

Welcome to TurboZine

Your Favorite Newsletter You Can Read All Through The Week!

“Relax... but not for ages...”

(Read more below on this...)

Guess who says so: John Delavera!

Read more quotes by John at www.TurboSays.com

New subscriber?

THANKS for joining us this week!

With Up to **58** testimonials, you bet this newsletter **rOcKs!**

Stay tuned and we'll have a good time!

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Some words from John Delavera

@ 11 months... No Turbozine...

Shame on me...

Latest issue of TurboZine was published on May 5, 2007...
Can you believe it??

Shame on me...

OK... I made a note once, that after the 100th issue you can somehow “Relax...” and send your ezine now and again...

It seems I relaxed for 11 months...

Shame on me indeed.

We all have excuses for anything, so I am not going to follow the norm here telling you:

“I can explain this to you...”

No excuses.

Shame on me.

BUT...

What I can really do is.. to tell you the story....

@ My comments for my Silence exactly 11 months ago

Here is what I wrote 11 months ago in the 123rd issue of this ezine...
Please pay attention to the bold & yellow highlighted text...

Silence Part 1...

*Did you notice that?
How “quiet” I am these days?
Why?*

Imagine you are in a room where 300 people exist and everybody is shouting. And imagine that from those 300 people, YOU want to listen to what I say.

*Would you be able to do that?
You could listen to me only IF I SHOUT.*

*This is how I feel. **There are many voices online today in the crowded room of Internet Marketing**... I can understand the frustration of newbies. Thankfully, if you are a **TURBO fan**, then you have the necessary strength to stay calm and proceed with your plans. I do worry about all newcomers though.*

***This World Wide/Wild West/Web has become dangerous to those who want success in 1 night because there are tons of marketers that promise and sell this exact promise.** It is not easy to focus when you do not know where to focus on.*

***So I decided to stop talking as much and prepare the Big BANG instead**... I'll break my silence when JVM2 is released. Yes, I know... I had promised a release back in September 2006, then in November, then it became January 2007.... I can hardly see JVM2 online in March. While I cannot promise a date, just rest assured that it is worth waiting for.*

It's time to finish the competition ;) for good.

Today's Notes:

I cannot imagine I wrote those things 11 months ago...

*“I broke my silence indeed” by releasing [Fantasos](#), that was voted as the best “Internet Marketing Script of 2007” – but the AMAZING detail here is that I mentioned the words “**Big Bang**...”*

Because eventually this is going to happen on May 17, 2008 – and I had NO idea about that when writing the lines above!

Great Synergy of Universe in action...

Write down this URL: www.TurboBigBang.com

Apart from that note, believe it or not, I was feeling the same way for the last 11 months...

“Too many voices” and I could not SHOUT in order to be listened.

So I preferred to allow my actions SPEAK for me and for themselves too.

Excuse?

Nah...

Just the facts. Really.

I had been feeling that I told you everything I could tell you...

But again, I do feel sorry for NOT publishing a TurboZine for the last 11 months.

Here is why...

@ Keeping a Diary is a GREAT thing to do...

TurboZine has been my Diary.

There has been an amazing journey since 2002.

And I too find myself smiling when reading TurboZine's issues... There are things I hardly remember – given that I am getting older too ☺ so TurboZine is a great story to read – for me too.

The problem is that there is no “professional” archive of my past issues.

So here is what I decided to do...

@ Smoking Copy – The Best of Me

I decided to get the best articles I have ever written and make them videos.

Believe it or not, each video you see at www.SmokingCopy.com costs approx. \$500 – and the cost is LOW because...

Mmm... I have so many things to tell you today, that I fly from one subject to another...

I'll tell you why the cost is low later on...

For now: Be ready to see most of my best articles transformed to videos at www.SmokingCopy.com – Watch the videos and most importantly, download the PDF file that accompanies each video, because I add some great notes inside for each of my articles. Here are the first 2:

www.smokingcopy.com/video01
www.smokingcopy.com/video02

Next...

@ John In Amazon? One day...

I want to create a book with the best articles I have written.
I mean a physical book to be sold in Amazon.

And thus I shall fulfill my dream – “to become a writer...”

Vanity?

I do not think so. Just a way to summarize the knowledge I can pass to you.

The point here is that if you get all the articles and make them a story, then you have a complete marketing method to follow online.

I do understand that motivational articles do not offer a marketing “method,” but there are other articles you have already read that are still fresh because of their content.

I shall give you some examples...

Remember the “Is the King an Idiot?” article?

I was telling you about my discovery on that time: all Gurus INVEST to a great autoresponder system and the best autoresponder system “was” (by the time I was writing that article) Aweber.

Well... Aweber still IS the best autoresponder system.

Who could have imagine on that time, that 5 years later I'd run a private label version of Aweber at www.TurboAutoresponders.com

The following articles are some other examples too:

Your One-Line-Only Marketing Plan on 12/27/03

Advanced Tracking Tactics 11/16/03

Allow your visitors to steal your 'property'... on 11/16/03

TROOPS! - This 'recipe' can change your life! on 10/27/03

Five years later, their content is fresh

- and those are SOME of the articles published on 2003...

I have been thinking about this while planning the event of May 17.

As you will see, May's event will also mark the simultaneous launch of many sites...
like:

www.SmokingCopy.com

www.ContePass.com

www.TurboMassMedia.com

and each site has a reason for its existence.

I told you the reason for the Smoking Copy site.

@ ContePass.com

With the nickname "Conte," ContePass is my answer to the "Content Management Systems." I use this term for Conte instead: **"Content Membership Solution."**

My position is that while content is the King online, we use content for generating sales... Thus, while Joomla and other CM systems are great, I believe they offer TOO MANY options to people, and that makes many people not using those tools.

This is where Conte differs from all the existing solutions.

With Conte you will be able to manage your content easily with 1 purpose in mind: to sell that content.

I hope you have already seen the first video released at

<http://www.contepassdemo.com/demo01>

Conte will be your "handy" tool.

If you are a newbie or just a starter or if you are not a friend with “HTML” and “FTP” procedures, then Conte will be your good friend. You can use Conte only and manage everything without the need to use any extra tool, any HTML editor, FTP client, etc.

If you are an advanced user, then you can easily give birth to 100s of content pages and also to “content membership” sites.. You do know that membership sites are at HOT subject today, right? Well... with Conte, running a content-membership site will be a piece of cake.

If you are a Fantasos user then Conte is the little brother of Fantasos that will soon grow up and become a “beast” – the same way Fantasos started from JVManager, years ago.

In fact, ContePass is something I devote to my mentorees and also to friends of mine that needed the easiest tool in order to equally compete with Gurus. With Conte, there will be no “I cannot run a website” excuse... I wanted to offer something to ELIMINATE those excuses; while they were acceptable indeed (HTML is not the easiest language to grasp,) they were also halting the progress for some of my people.

So now, you have everything.

www.TurboMembership.com for products you can sell and promote,
www.JVManager.com (Fantasos) for the best ecommerce platform you can use,
www.ContePass.com for the easy creation of your websites and also of your membership sites...

The only thing YOU NEED TO DO is to create your sites, and send traffic to them.

Working on that too through...

So...

Do you want to know why is that cost for the Smoking Copy videos quite low?

@ Mastering Camtasia and Sony Vegas Studio

That’s the answer...

I am learning how to use Camtasia and Sony Vegas Studio.

I shall tell you what the differences are.

Camtasia is the best tool you can use for creating videos with “shoots” from your computer. Some examples are:

Tutorials: You can start Camtasia and tell people how to do things into their computer by recording your actions.

Slides: You can use PowerPoint, create your slides and then shoot them with Camtasia.

Etc.

Camtasia (www.techsmith.com) is an excellent tool.

I decided to learn how to use it because MONTHS ago I realized there is no way back... The road is just 1 and the sign says:

“Master Video Marketing.”

You can see it all over the Net.

Video will dominate the Net.

You will see video files replacing even sales letters...

This IS happening right now to MANY sites...

The main reason I wanted to learn Camtasia though was to create my own tutorials – for YOU. While I can rely on professionals like Martin Salter (Hi Martin!) I feel that I shall soon need to produce some tutorials by myself and I had to master Camtasia for that reason.

If you are an advanced user you can rely on Camtasia’s support – there are videos that explain everything you need to know...

If you are green on video marketing, then **there is 1 course I’d like to suggest to you.** I met the lady who created that course and she is a Doer indeed. She loves what she does and she does it right.

Her name is **Terri Roberts.**

And her site is this one: www.findv.com/camtasiacourse

I STRONGLY suggest you her site.

In fact, I BEG you to start learning Camtasia today.

And Terri can help you indeed.

So...

Why “Sony Vegas Studio” too then?

I’d say that Camtasia is the best and most affordable tool for people that want to create videos and publish them easy – online.

Sony Vegas Studio is professional software that goes far BEYOND.

With SVS you can create professional MOVIES...

I mean... movies like those you see on the TV. ☺

Thus, Camtasia is good for a start, but when you master Camtasia and want to deal more seriously with video production in general, you will need a software like SVS. SVS has been used by Internet Marketers so rest assured that it’s one of the best applications you can use.

I have been doing my research on sources I could get on how to master that software, and one day I found the right one.

See this <http://www.findv.com/videoprofits>

It’s a DVD course – the best from the ones I could check online.

So I ordered the course and managed to become familiar with SVS.

I used SVS for creating the videos you can see at www.SmokingCopy.com

Again, SVS is not the right choice if you are a STARTER.

BTW... do you want to know how come I manage to work with SVS easily?

Because on 1995 I participated to a seminar (off line) that dealt with electronic journalism. So... one of the products I was introduced to on that year was a video editing program; and Sony Vegas Studio’s environment was quite like that one. (Life is amazing...)

SVS is also great when you use your own video camera to shoot videos talking to the camera or creating films with a story, etc...

In brief:

Camtasia is a must-have tool and [Terri’s course](#) should be your starting point. You can just use Camtasia and deal with video marketing effectively.

ONLY if you want to go far beyond, then get the [video profits' DVD course](#), also include Sony Vegas Studio when ordering and be ready for a long journey there.

Why am I telling you all these things about video marketing?

Because as said this is where future leads us.

And thus, my next move can be explained easier now...

@ TurboMassMedia.com

If you watch one of the videos offered through the Smoking Copy brand, you will see that site mentioned: "Produced by Turbo Mass Media"

Of course, this is not happening without a reason.

That site will give to YOU all the TOOLS you need in order to create YOUR OWN videos... like I did with the Smoking Copy videos.

I do not want to tell you more on this, since competitors may read this issue ☺ but in all cases you will see what you get on May 17. I plan to offer a combined option to get everything in 1 package, so stay tuned.

You will LOVE what you will get...

Mmmm...

Did you notice something?

@ Socializing John??

I'd say so...

You will see me going "personal" more and more as time parses...

I'd say it's the beginning of a new period – that started in 2008, will be leveraged on May 17 and will continue stronger and bigger afterwards...

Time to see how I look like too. ;)

@ "Re-Discovering" Facebook

Marketers "rediscovered" Facebook lately when John Reese sent a message to his lists telling everybody to create an account with Facebook and add him as a friend – underlining the urgency saying that only 5000 friends can be added to a profile...

I'd not say that I too "rediscovered" Facebook. I had created an account months ago... But John's message was the motivation I needed to see Facebook through another perspective...

I have been studying Facebook, Twitter, etc. for months... You will see that one of the hot sales run months ago was for the "Users' Generated Content" at www.usesell.com/forsale/web2

But web 2.0 and also all those "social networks" were vague in my mind. I knew how to USE them for marketing purposes, but I had not discovered the REAL power in them...

It hit me when I saw "Facebook" as an ad during the presidential election's race in a TV discussion between H. Clinton and Obama...

I remembered what I had heard once too... News said that the owners of Facebook turn down a proposal to sell their site for some good money... At first I thought they had a vision, but as I am discovering now... it's not just the vision....

I STUDIED Facebook and still keep doing it...

And I can say with certainty today that Facebook is working as a whirlpool slowly but steadily and is going to GULP all other systems in a unique and innovating way...

While MySpace.com will continue to be a place for Youngers, Facebook.com will become the CENTRAL LOCATION where someone should have a CENTRAL REFERENCE to ALL of his NETWORKS (online, offline and online social networks...)

If you study the system of Facebook you will see that it works like a SHELL indeed...

You start with a simple shell...

In fact, that SIMPLE shell... this "nothing" you get when you sign up is what makes many people running away from it saying that it offers nothing...

I did the same mistake.

But then I re-discovered what “applications” mean...

So here is how it works...

All you need to HAVE in order to understand and also FEEL the power of Facebook’s SHELL is a network of friends.

As John Reese cleverly pointed out, you can add a friend, then take a look on his/her friends and add them too as friends, and so on.

Personally I do not add everyone to my network of friends. I try to add people I personally know.

But at least you can start that way – checking friends of friends and adding them to your network.

Once you create a network of friends, you will see the power of “Applications.” Think of them as “extensions” to your house.

In the beginning it’s like building a house of 1 room; then you add 1 more room... and then another one and another one... etc..

Each Application gives some extra functionality to your account...

So far so good?

OK... because the good things start after you have added –say- more than 50 friends on your network. When you do that (I’d say even earlier on... keep an eye to see how it works) you will realize that the network of your friends starts getting ITS OWN breath...

I mean... You will see how people CONNECT to each other, what do they prefer, how they INTERACT to each other, etc... Your network of friends will be like a living BODY and observing the interactions INSIDE is pretty cool.

But as I told to one of my mentorees, right now, Facebook is like a cafeteria.

If you have time to spend, then you can go there and see how people interact to each other, “have a coffee,” spend some time, and then go back to your work...

You have seen me talking about FREEDOM many times...

This is your ultimate target: to **reach that level of freedom that will allow you to just use the Net for “socializing” with people...** And that behavior can send you more money indeed, but ONLY when you will not have to worry on how to cover your daily expenses.

What I am trying to say here is that **while Facebook is going to be everyone’s central point of reference for his/her social life on the Net – in the future, AT THIS MOMENT and on Internet Marketing’s Level ONLY GURUS can really enjoy it because they have time to SPEND there, and thus, have the time needed to FURTHER INVEST to the interaction offered there and thus discover how to create and establish additional income streams for their business that will have their roots to that additional interaction!**

And yes, this has been my rediscovery.

So my advice to you is to use Facebook only to see how people interact to each other, see it like a café for now, but focus on your business online in order to guarantee that you get enough money for allowing yourself to socialize more in the future, and thus discover new ways of bringing additional income streams to your business, **because the monetization of Facebook comes when you will HAVE ALREADY established TRUST to your audience/network.**

So when you DO that, THEN as you will see (you can see what I shall be doing there soon) Facebook can be used effectively to your promotions and marketing.

With all the above said, expect to see me releasing some cool “Applications” soon... Still baking them in my brain’s oven... And I do like the procedure indeed. ;)

@ Are you my Fan?

<http://www.facebook.com/pages/John-Delavera/10652287763>



@ I need to get your VIDEO testimonial

This goes mostly to OLD TurboZiners, closed friends, etc.

I need your video testimonials for the event of May 17...

- Have I influenced your life in any way all these years?
- Have you learnt anything from me?
- Have you made money with the turbo tools you have used and if yes how much money?
- Do you have anything to say about “John Delavera” as a software creator, innovator, writer, etc...?

If you DO have something to say, then I want to include your video testimonial to the sales page on May 17.

It’s time to show to people what “Delaverian Logic” means ;)

And lastly....

@ Did I mention anything about “My Method?”

Yes I did...

I wanted to offer you “The Delaverian Method” in Marketing on May 17, 2008. I have located EXACTLY all the methods that allowed me to create my online empire throughout these years and I have found **how to PASS that method to you through a UNIQUE way that CAN BE REPLICATED!!!**

That has been my quest all these years:

To be able to offer you a **METHOD that can be replicated** AND at the same time to **PRODUCE DIFFERENT results** for each one of you....

So the good news is that I came up with that Method in a way that can be explained and fully documented.

The bad news is that I time is too short for releasing it on May 17...

Next date in my mind is 8.8.8 (August 8)

We’ll see.

In all cases, when time comes expect to get something that will generate sparkles in your brain... I have been verifying this every day so to see if THAT ANGLE I have in my

mind has been offered through ANY source online and I can tell you with my pleasure that NOBODY has approached things the way my method did... and as said, it's going to be a method everybody can replicate and bring different (good) results..

Future sounds exciting...

I am glad I can say this after these those 6 (14 in total) years of my online journey:

“The best are still to come” ☺

I see I have already written 15 pages so far, so the article is going to be short and up to the point. I had been “baking” this article for some weeks now, and I think you will like it.

Enjoy the rest of the newsletter!

Article: “Remember to Water Your Money Tree” By John Delavera

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I sent a message to a good friend of mine and wrote this:

"The key is the Communication with your people."

But it seems that 1 message was not enough; I still have things to say and hopefully influence your mind with what I want to say here.

I have a friend who sells life insurances. They say that if you sell insurances once then you can never stop the habit of selling.

I think this is true.

It's true with Internet Marketing too.

When you sell 1 product then everything you will do and say will have a REFERENCE to a product or service that can be sold - thus bring you money, either in the form of the sales or as commissions.

So that friend who was selling life insurances used to use a reference to what he was selling to everything he was talking about... I mean... that was either the starting point or the epilogue of his talking.

For example:

He started talking about the weekend, how he spent his time, where did he go, whom did he meet... etc.. and then in the end he was adding: *"So... about that life insurance we'd been talking about..."*

When I was telling him I was not ready, he was saying: *"Sure, of course, no problem... So... here is what happened on Sunday..."*

When he finished talking about what happened on Sunday, I was sure what would come next...

His epilogue: *"By the way... did I tell you about the high interest you get with that life insurance?"*

And then again when my answer was the same *"Yes you did it, but I am not interest to this right now..."* he would reply again using the same answer *"Sure, of course, no problem..."* and after a silence of 5 seconds he would recall something from the past... a story about something we experienced together or something about someone we both knew... And then again... when he finished that reference, he would add the same epilogue by using a new twist again:

"I know you are not interested to that life insurance for now, but could you think of someone you could suggest me too?"

When ever I was going to meet him, I knew that the scenario above would be repeated.

He never missed a name day or a Holliday without sending a card or calling to pass his wishes to me and to the family....

For the records I finally bought a plan, not a life insurance though, but another alternative plan - he was happy to analyze to me every plan he could offer...

About a month ago I received a letter from his company saying that he has been the chief operator now for a big branch of that company...

That was not a surprise.

He was born to be a seller indeed.

He knew how to water his money tree...

If you think about my friend, you will see that he could become a great Internet Marketer...

As I mentioned in the beginning, COMMUNICATION is the key.

I know that others say to send traffic through Adwords to some pages using some good keywords, and that this is the Holy Grail of Internet Marketing... Buying traffic for \$5 and get \$10 in return...

But to tell you the truth...

I believe that that kind of marketing should not be your main target. It's JUST ONE of the ways you can water your money tree...

But not the CRUCIAL one...

I know that I may miss (?) the boat when others make a fortune by utilizing keywords, Adwords and other PPC engines...

But my vision has been a different one.

I really believe in the power of communicating with people.

So... some times I ask myself if I do what my friend - the life insurances' seller - was doing.

For example... while I am telling you this story of my friend, I can add a reference to www.turbomembership.com just to have you clicking on that link, see what is offered there and thus generate a sale...

See? I did it.

I can tell you another example with someone I watch on the TV. He sells books.

He is a good talker indeed. And he knows how to water his money tree...

He can start talking about the ethics in society and also about the lack of great minds today, just to conclude:

"So get this package of 10 books for \$10 dollars only... Only for today..."

He then can talk about one of the subject of the books, give some references to what is happening to society today, just to conclude *"OK... only for today... I have these amazing books that need to sell out today!"*

Can you see the pattern here?

If yes, then try to "translate" what marketers tell you through that angle... through that prism...

You will see many *"life insurances' sellers...."*

You will see that almost every marketer waters his/her money tree while TALKING to you... They may talk about their kids... or about their amazing house... or about the great ride they had with their Porsche... or about the great chat they had on politics with a friend... or about anything related to anything else than their product...

...just to conclude:

"And do not forget... here is a firesale for \$10 dollars only..."

Can you see the pattern here?

So, yes, Communication is the key and that is a very good key that will allow you water your money tree.

The difference between that kind of communication and the communication I have been trying to establish with my turbo audience is this:

*I always try to explain what is **underneath**.*

There is a huge difference.

I may tell you some great stories, like the ones mentioned today, but when I am "selling" www.turbomembership.com I am TELLING that to you...

I water my money tree and I am telling that to you.

Can you see the difference?

I do not ...whistle with an apathy trying to "pass" the selling message without wanting to reveal my wish for a sale.

Can you see the difference?

But even if you cannot do what I do, then you can just use the way my friend was using...

Water your money tree while talking to people...

Just tell the story of your life... just tell to your people what happened to you... yesterday, the day before... tell them about your feelings... how did you feel when THAT happened... etc.. And then when you are done, pass your selling message...

Water your money tree...

It's simple.

Just tell your story.
And then talk about what you offer.

Some people may think you are like my friend, the life insurance's seller.

But that's OK.

Do you know why?

Because at least YOU TELL something to your people... while watering your money tree... Other marketers just send the selling message... ONLY. Other marketers copy and paste the promotional "email messages" they get from the vendor and send them to their lists...

At least you tell them how did you spend your day... and at the same time you are watering your money tree...

As said, even Gurus do what my friend, the life insurances' seller does.

Lastly, I'd like to remind to you here that money is not the target. I have repeated that many times, so hopefully I have distinguished myself from sellers of life insurances.. 😊

Money is the water your money tree needs in order to allow you to reach your financial freedom. Money is the **gas** you need for riding towards your Big Land. And when you reached that land, money is the gas you need for your next destination – it's the water you need to water your next money tree. Also, money is the fuel you need to operate your online empire... and offer more to your people.

Your people afford your dreams and sponsor your actions.

You in turn need to translate that support to the delivering of great products and services back to them.

And the circle goes on.

Water your money tree... allow your tree to generate money... and then give back to your people what ever you can as a thank you message to them... and keep it going that way.

Now you know why BEFORE a big event, like the one coming on May 17 ☺ I release VARIOUS other smaller events, various "out of the blue" offers, deals, promotions for third parties' events, etc...

I water my money tree...

Your support allows me to eventually give you more and do that continuously - for years...

Thanks for being there.

John Delavera

p.s. Did you like the article? [The Bar is Open!](#) ☺

p.p.s. You can also place your comment for this article [here](#).

Keep TurboZine FREE!

[Submit Your Testimonial](#)

And/or forward this PDF file to your friends. Tell them to subscribe to TurboZine at <http://www.turbozine.com>

Last words from John

If you're new to this newsletter, you're going to read some information others sell for money. You're going to read UNIQUE information I personally write. You'll also read some secrets that can help you to increase your sales, subscribers, traffic, and in general, make you a better Internet Marketer.

In case you're wondering WHO I am... well... you'll discover this in future issues. I'll be glad to know who you are too.

By the way...

Go to <http://www.turbozine.com/testimonials.shtml> and read What People Say about this newsletter. After some issues, you can send me your testimonial too - see below for instructions. Apart from the crucial and unique information on Internet Marketing, you'll also read some ads in this newsletter. Ads for products promoted by “The Internet Company” and also by subscribers of this newsletter, and - sometimes - solo ads some people pay for so that they are listed in this newsletter.

So, if you do not want to receive this newsletter, follow the link you'll find near the bottom of each message. We'll both feel happier this way.

Thank you again for helping me to keep and run a responsive list.
Thus, do remember my name:

'John Delavera'
and this newsletter: **TurboZine**

You can also go here, <http://www.turbozine.com/archive>, and read some of my articles. Feel free to include your affiliate links and distribute them to your list. You can also SYNDICATE my articles on your website.

Thank you for being my subscriber!
Feel free to share this newsletter with your friends!
Send this file to them or direct them to <http://www.turbozine.com>.

Stay tuned!
John Delavera