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Internet Marketing Wisdom & Common Logic



I Have A Vision” By John Delavera

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About the author

Leaving behind promising careers off-line, John Delavera was first introduced to the "computer world" in 1982 and welcomed the challenge of a brand new world called the Internet in 1994. He started his online adventure as a web engineer, studying the inner workings of the World Wide Web and developing new solutions that marketers could use.

When affiliate programs were launched a couple of years after the Internet's debut, John Delavera used the knowledge he had gained about the web to quickly become one of the most successful first generation affiliates.

The concept of automating tasks and offering solutions that could boost online sales inspired John to establish his Turbo line of products, a series of solutions and informational materials that provided the user with the most effective results in the least amount of time - hence the name "Turbo."

He made his mark as a solutions publisher when he released the TurboReferer, a script that introduced and fully automating the idea of providing affiliates with Bonuses as incentives for generating more sales centralized the many aspects of Internet marketing at that time. He then continued to produce "turbo scripts" one after another.

His appointment with his future was placed in December 2004 when he ran one of the biggest Joint Ventures' Event – the first Santa Deal Time - which catapulted John Delavera to the status of an inventor and a visionary in the industry.

The product that defined, and continues to define, John Delavera is the JVManager, a total solutions package for online enterprises.

The JVManager (now: Fantasos) is a powerful program that centralizes and automates all the processes involved in the operation of an Internet business. Many online marketers claim that it is the only product that they'll ever need to run a successful Internet venture. John Delavera's commitment to the product and to its customers has earned him the moniker "Mr. Over-Delivery."

John Delavera is also the mind behind TurboMembership.com, one of the Internet's biggest membership websites focused on Internet Marketers. With close to 20 modules, new and exclusive PLR products per month, and access to thousands of products via the "Vault," John has taken every step to ensure that TurboMembership will offer the same "complete" experience that the JVManager is very much known for.

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

John Delavera is very well loved in the Internet marketing community. His members and subscribers look up to him as a mentor and as a friend, one whom they can always rely on for the needs of their respective businesses. One of John's philosophies is this: "what you can do right now, DO right now – and do more." John also orchestrates the most responsive and responsible online help desk in the Internet Marketing industry today, which is well known for the support it provides to all products that bear the "turbo seal of quality."

John Delavera's philosophy is encapsulated in an interactive tome aptly entitled "The Delaverian Code." Among the methodologies he promotes are automation, centralization, and proper delegation.

These 3 components, when sprinkled with innovation and industriousness, are the key elements to online success.

For 2008 and onwards, John Delavera has committed himself to focus on teaching. With his mentoring program in full swing, he has set his eyes on helping his students succeed in the online marketing arena.

John Delavera is an inventor of hundreds of Internet marketing solutions. John Delavera is a writer of many online business treatises.

But most of all, John Delavera is a friend to every Internet marketer who needs a helping hand.

Notes By John

About this article

I wrote this article on **May 24, 2003**

The article says it all, but I'd like you to remember this:

The vision was STRONG indeed... But I had no idea how it'd become true – no idea at all. In fact, many instances of frustration existed afterwards, but the vision was there.

I know that on 2003 I was an Internet “wanna-be” marketer, and that today’s “wanna-be” marketers share -somehow- the same vision.

The answer to the question on how to delete the “*wanna-be*” character and become a real Internet Marketer has been given by [Aristotle](#) thousands of years ago.

And I'd like to share that answer with you...

“First, have a definite, clear practical ideal; a goal, an objective. Second, have the necessary means to achieve your ends; wisdom, money, materials, and methods. Third, adjust all your means to that end.”

Once I wrote that article I realized one crucial thing: ALL the answers I needed had already been spoken by great minds throughout the ages. Aristotle was just one of those great minds.

My vision as a *goal* and *objective* was not enough. I needed the *wisdom* too. Instead of collecting secrets from “Gurus,” I decided to focus on the ancient wisdom and decode it.

All the products that followed that article worked only for one reason: to get the *money* and the *materials* needed for affording my vision and applying the *wisdom* into marketing.

Most importantly, I adjusted all my *means* to that end: to reach by Big Land or Big Island (as you will read inside other articles too) by using what it turns to be: **MY METHOD**.

The outcome of my efforts can be seen online. However, what you see online are the RESULTS, I'd say the EXTREME RESULTS of my Method through a series of EXTREME ACTIONS.

And my method is offered to VERY FEW people.

If you are one of them, then you know.

Enjoy.



I have a vision.

I know I am not that Big to have such a vision, but this is my vision.

I want to retire from my morning job and deal with Internet Marketing only. I like to create websites, love to plan new products, am passionate with the promotion of good products and services, am able to write html code, am able to create good graphics and clipart, am able to read cgi and Perl code, am able to invent things, and sometimes can predict my future.

I have this incredible vision. And I am going to make it a reality. I started working on this ten months ago. I have been studying and testing things for my vision since 1994. I know I am not an amateur, but even if I were, I should have the same vision, because I have the will to make it come true.

I have this amazing vision. And that vision makes me feel good - even when I feel completely alone, even when I get hate mails from people who want the easy solution for becoming 'tycoons', or even when I fail while testing new ideas and viral marketing tactics, even when I lose subscribers because of my mistake of sending too many "Alerts" in a particular week. Do you think I don't know it? But I prefer my subscribers to have a vision too, instead of being aristocrats (believing they have won what they haven't worked for.)

My vision makes me feel good because I realize that this vision is my vision for this 'current life'. I do not think there will be anything else I'd like to do, since only when working for this vision do I relax, feeling 'completed' and satisfied - like having a mental orgasm. My vision is what I live for and if I do not make this vision a reality in this life, then I'd need to be re-born in order to make my vision become true in my next life - if that'd be possible.

I have a vision and I love even the idea of having this vision. My friend Michael started calling me 'web-tycoon' before even understanding that I have the power to implement my vision. Michael knew me better than I knew myself. I do not know if I ever will become a memorable Internet Marketing Guru. I do not know and I do not care. I live my vision and that's enough for me. Money is not the target; it is the MEANS to make my vision come true.

I have a vision and work like crazy for it. It's my 'drug' and I don't need any cure. I am a workaholic, yes, but I enjoy what I am doing. Whenever I finish a project, I have already started a new one, and this continues all day long. That makes me wake up in the morning and smile, because I know I 'DID' something last night. I ADDED something to my vision, and perhaps, made me even closer to my vision.

I have had this same vision for the past four years. I had the same vision even when I was not able to make just one affiliate commission. I had the same vision even when nobody knew who I was and I had the same vision even when I was completely wrong in the actions I took to implement my vision. Now I know that I don't know everything, but I know that everyday I am learning many more things than I did yesterday.

I have this lovely vision and am not afraid of admitting it. I know it's difficult to see it coming true but I know it'll. I know it because I now know that the System works and I also know how it works. If you can earn \$100 per month as an affiliate, you can earn some thousands of dollars by creating your own product. That's the System and that's how the Internet works. I love my vision because the marketplace of the Internet is huge. I am a Global Citizen. I feel like an Internet Marketer and I feel like a citizen of the World.

I had this vision when no one believed in me. I had the same vision even when my parents, my wife, and my friends were feeling frustrated by the fact that I was 'playing' with the computer for so many hours. Now I laugh and now they support me; they give me the time I need and they feel good when I hit the keyboard like crazy because they NOW know that when I hit the keyboard, 'I am working' - for my vision.

I have this vision and sympathize with all people who do not understand the way Internet Marketing works and don't want me to teach them how it works. I learn from others' mistakes. I do not complain because I know I am learning something new every day.

I have a vision and my vision is not unique. Since I started working for it, I've met people that have made the same reality that I want to achieve. I study them, I sometimes copy them, and I know I follow the right trails they leave. Some people with the same vision believe there is a SECRET and they ask the Gurus to learn this secret from them. There is a SECRET. It's this: THERE IS NO SECRET. I could not believe it at first, but as I'm becoming closer to my vision, I realized this rule, this truth: YOU and ONLY YOU are the one that will create YOUR own life and your future according to what YOU can do better; thus the secret is inside YOU; just follow your heart and your mind.

I have this vision and I can see it becoming true. I would never have believed I'd be able to do such a thing because I had been thinking that people would laugh at me. That was wrong. When you know where you're going, other people allow you to pass and they even prepare the road for you. Your worst enemy is your inner self – no one else has the power to kill your vision. If your inner self is an ally to your vision, then you are afraid of nothing.

I have a vision and I am going to make it come true.

What's YOUR vision? What do YOU have to say?

John Delavera