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Internet Marketing Wisdom & Common Logic



Be A Shakespeare Of Your Kind

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

The article talks about EXCELLENCE in your life.

I use to say to my people that if they do what everybody does, then they get the same results as everybody.

Since only 5% of Internet Marketers survive online, you need to target that percentage and you can do it ONLY if you PROGRAM your mind to seek EXCELLENCE in life.

The answer to the question what Excellence is has been given *again* by [Aristotle](#) thousands of years ago.

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

“Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but we rather have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit.”

Could you please remember that?

Excellence ... is not an act but a habit...

And welcome that HABIT in your life.

How?

*“Excellence can be obtained if you:
...**care** more than others think is wise;
...**risk** more than others think is safe;*

*...dream more than others think is practical;
...expect more than others think is possible.”*

Care-Dream-Risk-Expect...

That’s the Quartet of Excellence.

Excellence will make you a Champion.
It takes time though.

As put by T. Alan Armstrong:

“Champions do not become champions when they win the event, but in the hours, weeks, months and years they spend preparing for it. The victorious performance itself is merely the demonstration of their championship character.”

The “championist character” is something you can cultivate minute by minute, day by day, year by year. You can start today by **ACTING** instead of **TALKING**; By **DOING** instead of just **THINKING**.

No matter what your intentions are you will be remembered **NOT** by what you have **SAID** but mainly by your actions and also by your omissions.

As Confucius said:

“A superior man is modest in his speech, but exceeds in his actions.”

By working on **YOURSELF** and on your new habit, you will see that you will start seeing things on a different perspective, through a different angle. You may see **COLORS** where others see a gray scene... you may feel **VIBES** when others feel nothing... You may

see SOULS expressed by words, when others see just text... Because excellence is in the *details* as Perry Paxton said.

“Excellence is in the details. Give attention to the details and excellence will come.”

Thus since “excellence will come” you just need to CONTINUE seeking the excellence, practicing excellence in life and focusing on the details... Those that do not reach excellence in life are the ones that “cannot wait.”

Start with simple things and apply the logic to every aspect in your life and business. Care about your people, always dream about your arrival to your Big Island, Risk where others do not dare to and have great expectations from yourself and also from your trusted people.

“If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude.” - Colin Powell

By programming your mind to accept and act on excellence you can FOCUS on your dreams better too. The path to excellence starts from what you love doing in this life. As said by Chris Evert:

“Find something that you're really interested in doing in your life. Pursue it, set goals, and commit yourself to excellence. Do the best you can.”

“Do the best you can.”

Be a Shakespeare of your kind in this life.

There is no need to SEARCH for ways to apply excellence in life and into your business, because

*“Excellence is doing ordinary things extraordinarily well.”
John W. Gardner*

Lastly embrace PASSION in what ever you do both in life and in your business. Passion is contagious and your people will feel it in your words and will also feel the same passion.

Because

“If there is no passion in your life, then have you really lived? Find your passion, whatever it may be. Become it, and let it become you and you will find great things happen FOR you, TO you and BECAUSE of you.” T. Alan Armstrong

(Quotations by <http://thinkexist.com/quotations/excellence>)

Do your best and continue from where others stop – walk your further mile on each trivial task and focus on details; do everything with passion and care to differ from but also care for others.

Seeking Excellence has been a crucial aspect of my method, and my method is offered to VERY FEW people.

If you are one of them, then you know.

Enjoy.



Be A Shakespeare Of Your Kind.

Have you seen "Shakespeare in Love?"

It's "one of the best romantic comedies of recent years" according to a BBC's review.

It's a story on 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 a 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...

Think about it... 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 1000s of words easily, with just 1 click, spoil his inspiration??

I do not 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. *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.

That simple? Yes, 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. I do not assume here. 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.

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 your "Big Island" you know... But the Island IS there. It's *YOU* that cannot see it - now. It's YOU who believes that you cannot reach it.

You may feel exhausted been in the "sea of your failures" for ages without "food and water." You may feel that the "end" is coming.. But if you manage to control your feelings, put them aside, make A difference and go FAR beyond which you expected in YOUR sea, then you will see it clearly...

It's not the END that will come.

It's your Big Island ... just beyond the fog...

Be a Shakespeare of your kind.

Write your story in this life.

If you do what you want and 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 - some times.

Be memorable.

Be 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.

Believe it or not, it's that simple.

John Delavera