan if he approached a smaller newsletter.... Say the “Creek Gray News” newspaper...

Any Jack could have a success with the same plan if he used a different audience...

But chances are that Jack B’s success cannot be 100% replicated.

Any Jack can twist the plan and the idea.

Since it worked for Jack it can work for any Jack, if twisted a bit.

And this is why books are valuable.

Because they transmit knowledge and experiences...

A Taste From the Past

Since 2002 I have been sending my TurboZine newsletter to my people and have written more than 2,500 pages of pure unique content coming directly through my brain and soul – without hiding a single things from my subscribers. That resulted to the creation of a raving homogeneous team of turbo fans all over the word that TRUST me and I TRUST them.

In issue 35 I mentioned the following:sent this article:

“Remember this: **CAPR**

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

***Creation:** Never stop. EVERY collection of articles is unique. Just collect the best ones for your subject and create your unique ebook.*

***Automation:** Make it easy for you and your readers to get the ebook AND to subscribe to your newsletter.*

***Promotion:** Post your messages in forums and to Usenet, include the subscription email address of your newsletter autoresponder in your email signature, sign guest books, write a review on Amazon.com or other sites. When participating in forums, use your signature to collect subscribers for your email tutorial. Include the email address of your autoresponder and NOT the URL of your website. The people that subscribe to your email tutorial will eventually visit your website.*

***Repetition:** Repeat the whole process with your new ebook.*

***Do not believe in "free leads" and "instant subscribers."**
Do not trust the easy ways of creating a "huge" mailing list.*

(...)

*Your first aim is to increase the number of your subscribers.
Remember this. **Remember CAPR.***

And your first aim is to Act - Now.”

That’s what I call “CORE KNOWLEDGE.”

It goes against all “make-money-in-1-night” plans. Yes, it’s the “hard way” of building trust with your people, but that is it.

From having a plan to actually doing something on the Net in order to make money is a big journey. As you also know even the longest journey starts with 1 small step.

While there are many Jacks and plans available online that “teach” you how to replicate their success, the safest advice and the number 1 rule to remember is:

Your first aim is to increase the number of your subscribers.

Nothing else.

How?

The answer follows.

It’s not a “happy ending” though, but happy endings happen in movies.

Life is a never ending story...

Rule No. 1: What You Need FIRST

You may think about how everything I told you above ties together...

- Casinos, blackjack and roulettes...
- Search Engines and “The New York Times”
- Cracking codes and Online Success...

I also think that SOME conclusions are pretty easy to draw.

Like this one:

“If you can offer something nobody else can do, then you can have success online.”

And this one:

“You can repeat a success if you follow a safe plan. But you need to read the right book...”

You can replace the words “the right book” with:

- the right ebook
- the right course
- the right series of resources in general.

But these are simple thoughts.

This is simple logic.

Is it?

Well... it is NOT if you do not have a clue what you can do that nobody else can do; and also if you do not have a clue what to replicate.

I wrote all the pages above because I want you to believe me when I say:

“Your first aim is to increase the number of your subscribers.”

I have no other way to be more persuasive.

And I kindly ask you to FORGET EVERYTHING ELSE.

Because what I am telling you here, which is something you may have read in other sources, too, is the ONLY safe plan you can replicate and have success.

“Your first aim is to increase the number of your subscribers.”

Forget any other plan.

Forget especially the BIG plans.

Focus on this only: **start building your list of subscribers.**

Do you remember the difference between Jack A, the journalist and Jack B the enthusiastic wanted-to-be-a journalist? Do you remember what the difference is between someone who attended college and someone who did nothing else in his life than being a pizza boy?

Do you remember it?

The difference is that colleges and universities teach you how to COMPLETE works.

This is the difference between someone who has a degree and someone else who doesn't...

As I told you, all Internet Marketing Gurus share one common element: they do not have a degree in Internet Marketing.

So there is no equivalent of Jack A and Jack B in the case of “Internet Marketers.” In a way, all Internet Marketers are educated by practice and of course by what they have experienced in life and in general.

Thus, the difference between a Guru and someone struggling to make a living online is this:

“Gurus know how to complete works.”

Think about it.

How many projects have you started?

How many projects have you COMPLETED?

Can you see the *light* now?? ;)

Furthermore, the difference between you and ANY Guru online is that YOU may have completed some works. They did it, too. But they also applied the No. 1 rule in Internet Marketing:

“Your first aim is to increase the number of your subscribers.”

They did it.

They worked hard at it and they did it.

They created 100’s of 1000’s of subscribers.

THIS IS WHAT THEY DID.

And their list is 99% responsible for their success.

Please read it again:

The 99% factor that justifies the success of an online Guru (aka. Internet Marketer) is the number of subscribers in his/her lists.

NOTHING ELSE and I’ll tell you why.

Just remember this and see it as a FACT.

NOTHING ELSE MATTERS: Only the number of subscribers you have.

The more the better.

Side Note: It’s a fact that the “more targeted” your list, the better responses you will have. Someone with a list of 2,000 subscribers

might be able to compete with someone else who has a list of 20,000 subscribers. I know this, but this is advanced level. For now, remember that the key is the number of subscribers you have.

Now...

Building a list is not easy, right?

I know it because I have been there...

Did you read the article I sent to TurboZine's subscribers?

Did you notice the number of the issue?

It's #35

The current issue is #125 and I can't believe it that I sent it on September 2008, not because I had nothing to say to my people since then, but after sending over 2,500 of pages, today I mostly devote my time for TRAINING them, offering the tools they need and the resources (sold by others.)

If I had been sending one issue each week, then 90 weeks would have passed from issue #35 to #120, right? However, it's more than 90 weeks, because sometimes, many times, I sent the newsletter twice per month or even once per month.

But **I kept sending it.**

The task was: Keep sending the newsletter.

And I COMPLETED the task.

In fact, since this is a repeating task I keep doing it.

Why?

Because this is the ONLY SAFE way to build a list of loyal subscribers.

It is a plan I read in a book; many books and ebooks, actually. It's a plan that can be repeated. And this is the reason I am stressing it to you.

You can repeat THAT plan and THAT plan should be your number 1 priority.

Remember Jack B?

How serious was he about his plan?

The story says that Jack B was hired, right?

Well... that could be named Jack's plan.

It's a plan that never fails.

Side Note: I am talking about a newsletter and not about any list. A newsletter with your articles inside and your news. I told you that this plan can be replicated safely by everybody. I also told you NOT to take my statements light-heartedly. Your first language could be any other language than English. I understand that. This is not an excuse. I cannot expand on this right now, but just remember: since you are reading and you are understanding what I telling you here, language is NOT a barrier.

One can repeat the plan as it is and succeed, or twist it and add bells and whistles and have better results. But this is THE plan.

This is...

“What YOU can offer that NOBODY else can do...”

Do you know why?

Do you know why you can REPLICATE the plan?

Because YOUR brain is different than my brain, different than Jack A's brain, and different from ANYONE else's brain.

Because what you CAN offer is inside your BRAIN.

All you have to do is follow the plan and build your list of subscribers.

Rule No. 2: Depend on...

As I said, this report is ONLY for you if you want to feed your family with your online business for the coming years.

If this is your case, then rule no. 2 is:

“Your success depends on YOURSELF only.”

Don't get me wrong here. I do not condemn AdSense™ marketing or affiliate marketing or search engine marketing. On the contrary, I am telling you to apply ANY kind of marketing you can. As you will read in another report, you need to play many “Roles” in this market... But no matter how many roles you will play, you should always remember that your success on the Net depends on what you rely on for your business.

If you rely upon AdSense, then cross your fingers because AdSense may ban your sites tomorrow.

If you rely on Search Engines only, then cross your fingers because your sites could be found in the bottom results tomorrow.

If you rely on affiliate marketing, then again you depend on the owner of the affiliate program.

Rely on yourself - only.

As I said, you need to play many roles in the market, especially in the beginning. You need to become an affiliate, an AdSense marketer, a niche marketer, a search engine marketer, etc.

But the many roles you need to play should fortify the core of your business: you and your plans. Not vice versa.

If you use affiliate programs, then use them for promoting your plans. Same goes for everything else. How? Well... this could be the subject of another report... or a course. But I can give you a hint; Apply the same question in affiliate marketing where the customer asks:

“What can YOU offer that NOBODY else can do?”

This could be:

“What can YOU offer that NO OTHER AFFILIATE can do?”

How can you outsell other affiliates since you all promote the same product?

Many people mistakenly believe that once one gets a list, then s/he should just start sending email messages to his/her list and that's it... money will come.

This is not the case.

This is why I told you to create your newsletter.

You need to maintain communication with your audience.

And when the time comes and you need to promote a product as an affiliate, then again you need to offer something other affiliates do not offer.

Can you do that when you just rely on AdSense?

Can you do that when you are nothing else but an affiliate to various programs?

Can you do that when all you do is use Adwords™ and AdSense for making a few bucks per month?

Nope.

So how can you offer something others cannot?

And how can you do that by just relying on yourself?

The answer is Rule no. 3

Rule No. 3 Product Creation is the Key

Remember that Jack B did something that differentiated him from the crowd.

In Internet Marketing this is called “product creation.”

Study any Guru online and you will see that they all have at least 1 product to display. It could be 1 ebook, or 10 ebooks, 1 script or software or 10 scripts, 1 course or a seminar or 10’s of them...

Try to find 1 Guru WITHOUT a product.

There is none.

If you need to DO something different than what others do; if you need to offer something different than what other affiliates offer; if you want to create a business online, then you just need to create a product.

You need to create many products, actually.

Some of them will serve your business.

They will be your secret tools.

These tools can be sold, too.

Some other products will be gifts to your people.

Some other products will be the bonuses you will give as an affiliate.

And some other ones will be offered as JV contributions.

As said you need to play many roles in this market.

- Writer of a newsletter
- Creator of products
- Affiliate
- Joint venture partner

And then everything else.

All roles need to serve your business and your plan.

You cannot be a “sort-of” player in this market.

You’re either a player or you’re not.

You cannot just create 1 product and:

- Sell it online.
- Give it as a bonus to people that will buy Product P through your affiliate link.
- Contribute it to JV promotions...

Most importantly:

You cannot create a business that will pay the expenses of your kids in the university with just 1 product (unless you create a new hotmail.com.)

Remember:

You need to work with your newsletter NOW because this is the only stable way to increase the number of your subscribers; YOUR brain is your weapon that can make the difference from other existing newsletters. By doing so, you will rely on yourself for building your list. Since the list is the key, or one of the keys, you are doing it the right way.

Money comes through your products and the way you use them. You need many products because you need to play many roles in the market.

It seems you need to create an “empire” online...
How will you maintain this empire?

The answer is: Traffic.

Rule No. 4 Traffic is the Result, Eventually

As you can see, I am not telling you anything different than everything that has been told by others. This is a secret by itself: You already have what you need. What makes the difference is how you use that knowledge. The logic you apply makes the difference.

If you apply the “turbo” logic discussed here, then Traffic will just come.

Simple as this: it will just come...

How?

People will start talking about you and your newsletter.
They will also notice your efforts to make a difference.
They will appreciate the products you create.
They cannot miss you – because you will always be in front of them as a player in the market.

And then traffic comes.

Traffic from search engines through your pages, articles and products.

Traffic from search engines to your pages with your AdSense code.

Traffic to your blogs because people will want to know what you have to tell them.

This is “organic traffic,” and not anything else you may have read.

This is how things happen in the natural organic way...

And when you apply what you read here, you will not have to worry about any codes changed by the Authorities like Google.com, AdSense.com, etc. because you have nothing to be afraid of. You provide unique content; you provide them with your best content, the products and yourself.

Pure content and unique work cannot be banned by any Authority.

Epilogue

And this is how everything ties together...

I hope you enjoyed my “seeds.”

I had no intention of entertaining you, of course. 😊

Thus some of you may think I am an “old fashioned” marketer.

Yes, I am.

And this is what I am suggesting you become, too.

That’s part of a broader mental plan – which can be explained in the future.

I did my best to persuade you.

Time will show if I hit the target in your brain and soul.

Yours,

John Delavera

www.DelaverianMarketing.com