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Are You Sure You Can Handle The Sad & Ugly
TRUTH About Internet Marketing – AND Be
Part Of It?

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Red Label Royal Jelly Report ???

What Kind Of a Report Is This?

“Royal jelly is a honey bee secretion that is used in the nutrition of the larvae. It is secreted from the hypopharyngeal glands in the heads of young workers and used (amongst other substances) to feed all of the larvae in the colony, including those destined to become workers. If a queen is needed, the hatchling will receive only royal jelly - and in large quantities - as its food source for the first four days of its growth, and this rapid, early feeding triggers the development of queen morphology, including the fully developed ovaries needed to lay eggs.”

Source: http://en.wikipedia.org/wiki/Royal_jelly

You may read various ebooks, watch unlimited videos, attend several courses for some 1000s of dollars: Squeeze that knowledge from EVERY RESOURCE available today and you get this report... This is the ROYAL JELLY of the information you need to know about AdSense and Adwords.

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- ❑ Are Short: You get only the “Royal Jelly” of the information needed.
- ❑ Are written personally by John Delavera.
- ❑ Are 100% Unique: You don't get recycled information.
- ❑ Can be distributed freely: Everybody can get the benefit of the “Royal Jelly” of the information included to the report.

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Prologue

I must admit it:

I enjoy dealing with COMPLICATED systems, trying to automate things, dealing with challenges, inventing and innovating.

Some times I even feel quite *bored* to deal with *simple* solutions. And then I discover with much surprise that what **I** treat as “simple” is a virgin era and a difficult concept to be “consumed”/understood correctly by many of my subscribers and customers.

This is the purpose of this “simple” report. It’s only a few pages but the knowledge is **DISTILLED**. Study the Report, APPLY the knowledge and discover your own way of dealing with the sad and ugly truth about Internet Marketing.

Enjoy it!



John Delavera

So...

Are you sure you can handle the TRUTH?

...

I have concluded that people need **illusions.**

No.. no...

It's not just my conclusion.

It's a **FACT**.

**People
NEED
illusions.**

Before proceeding further, allow me to make the following statements:

- When I am talking about "people" I mean: the **masses**. Since my target group is "Internet Marketing," then "the masses" is translated to be the majority of all the "wanna-be-marketers."
- **I do not feed people with illusions.** However, saying that I am not that type of marketer is not enough and many of you may not believe in me, either. I cannot persuade you about my ethics. I cannot plant respect, honor and trust. All I can tell you is to ask about me in the forums, study my writings, and ask MY people what they think about me. And then you can judge for yourself.
- Lastly: MY people are the MINORITY of the MASSES. While "people" in general represent the online masses in this message, my people are the minority of that population. Thus, when I refer to "people" I am NOT referring to MY people - of course.

So... I want you to understand that **people PREFER to live in the world they have created in THEIR minds** or in the world **OTHERS** have created for **THEM - illusionary** worlds, than living and experiencing the

REAL online world and also confronting and coping with their abilities and disabilities.

And also:

People, **the majority/the mass/the wanna-be-marketers that like/want to live in illusionary worlds, give birth to millionaires.**

If you know how to deal with the masses...

If you know what to offer to the masses and how to offer it...

If you know how to manipulate the masses, then you are going to be an online millionaire SOON.

I mean it and this is 100% true. **Feed the masses with the illusions they need, want and desire in their lives, and you will rake in profits - very soon.**

While the above "facts" may be considered big statements with no scientific reasoning or documentation, I dare to ask you to accept them as the obsolete TRUTH if you want to **save time and money** - and also maintain your sanity online. In all cases, I warned you. You either believe what I am saying here or not. If not, then you can live in your own illusion. I respect it because I know you need it.

I'll give you an example...

A marketer announced his KILLER membership site where he teaches people how to use "SYSTEM A" and generate 100's and 1000's of 1000's of dollars online.

Haven't you seen that "KILLER offer" online MANY times? I am sure you have. It's an offer you will continue to see many times in the future, too. It's the skeleton of any offer...

"How to use "SYSTEM A" to generate a fortune."

Just replace "SYSTEM A" with any system or marketing strategy and you can see this deal offered to you many times - now and in the future.

Back to our marketer.

That marketer made a mistake and created a PDF file with a "real" example. On this PDF file he explains how a teenager managed to create a sales letter by using a product he acquired rights to. He further explains how that teenager generated a 4-figure profit in just days.

And then the marketer concludes:

"It was my system that allowed that teenager to have those results. And if a teenager can do it, then anybody can do it."

That last phrase is the KEY to that illusion.

"If a _____ can do it then anybody can do it."

Replace _____ with...

- ... pizza man
- ... truck driver
- ... mom of 10 kids
- ... ex-student
- ... college dropout
- ... teenager
- ... grandma

and you have your **KEY** for the **illusion** PEOPLE need.

Why?

Because **the people that need that illusion represent the majority** online. In fact, the majority of those people are...

- ... pizza men
- ... truck drivers
- ... moms
- ... ex-students
- ... college dropouts
- ... teenagers
- ... grandmas

...and so on...

Thus **THOSE marketers who send this subliminal message to THAT mass of people, make the mass their customers; and rake in profits.**

Where is the illusion here, then?

The illusion can be traced when you know what the reality is.

In our example... what the marketer did not tell people was the **WHOLE TRUTH**:

The teenager who generated a profit in just days **NOT** only used his system but also and **MOST IMPORTANTLY: that teenager's mother was a friend of the marketer...** So when the teenager created his site, his mother and her friend, the marketer, **sent messages to their lists.**

And that was it.

In case you have not yet grasped the illusion here:

The success of the teenager's product/release **was not justified by the system** he followed. It was justified by the **mere fact** that his product was **promoted** by his mother and her friend, the marketer.

I will try to explain the illusion again in a simpler form - the simplest I can use:

- Get ANY product you want.
- Create a good sales letter - a **KILLER** one I'll add.
- And then send a message to 10,000 people.
- You will have a profit in a few hours... a bigger profit in a few days... and you will have much more money in your pocket if more messages are sent to more people by more JV partners.

The illusion in our example was:

*"If a **teenager** can do it then **you** can do it, too."*

The truth is:

Any product with a respectable sales letter can generate profits if it is promoted to 1000's of people.

To simply put it:

Send traffic to a good sales letter and you will get money.

That's it.
Nothing more.
Period.

If you do not know how to send traffic to your sales letter re-read my [Royal Jelly Reports](#).

So... if the truth is that simple, how did that marketer's system have that **effect** on people?

The ugly answer is that the marketer **sold the hope** to the masses. **And his offer did well because not only was THE MASSES his target group, but also because he COULD send TRAFFIC to his offer.** He could send HUGE traffic to his offer - and to any offer. As said in my Royal Jelly report #1: **everything is a matter of numbers.** Nothing else.

Thus, the masses... those teenagers, moms, older people, newbies, etc. **saw THEMSELVES inside his sales copy.** They felt that THEY had every chance to repeat a system that was used by "*someone like THEM*" and thus replicate it and "rake in profits." The masses preferred to live in that illusion instead of accepting the mere (and ugly) truth:

You can create the BEST product online.
Without traffic you get Zero dollars.

And that truth can become uglier - in case you haven't noticed it:

You can create ANY product online. Write a good sales letter, send traffic to it and you will generate money. Send HUGE traffic and you can generate a fortune.

IT IS THAT SIMPLE.

The masses cannot accept this sad and ugly truth because:

TRAFFIC is the Holy Grail of Internet Marketing. It has always been and will always be the holy grail, forever and ever.

It feels better and easier to live in an illusion that says:

"Follow my system and you will rake in profits."

...instead of recognizing and **coping with your abilities and disabilities** when trying to answer this question:

"Can I send traffic to my site?"

Furthermore and much much deeper now...

The WAYS to send traffic to a site are SPECIFIC.

It's not any kind of magic.

It's simple...

You need to work on specific ways, methods, etc. and traffic will come 100% of the time.

I feel I repeat myself here, but I need to do it for clarifying the simplicity of what I am saying...

You can send traffic to your sites through:

- Search Engines
- Joint Venture partners
- Affiliates
- Forums
- Social bookmarking systems
- Community systems
- Pay per click systems
- Paid ads
- etc.

ALL the ways are explained in the following resources:

- [Web Traffic Explained](#)
- [Web Traffic Explained – Volume 2](#)
- [The Barking Videos](#)

However, the resources mentioned above **DO NOT act as MAGIC keys** in any way... You need to remember that **ANY resource** on traffic generation, that is: **any** ebook, tutorial, etc. serves only 1 purpose. To teach you where you can find the systems you can use in order to send traffic to your sites.

Even a resource that costs you 1000's of dollars cannot GUARANTEE to automatically send/generate traffic to your site. Moreover, it can't guarantee that you will make any sales, either. This is why Earning Disclaimers are placed on all sales pages.

The results are UP TO YOU.

(Can you live with that FACT?)

Back to our example and the masses.

You may be wondering...

Was "SYSTEM A" offered by the marketer a scam or not?

Surprise!

It's not a scam.

On the contrary: it is a respectable **source** of specific information on how to send traffic to your sites through specific ways - the ones used by the marketer.

However, nobody can guarantee you results. And FEW people viewed that product as a resource. Masses accepted it as a SOLUTION for instantly generating an online empire.... There is a BIG difference here... And as said, this is the ugly truth.

MY turbo people know that, and can live with it. **They work on their success while at the same time being fully aware of the illusions offered all around them.** *Or at least this is what I want to believe in.* ☺

I will give you another example.

A few days ago I saw a video.

In it, a young man was saying that he just started marketing online, and he's already generated over \$10,000.

How?

With "SYSTEM B." I visited the site of "SYSTEM B."

The creator of that system was illustrated in a nice photograph next to a swimming pool with his glasses on and his laptop on his knees.

The sales page was AMAZING. I was about to hit the order button...
But before doing so I followed my own advice.

I re-read the sales letter....slowly...

I tried to **distinguish** what was he talking about.. You see, the offer was SO good but at the same time TOO vague. It was the perfect general description:

"Use my system and rake in profits."

I tried to **discover** what his system was.

Fortunately and thankfully for his ethics, this marketer stated several times on the sales letter that you should not order his system if you did not have the will to work at setting it up. Most importantly, he wrote, *you should not order if you did not have \$2000 to invest during the first month.*

That was the clue I needed.

I re-read the sales letter more carefully.

The marketer was saying that he would provide you, the customer, with *all of the ADS you would need to use in order to bring **TRAFFIC** to **his** system - and thus, generate the promised money...*

Viola!

The statement that *"at least \$2000 is needed,"* and the keyword "ADS" were the keys to unlock the illusion.

The illusion was:

"Anybody can replicate the system I use."

The truth was:

"Send traffic to the system I show you, and you will get the same results. And that traffic costs at least \$2000 for the first 30 days."

This marketer was ethical enough to spread the truth inside his sales letter. But again, the truth was hidden in the sales letter so beautifully that **the masses should first be fed with the illusion** ("anybody can do it") and only the minority of the visitors would grasp what his system was about.

I did not order that "system" because I could predict what it is all about.

As said: send traffic to a killer sales letter and you will generate some money. Send huge traffic and you will generate a fortune.

The question again is: Is that system a scam or not?

Of course not. It is a system that may work for you if you invest time and money in it.

But in all cases, it should be considered as a RESOURCE and not as a panacea.

Systems that work for specific marketers exist all over the web. Some of them offer good tutorials on how to replicate the success of those marketers by using the same systems they used. But the answer to the question "*Will I have the same results?*" is up to you - and it always will be.

People prefer to live in an illusionary world by believing in promises of quick profits in just days or a few hours.

You can create a killer sales letter that will sell only this:

"Buy my secret manuscript where I explain how I created \$500,000 online and you can rake in profits in 6 months!"

Then sell that ebook for \$47.

You will have 100's or even 1000's of customers.
Send huge traffic and you will get millions of dollars...

Do you think that ALL of those customers will rake in profits in 6 months if they use the system you used? **No way.**

People love believing in illusions.

Try this instead: Tell them...

"Become a member at www.turbomembership.com, and I will give you everything you need to create a stable online business. But you have to work to achieve your goals."

"Work???"

That word will make people surf away from your sales letter at warp speed.

But this is exactly the phrase I use on the sales letter of my [turbo membership](#):

"You have to work to achieve your goals."

Why?

Because **I want MY people to live in the REAL world, not the land of illusion.**

You have to **educate yourself** and see how the system works. You need to know **ALL** the ways that can send you money. You need to explore all the methods that can send traffic to your sites.

And then you can **DISCOVER YOUR FUTURE.**
Few marketers say that. 😊

So... What am I telling you here?

That everybody is bad and I am the good guy?



Of course not.

Am I telling you that my membership is the only membership you need and that all others are a scam?

Of course not.

I am only telling you what I have explained at 888code.com

**"As you climb the ladder of success, be sure
it's leaning against the right building."**

I am telling you that you need to distinguish the illusions offered online.

I am telling you that there are 2 ways through which you can become a millionaire online today:

The **easy** way, in which you will be feeding the masses with illusions.

And the **hard** way through which you will offer your people all the **help, tools** and **knowledge** they need in order to **discover themselves** and be able to see what they can do and how to create their own unique online destiny.

I am telling you that I preferred the hard way of marketing and that I am fully aware of it.

Am I right? Yes.

This is what **my** people say.

Of course, you will find many many "others" saying that what I offer is complicated.

What those "others" do not understand is that **THEIR future is complicated** indeed, and I am glad to work as an **instrument** for them to **discover** this.

What those people do not understand is that **they are very reluctant to accept their lack of knowledge** of things **they need to know** in order to succeed online. In a "fight or fly" situation they prefer to fly.

What most people cannot distinguish is **the difference between a school that creates character and a system that can bring in short term money.**

If you work on the formation of the right character of yours, you will be able to deal with any kind of marketing and succeed. If you know how to master Internet and viral marketing, you can do anything you want. And believe me, this is not an illusion.

If you learn how System A, or B or Z works, YES you can make some money online, but the lack of OVERALL knowledge will never allow you to establish a stable online business. Again, this is not an illusion and thankfully my people know it.

I will conclude my rants with one last example.

A few days ago I ordered a subscription from someone for a service he offers.

I later recognized his name.
He had been a Turbo Member for a couple of months.

So...

His offer was good and the proof of it was that his offer convinced me to buy it.

Once I subscribed (the service costs more than \$600 per month) I tried to see how to automate the monthly delivery of what he offers. I saw that he (the seller) did not have any management system in place. So I suggested that he use one of my scripts. He agreed with me and bought it. Then he tried to install it. A complete mess.

My turbo members would have installed the script in less than 5 minutes.

Unfortunately for the seller, he could not install a simple script. He told me that he was not good with scripts.

I told him that perhaps THAT was the reason he stopped being my turbo member.

On the contrary, he answered. "I just did not have the money."

That was an illusion, though. **We can have the money to get anything we want.** As it has been stated in a very clever sales page: *"If you do not have the money, then I am sure you can get it from your friends, Mrs Visa and Mr MasterCard. They can do it for you since you can pay them off after 30 days and keep all the profits you will get from that investment."* This is true as long as you know how to turn your actions into an investment. In fact I got the money from those same "friends" (VISA™ and MasterCard™) for supporting my online career, too, when I was Mr Nobody.

So the money is not the issue and has not been the issue with that ex-Turbo Member, either.

The issue was that during that specific period of his life he could not cope with his inability to deal with scripts. And he preferred to run away.

However, by rejecting what was a pain for him at that time ("the continuous reminder of things we cannot do easily") he did not get rid of THAT disability at all. If he was persistent enough, then he could recognize his limitations and learn to overcome them, either by getting the knowledge and thus becoming "better" and more effective or by simply outsourcing the job to someone else who knows what he doesn't know.

By just running away from the situation he only won some temporary "relief" in his life and that was it. When he actually NEEDED the "missing knowledge," when he had to "deal" with SOLUTIONS in order to provide better customer service, he was not able to do that, because he had raced away from the challenge to EDUCATE himself months ago.

I installed the script for him and he found it amazing.
And now he can serve his customers in a more effective way.

This is just a TINY example that repeats the naked truth here:

You can find ways to get rid of the things that remind you of what you cannot do but you need to do.

You may be inclined to believe in illusions that promise you can do anything you want to do with little or no additional knowledge.

Or you can **do the work** and **grow**.

The choice is **yours**.

You either recognize **what you cannot do** and thus move on by discovering solutions (improving yourself or outsourcing the pain) OR you can prefer to be fed with easy-going systems that might possibly make you rich over night. You may even make some short-term money with those. **But you will not establish your reign as an online leader.** <= *re-read that.*

You either improve yourself or not.

You either master your destiny by fortifying your **character** with the elements all successful people have, or you resign yourself to living with the character you have right now and keep believing in miracles and the illusions offered everywhere on the net today.

Those who can see will see the points in this loooong message here...

Enjoy!

John Delavera

P.S. What you read here is just a small fraction of what [The Delaverian Code](#) offers.

P.P.S. You can also BRAND this report with your affiliate links and earn commissions when ever a sale is generated. Remember that you get RECURRING commissions for the Turbo Membership's subscriptions you will generate. [Click here to brand this Report.](#)

Appendix: Resources



DO NOT MISS THIS ONE

Turbo Membership by John Delavera

BEST MEMBERSHIP ON THE PLANET!

Not because I created it but because people say so. 😊

The Barking Videos by John Delavera

You get 14 videos with details on ALL the methods you can use for sending traffic to your sites. Plus you get MASTER RESALE RIGHTS and can sell the access to those videos.

ALWAYS USE THIS TOOL

www.StatCounter.com is the best and simplest counter I have ever used. It's free 100%. Remember to create your counter for EACH page you advertise through Adwords.

For **cheap domains starting at \$6.95 click here.**

For the best Autoresponder visit **Aweber**

The autoresponder service I personally use and suggest 100%

The Hosting I use **TurboWWW.com** - The **best hosting** you can get today included to [Turbo Membership](#)'s package.

And of course, if you ever need **the best e-commerce platform** there is **only 1 solution to TRUST**; [Fantasos](#) by John Delavera ☺

By the way...

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