

# “Snippets of Delaverian Wisdom”

This Internet Marketing “thing” is a School.

You learn how to deal with customers.

You learn how to deal with affiliates and Joint Venture partners.

And most importantly: You learn about yourself.

Here are some of those lessons:

## **1. Fun is for kids. Be A Pro.**

Think about it.

Words have power.

We can create feelings for people.

You are in this JOB because you want to make money. Asking for people's money is a big deal. There must be some good reasons for having people pay you. And when they do that, then you must feel obliged to them. It's not easy to get an order from a stranger. So that stranger trusted you. Be sure to earn this trust, and once you have felt this way, show it.

Your customers do not expect to have a kid on the other line.

Your customers are not your friends.

They demand a product - the product they paid for.

If you deliver it properly, this is OK.

If you make a mistake and the product is not delivered, then be a PRO and do not laugh.

When a customer responds to you by saying:

*“Hey... where is my product? I paid online and I got nothing!!!”*

Then do not even think of sending a message like this one:

*“hey buddy!*

*thanks for the order. it seems my server lost his mind... bad day eh::)  
lol*

*anyways... here is the linnk for ya:*

*http:....link here...*

*hope to see you again...*

*I am so glad I got an order from you - I almost thought that people did not like my product. But now I can see I have a future! lol*

*Ah! I have some other products for ya too.*

*if you have some free time takje a look will'ya?*

*thanks buddy*

*john”*

Here are the terrible mistakes made in that message:

- It's Funny and this is not good at all. Words like “*hey... Ah!... buddy... mate...*” can be used when you talk with your friends and not when talking to customers.
- It's full of errors: see the typos: *anyways, linnk, takje...* etc... Customers deserve the best from you. Also notice that new paragraphs start without a capital letter... also no capital letter is used for the name (john.) Avoid mistakes and typos. If you made a typo, it is your fault and not your spellchecker's fault...
- The message says to the customer that you did not spend any time formatting it. You just typed and said whatever you had on your mind. Example:

“I am so glad I got an order from you - I almost thought that people did not like my product. But now I can see I have a future! lol”

It's common sense to use a width of 60 characters in your responses. So that line should appear like this:

“I am so glad I got an order from you  
- I almost thought that people did not  
like my product. But now I can see  
I have a future! lol”

You can create a ruler of 60 – and use that for formatting your messages, like this:

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*Content here Content here Content here Content  
here Content here Content here Content here  
Content here Content here Content here Content  
here Content here Content here...*

In all cases, that phrase above is the worst attitude you can display to your customer. Read why below.

Customers do not care about your personal feelings, **but you should care about their feelings.**

Customers do not care if you have problems, **but you should care about their problems.**

Customers are always right **when you are wrong.**

**Do not beg EVER.**

There will be tough times in this moneymaking journey.

Your character will be revealed to people in those tough times... not during the happy ones. We are all perfect in happy times. Your inner power is described by what you do when you have a real bad time indeed.

There can be times when you'll have spent a fortune with no money in return. If this happens, just accept the fact and DO something about it. The problem is not that people do not buy from you... but instead, you have not created a product that sells.

What you should not do is show how frustrated you are.

I have seen people post in forums saying how desperate they are, begging for an order...

**This is dead wrong.**

Again: keep your feelings for your very closed friends.

What you type in your emails and post in the forums is content “in public”; thus, be very careful with the image you are creating “in public.”

If you spent a fortune and have no money in return, then this is a problem you must solve, and definitely not by begging for a sale.

Make your customers BEG YOU instead by providing the best professional service and product.

**Be ready to have all answers**

This applies to all communications: with your customers, affiliates, JV partners, and coders.

With customers...

You must be ready to answer all questions customers may have. Even if some of those questions seem silly to you. Remember that if a customer has a question, then this does not mean he or she did not understand something well, but instead, this means YOU have not made everything clear on your website or through your product.

With affiliates...

All terms of the affiliate program should be clear and crystal. If an affiliate has not understood something, then this means you have not provided all answers online. Do it. Create a FAQ and feed that with answers to those questions. Try to think what else could be answered and add the answer into your FAQ's section.

With JV partners...

This is the most important level of your communication. You must be a PRO when dealing with JV partners. Imagine how you would behave if you had the Pope in front of you... Well... A JV partner is a Pope for you... s/he deserves the glory of the Pope. Do you know why? Because if the JV partner promotes your product, then you make money. If not, you may quit this game in the long run. Always be a PRO and try to think of all the questions your JV partners have.

With your coders...

If a coder asks you for more clarification on a project, then be ready to provide him/her with the most detailed answers. If you do not know how your software should work, then THIS will be reflected in the development of the software. Your specifications must be clear and cover all cases... even the error messages the software will display for a faulty input. Be sure to answer all questions; otherwise, do not even think about outsourcing a project.

**Psychological tranquility is the 1st thing you need to establish in your life.**

This is difficult.

While you cannot live in a wonderful world and the world is not wonderful anyway (while Life is,) you need to carefully create a happy microcosm around you.

Allow me to explain this:

If your friends and partners laugh at your efforts to make money online, they actually attack you with negativity. You cannot afford to work with those negative waves around you. Make this clear to your friends: they will either support your dream or they are out of your life. Yes, this is that important.

If your wife or husband asks you every day how much money you earned online, then your efforts will not last for a long time because of the anxiety provoked. As I have many times repeated in the past, you cannot create a business in 1 month or even in 1 year. After a year of full action, you may have some good signs for a better future, but your target is to become financially independent. This takes time. Your wife/husband must understand that. Discuss the situation with him/her. Be sincere. Ask for her/his support and tell her/him that you need time for bringing results. And when results come, then share them with her/him.

Remember: You only need to prove that you can get 1 order online. Even if you get \$10 from a customer, that means **THE SYSTEM WORKS**. The difference between \$10 and \$10,000 is how well you play this game. It's all about numbers you know...

**Save time: do not re-read your email messages. Read and act.**

It's easy to respond to 10 or 20 email messages. When you start getting orders and receiving various invitations for joining ventures etc., then you need to deal with your email messages effectively.

So, once you open an email, you have a case in front of you. If an action is required, then do what you have to do. And when the case is closed, proceed with the next message.

**Pay attention to Typology used.**

There will be times you will need to refer to your products or to products of other people.

If a product is called “JVManager,” then do not mention it as “jv manager.” If the site is called “Niche Products For Real People” then mention it as it is. By renaming it as “niche products for real people” when talking about it with the creator, you prove that you did not pay attention to the typology s/he used.

Here is another example:

When creating the videos for JVManager, my coder kept mentioning JVManager's \*Packages\* and \*Products\* as “packages” and “products.” When I told him to use a capital P instead, he asked me why. So I told him that a package is a common word he can use for many instances in the video. But a Package is a record inside JVManager. Same for a Product. There are many products inside JVManager, but the Products should be considered inside the minds of the ones who watch the videos as the RECORDS of the products inside JVManager.

So... use the correct typology when dealing with products, sites and people.

**Be fast and last! Be a Robot.**

When you start with this business, you NEED to be fast. You need to train yourself in that way. Remember that you sell products worldwide. So even if it's after midnight for you, someone else just woke up and just ordered your product.

When you get a message, be turbo fast and reply ASAP.

Your readiness is a sign. It says to people: *“Trust me. I am here and ready to answer your questions. Trust me.”*

And this is a powerful sign. Make the best use of it.

Just follow the advices above and I guarantee you'll see a difference, both to your business and also to your Life.

Enjoy!

***John Delavera***

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