

May 17, 2009...

**...Will Change The Way You
Market Your Products**

FOR EVER.

I have a crazy prediction.

A **WILD** prediction.

One which some people won't believe, but then again, so what?

You don't need to believe in air to breathe, right?

You don't need to believe in gravity to keep from floating into space.

And you don't need to believe that...

May 17, 2009 is a day that will live forever in the hearts and minds of Internet marketers, and in fact marketers everywhere.

Believe it or not, it will still be the last day...

...the final day...

...of what I'd like to call **“Default Internet Marketing.”**

Default Internet Marketing is the methods and mindsets of marketing that we have been using up until now.

Imagine you and everyone else buys computers.

But there is no training on computers.

No manuals.

No teachers.

No textbooks.

No “how-to” books.

Nothing.

So we all muddle along with our computers, because we know we need them.

We know they will make our lives and our work easier, if only we can discover how to use them properly.

We figure things out the hard way, through trial and error.

Lots of error.

But we make some progress.

Guru teachers spring up to show others how to use computers, according to what they know and believe.

Sure, these teachers know more than many of the others...

...Yet they still know so little.

We all progress, we all get better at using them, but what we don't know is that *we've barely scratched the surface*.

Then, along comes the great creator of computers himself.

(No, I'm not referring to Bill Gates. He's the software guru, not the computer

creator.)

For our story, this computer creator is a mythical being.

Perhaps someone from another realm, *another world*.

He gives us **The Manual**.

This is the book that tells us EVERYTHING there is to know about using computers to squeeze every ounce of work and money out of them.

Suddenly, we realize how little we've known all along.

Just the first few pages of the book are a complete revelation to us.

The further we dig, the more we realize that we haven't known a thing until now.

Think about it.

We can't know how much we don't know...

Until...

We know it.

Kind of makes your head hurt, doesn't it?

May 17th we discover how little we've known all along about marketing.

This will be the **new way of Internet Marketing**, and perhaps of **all marketing**.

I can't reveal the name just yet, so let's call it...



“O” Marketing.

This won't be a step-by-step primer for newbies.

This won't be a simple “how-to” formula.

This will be **bigger**.

Badder.

Better.

Outrageously different.

Beyond anything you've ever seen.

Beyond anything you've ever imagined.

Why?

Why not?

I mean...

You've the right not to believe in what I am saying here, but you will NEVER know what you did NOT know about marketing, unless... you know it... Right?

But here's the shocker...

...it can't really be described as “new” information.

More like “rediscovered” information.

Some of this is hundreds of years old...

And even thousands of years old.

This knowledge has been used to rule civilizations and accumulate fortunes.

It's been used by a very small handful of individuals to rule the world.

And now it will transform the way we market online.

Listen: I know about the tricks we, as marketers, use:

“Secrets,”

“Only a few know the truth,”

“Will you be one of them?”

“Ancient scroll reveals ____”

“____ was not possible... Until today...”

“____ Secrets Revealed / Disclosed For First Time...”

I KNOW. I know you have many reasons to believe that I am just “playing” the same game here... **Do not make that mistake.**

Think of “OM” as a self-development & knowledge-rich course for Internet Marketers who possess OPEN MINDS.

Newbies can see it as a pinnacle of knowledge and skill to strive towards.

Newbies will feel shock and awe indeed. This is the point where marketing becomes almost effortless, because the marketer holds the keys to the kingdom. (Yes, the KINGDOM – that’s not a metaphor.)

Internet Marketing Pro's...

Well... Some Internet Marketers will thank me every day. Those who master “OM” will boost their business to ridiculous levels. Other Internet Marketers will mimic me – or at least try. Still others will say I am a lunatic – the “crazy John with his silly school,” as they attempt to undervalue their “competitor” and the knowledge of his school. And the rest will remain silent, wondering how they missed this knowledge, and why they can't think of something to add to it... and thus create their “version.”

You see...

“OM” is not just a course... **It’s me.**

So you can’t call “OM” a typical course.

In fact, it's quite unorthodox.

Not everyone will “get it.” (No offense to anyone – just the facts.)

There will be a few who are so rigidly stuck in their own beliefs, they'll see this but not understand it.

They won't be able to grasp it any more than a person can grasp a shadow.

But for most, for those with open minds, they will find that their eyes are finally, **for the first time ever**, truly OPEN.

This knowledge has been in use all around them for all their lives, yet they've never seen it before.

This will be a revelation of epic proportions.

Here is a note... call it a hint:

The Internet Marketer who wants to get customers from any place on Earth needs to be objective.

S/he should hold a respect for all religions and beliefs. (This goes without saying, I know.)

However, the same Internet Marketer **MUST** be aware of what is said for HIS or HER ethics, religion, etc. by believers of other regimes (political, sociological, religious, etc.)

That way, the marketer will be able to exercise a comparative angle in his/her knowledge for also being able to create something that is accepted by EVERYBODY, and ALSO to be able to DEAL with EVERYBODY...

I mention this for one reason...

“OM” is NOT for the FANATIC believer of **any** theory or school of thought. **If this is you, please do not participate.**

That's my single disclosure to you.

Back to the good stuff...

Why did I create “O” Marketing?

First, while I did create the name (the REAL name, not “O” Marketing) and assemble the information from the corners of the globe, I did not “create” the information.

Rather, I gathered it throughout my **lifetime**.

This has been a journey of love to fellow humans, full of adventures that could become hot best seller scenarios, an exploration of personal epic

proportions that has taken me - sometimes literally - sometimes figuratively - to every continent and many countries of the world.

It's my own "Raiders of the Lost Ark" story.

My own quest, to find this "lost" information and get it into your hands.

Frankly, when I began this quest, it was only for my own personal use. I have been using it every day since then.

But once I realized the absolute power of what I held, I could not contain it for just myself.

**This much power
in the hands of one person
is a dangerous thing.**

Thus, I have decided to make it available to you.

Through my lifetime experience I have come to the conclusion that the best way to transmit the knowledge, the right one and the true way, is with a **direct implant using brain surgery.** :D

Since that's impossible, I had to dig deep in my own brain and locate the core items of the knowledge that allowed me to act and compete with the giants of Internet marketing - and conquer my niche to become what I am today.

Followers who have been reading my messages since 2002, Crackers who cracked my "Delaverian Code" and people I deal with personally have managed to get glimpses of this knowledge.

So the best thing I could do was to accumulate that knowledge in a series.

That's how "O" Marketing was "born."

The core concept of "O" Marketing where everything started, is **that the "O"**

Marketer (OM'er) should not care at all if the beliefs of people around the Globe WORK or NOT for them or for anybody.

Faith produces miracles anyway, so if one believes that a rock can speak, it can happen.

The OM'er NEEDS to **know** those **beliefs**, though, in order to be aware of WHAT PEOPLE ALL OVER THE GLOBE believe in, and then be able to "speak their language" while applying his Internet Marketing skills and techniques.

“OM” gives a new mental shape to the brain of OM'ers.

It provides the power they need on which to base their marketing when applying the "Default practices of Internet Marketing."

OM is about the **collective conscience** that is generated in nations by **written** and **oral sources** (law and ethics) as well as by the specific political **regimes** of a nation and the prevailing **religion**.

The destiny of an OMer is to deal with 1000's of people effectively, so that **each one of his/her customers should feel that he/she speaks to that specific customer when sending a message**; or when selling a product, a service or offering a deal.

And that can be reached only by mastering “OM.”

The Default Internet Marketing can produce sales of course to IM'ers, but lacks in the correct **theoretical basis**.

People have understood today that their successes come from **within** and that **they do not need any Savior to save their financial life.**

People are unique and they must create their unique future.

Default IM turns them into **bees** that go from one flower to another and then

to another one without being educated in the why's and how's of the psychology of sales.

It's like the new car salesman who pitches enough people and lucks into a few sales.

He doesn't know **why** he got the sales he did, so he can't duplicate his success. And he doesn't know how many sales he blew, again because he doesn't know yet what he is doing.

Throw enough stuff against a wall, and something will eventually stick.

But is this any way to market?

What Gurus have not stressed to people is that **the product per se does not count at all**. It's the **mental effort** of the marketer to “persuade” the customer to order the product by transmitting the hope of success.

People buy hopes. Products, strategies, methods and marketing plans etc. are the “education” of the profession.

Think about this: Customers buy the same products. Some of them become Stars while some others do not. If the “default education” of the Internet Marketing Profession was enough, then EVERYBODY should be Rich.

But it doesn't happen that way.

Those that become rich and famous are those that DO something all others DO NOT DO, and this has to deal with the **deep understanding of the human nature of the buyer**.

“OM” comes to complete the TRILOGY of the Delaverian Marketing Course you will see offered soon.

You guessed it right: You can't and won't start with “OM” no matter how much you desire that knowledge right now. That would be bad – I'll

tell you why below.

There must be an order to the way knowledge is served.

You can't read Émile Durkheim if you haven't first read the Basics of Sociology. Believe me: you will read the text, you will understand the words, but you cannot understand the text in whole.

You can't become an impressionist painter if you do not master first the Art of Painting, starting from the Basics.

And you can't understand and more importantly master "OM" if you start with it.

The Delaverian Marketing Course coming on May 17, 2009 begins with...

- a) **The Delaverian Code:** The target is to light up the inside of your brain and make you SEE what you cannot see right now. Yep – you are blind, and you don't know it.
- b) **The Delaverian Marketing Method:** The target is to allow you to practice the knowledge of the first level and make money by using specific Methods, all targeted to product creation and supported by affiliate marketing.
- c) **"OM"** – where the target is to become an OMer: a Guru, with the mental meaning of the word; a personality customers love and adore and people respect and admire. A New Human.

Normally "OM" should be sold for no less than \$100,000 – Consider it a Masters Degree In Marketing. There should be a limit to the number of holders of that knowledge, because...

...if "OM" is applied by an evil person, that evil person will be capable of manipulating the masses in an evil way.

Yet the evil person could very well be the one with the \$100,000, and so the plan is to get it into many hands, thus ensuring that there are enough **good**

people schooled in the ways of “OM.”

The good will be able to keep an eye out of the bad, thus ensuring a self-monitoring system, and a balance that keeps the world in order.

Mastery of “OM” is like the mastery of the mysteries of the Universe.

The same mysterious knowledge that led people to reach **Goodness and even become Saints, (Gandhi, Mother Theresa, etc) was used by others who preferred a different path of ruthless execution, thus becoming **monsters**. (Hitler)**

I can give the knowledge to you in the right order, but can't dictate which path you choose.

I can only hope it is the right one, since that is the one that will lead to happiness and fulfillment.

Not to mention ridiculous amounts of prosperity.

John Delavera

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