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# **The John Colanzi Collection**

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Published by Saul A.J. Burton, HowToSell.info

## Four Steps To Success

By John Colanzi  
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*What is success?*

For the business owner, success is defined as "the achievement of wealth and fame". For many, wealth and fame remain only dreams, but there is a four-step formula that will allow anyone who truly desires success to reach their dreams.

### **Step # 1 Know your product or service**

Before you begin promoting your product or service, you must learn everything about it. You must know the benefits inside and out.

Don't become a modern day snake oil salesman by promoting something you know nothing about. Your reputation and credibility are on the line.

Promoting something just for the money is a sure fire way to damage your reputation and lose a customer for life.

Promote only products or services you truly believe in and know something about.

### **Step #2 Set Goals**

Your goal is your roadmap to success. Without goals you wander aimlessly. Until you've sat down and committed your goals to writing, you are doing nothing more than daydreaming.

Make your goal big enough to get you excited, but not so big that you don't believe you can achieve it.

Remember the formula:

Conceiving + Believing = Achieving

### **Step #3 Make a plan for reaching your goal**

A goal is important, but to accomplish your goal you must have a plan of action.

Your plan must be detailed enough to help you reach your goal, but flexible enough to allow for modifications as circumstances warrant.

We all operate from incomplete knowledge, so once we begin our journey, we must be prepared to make changes as our knowledge increases.

**Step # 4**  
**Put your plan into action**

Without taking action, your goal will remain a daydream. Once you start moving in the direction of your goals, you'll find your goals will meet you half way.

Once your plan is in place, you must begin to act immediately. Remember an object in motion tends to remain in motion.

Start moving today.

These four steps may seem simple, but follow them and they'll take you anywhere you want to go.

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## 10 Secrets For Mining Network Marketing Gold

By John Colanzi  
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[TheSimpleSystem.net](http://TheSimpleSystem.net)

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Network Marketing. You either love it or you hate it.

There's no in between.

I tried it off and on over the years and I always ended up running into a brick wall.

Why?

Because what the "Heavy Hitters" do is vastly different from what they teach.

Are they trying to lie to you?

Mislead you?

Maybe some are, but maybe they're just repeating what their sponsors told them. So let's forget the scripts.

In the words of Pink Floyd, I want to "Tear Down The Wall!"

### **Secret # 1**

#### **Network Marketing is a business!**

Forget about "Getting Rich Quick!" If you're looking to "Get Rich Quick," you better take some heavy risks or be awfully lucky, because this business, like any other business takes time and hard work. No way around it.

### **Secret # 2**

#### **An Ezine is essential.**

There's no secret that the network marketers making the most profits have the largest lists. The quickest way to build your list and keep in constant contact with your prospects is to publish an ezine.

### **Secret # 3**

#### **Free is the most powerful word on the Internet.**

Freebies are the best ways to generate leads and build your list.

Free reports, free eBooks, free software, use any or all of these to gather email addresses and your list will build in no time.

Make sure you have a method of capturing email addresses. Always make sure the prospect leaves their address in return for the freebie.

### **Secret # 4**

#### **Start your own article campaign.**

Articles have been the backbone of my business. My message reaches more readers every week than I could ever attempt to contact on my own.

They are the most viral method of free promotion and will brand you instantly as an expert.

### **Secret # 5**

#### **Build a theme oriented site.**

You can build a site geared around your network marketing program in specific or mlm in general. If you'd like to build a larger prospect base you can do what I do and build a theme oriented site geared toward opportunity seekers in general.

### **Secret # 6**

#### **You must make a 1 year commitment!**

Patience is the key. It takes about 1 year before true "Geometric Progression" begins to take place. It's no coincidence that:

- Most network marketers quit within the first year.
- Most network marketers fail.
- Network marketers that stick it out for a year or more usually end up becoming the new "Heavy Hitters."

### **Secret # 7**

#### **Build your downline wide fast!**

Make a commitment to recruit a new member into your first level on a daily basis. There are two major reasons for doing this.

- A. Momentum is a key factor in keeping you dedicated to your efforts.
- B. Only about 5% of your frontline members will contribute to building your downline.

### **Secret # 8**

#### **The majority of your time should be spent recruiting.**

This fits in with Rule #3. Most programs tell you to spend your time training your downline to duplicate your efforts.

Guess What?

We're all unique.

- \* Some network marketers build downlines mailing postcards.
- \* Some are strong in getting top search engine placement
- \* I enjoy using classifieds and email.

You can't force your downline to be you, you can only help them build their own system.

You'll also get a major headache trying to work with the 95% that aren't going to do anything.

Offer your help and those that are serious will contact you.

### **Secret # 9**

#### **There is no real secret to a large downline!**

The "Gurus" didn't build those large downlines. They're no different than you or I.

Stop The Presses!

If they didn't build their downline, who did?

Patience + Geometric Progression!

99% of a large downline is built by giving "Geometric Progression" time to do its work!

So if you want to be a network marketing "Heavy Hitter," get out there and start recruiting.

**Secret # 10**

**Diversify for even greater profits.**

Once you've developed your downline and your contact list, you can maximize your profits by diversifying.

Multiple streams of income will take you to the next level and your monthly income will continue to grow.

You can diversify by:

- A. Adding more programs.
- B. Adding webmaster tools such as autoresponders and hosting.
- C. Adding informational products and programs.
- D. Adding time saving software.

When you diversify, think in terms of related goods and services that will benefit your downline.

Follow these 10 rules and you'll be mining network marketing gold.

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## How And Why To Build Your Downline Wide Fast Part 1

By John Colanzi  
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One of the secrets to making money with network marketing programs, or two tier affiliate programs, is to build wide fast.

Before I tell you how I do it, I want to tell you why.

"How" is the mechanical, but "why" is the reason.  
"Why" is your motivating factor. It's what causes you to take action.

So why is building wide fast so important?

### **1. It keeps you motivated**

No matter how excited you may be at starting a new program, it doesn't take long for the excitement to wear off and the doubts to creep in.

This is especially important on the Internet. Online marketers have come to expect results overnight. Many have developed shorter attention spans. If you doubt that, look at how quickly visitors leave a slow loading web page.

That's also the reason for so many impulse buying decisions. Once we get used to the Internet, we want everything yesterday.

### **2. People go where people go**

That's true online or off. Once a place gets known for heavy traffic, the traffic gets even heavier.

Word spreads fast about a heavy traffic site. Some visitors will want to see what's so good that others are flocking to get there.

Others will want to see how it's being done. They want to find out how they can duplicate it.

### **3. You can expand faster**

Your war chest will grow faster, which means you can roll out your marketing campaign at an accelerated rate.

Your program begins feeding its own growth. If you take 50% of your profits and put it back into promoting your program, it can't help but double.

Imagine that every time you launch a campaign your program doubled.

The more you make, the faster you'll grow.

### **4. You'll dig out your diamonds faster**

No matter what program you're promoting, only a handful of your affiliates or downline members will be active marketers.

The more members you recruit, the odds increase that you'll dig out a few diamonds. Once you've grabbed a few of those, there is no telling how fast you can grow.

### **5. Geometric Growth will kick in**

This is especially true in network marketing. The key to building a large downline and making real money is the power of geometric progression.

Instead of growing one member at a time your growth is geometric.

$$2 \times 2 = 4$$

$$4 \times 4 = 16$$

$$16 \times 16 = 256$$

If you don't think it can happen like that, think again.

How do you think those network marketers that say they've built a downline of thousands did it?

Do you think they recruited everyone themselves? Think again.

They jump started their downline by going wide fast, but once they hit a certain level, geometric progression kicked in.

Geometric progression plus the help of the diamonds they recruited built their downline.

Now you know why to build wide fast. In part two we'll talk about how to build wide fast.

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## How And Why To Build Your Downline Wide Fast Part 2

By John Colanzi  
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I hope you've got all your "why to's" in place. Reading them will help keep you focused on your goal. They'll help keep you on course when the going gets a little bumpy.

Now it's time to put together your battle plan. Your goal when developing your battle plan is to put together a well oiled system that will work on auto - pilot.

*The time* you spend putting your system in place will save you time and energy down the line. It will also help you get a jump-start on building your downline wide, fast.

*The goal* of your system is to capture email addresses to allow you to follow up on all your prospects. You want to cast your net wide. Don't use a fishing pole, use a wide net and get as many addresses as possible.

The weapons you'll need in preparing your battle plan are a method for attracting leads and an autoresponder to follow up on all your leads. Most of the better autoresponders have an email capture form you can place on your website. You'll build wide faster if you send your leads to an email capture form rather than have them go directly to a sales page.

You have to woo your prospects the same way you'd court a new date. Some will respond on the first visit and some will need a little more courting. Your autoresponder will do the courting for you. Depending on your program, your autoresponder should be loaded with at least seven follow up messages. Each message should be designed to move your prospect closer to closing the deal. Once you've got your email capture form up and your autoresponder in place, it's time to start casting your net.

There are many methods for gathering leads, but I prefer the shoestring methods that kick in fast. I only use a handful of methods for promotion. I'm sure there are many others that work well, but I like to stick with the date that came to the dance with me.

### **1. My newsletter**

Having your own newsletter can be the best tool in your arsenal. Gear your content to the individuals who want, need and desire what you have to offer. Be honest with them in your dealings and you'll not only build your business, you'll find a lot of new friends along the way.

### **2. Ezine writing**

Ezine writing is the core of everything I do.

What is ezine writing?

It's writing and submitting articles to the online newsletters. Most weeks I have more people reading my articles than I could ever hope to reach in my own ezine.

At the end of each article is my resource box that leads back to my email capture system.

### **3. My signature file**

A signature file is that little tag under your name.

You should have a signature file at the end of all your outgoing email.

If you answer a lot of emails, that can add up to a lot of free advertising.

### **4. Ezine advertising**

I don't use this method as much as the other methods, but if you want to get your message out fast, placing ads is an excellent low cost method.

Make sure you target your ads to the right markets.

Your goal is to target the right market and to only use quality zines.

Before you start placing ezine ads, make sure you subscribe to the ezines and read a few issues. If possible read some of their archives.

Your goal is to find ezines that have the right blend of content to ads. You don't want your ad buried.

You also don't want to compete with other marketers advertising the same offer.

Once you've got the ezines picked out for your ad campaign your best results will come from top sponsor ads and solo ads.

To jump start your downline it's better to advertise in less ezines with good ad placement, than it is to blast out your ad and have poor ad placement.

There are a few other methods I use, but these are the simplest and the most cost effective.

Put your system in place and let it do its work.

Once you've got your system in place, you can modify it to fit any offer.

Build wide fast and you'll be smiling on the way to the bank.

## You Can't Please Everyone

By John Colanzi  
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Are you trying to be all things to all people?  
*You can't do it.*

If you're going to make a living on the Information Super Highway, or in any venture, you have to decide who you are.

If your potential customers don't know who you are, how do you expect them to buy from you?  
You can't make a sale to everyone.

You can only sell to those who:

- Want your product.
- Need your product.
- Desire your product.

You may have the ability to sell air conditioners to Eskimo's. But it's a lot easier to sell them in Florida.

Pick your niche, dig in and stay the course.  
Did you know that GM only sells their products to 2% of the American population?  
Do you think they're making money?  
You bet they are!  
They target their market and stick with it.  
Do you think Eminem promotes his albums in senior centers?  
Of course not!

There's a Zen story that illustrates this point.

An old man and his grandson are walking down the road with a mule loaded with their possessions.  
As time goes by the young boy can't keep pace. So the old man puts him on the mule with the possessions.  
A stranger mocks the two saying if the young boy had any respect, he'd let the old man ride.  
They exchange places and come upon another stranger who says it's a shame how they're treating their mule.  
Hearing this the old man takes a long pole and instructs the young man to help him carry the mule.  
They reach a bridge and as they begin to cross the mule becomes agitated and everyone falls into the water.

What's the moral?

Once you've set your course, put on blinders and earplugs and stay the course.

**You can't please everyone!**

## Are You In Control Of Your Mind?

By John Colanzi  
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It's really upsetting that so many individuals are filled with self doubt.  
What's even more upsetting is that their doubts are caused by those close to them.

Are you letting them influence your decisions?

You have a new idea, or you're ready to make positive changes in your life and the doom and gloom crowd feels they have to protect you from yourself.  
It's even worse when it's those closest to you:

- You Friends
- Your Relatives
- Your Parents
- Your Spouse

They are opinions hard to ignore, because they sincerely think they're helping you.  
You're bubbling with enthusiasm over a new venture, or your new program for self improvement.  
You're so excited you have to share the news with your friends and family.

That's your first mistake.

The negatives start chipping away at your resolve.  
"Don't be foolish, don't you realize how bad the economy is?"  
"Are you serious? You know all those self - improvement programs are a scam."  
For every positive thought you have, they've have a counter thought.  
They love you too much to allow you to fill your head with such foolishness.

So how can you take control of your mind and avoid having them rain on your parade?  
The first step is to keep your own council. Keep your plans to yourself.  
They'll notice the positive changes soon enough.  
Your second step is to get out your shovel and bury the doom and gloom.  
Become a "good news" merchant starting now.  
You're being pounded with the message that this is the worst economy in history.  
**BULL!!!**  
There have been better economies and there have been worse.

The economy doesn't control your success.  
The president doesn't control your success.  
Remember, you control your success or failure.  
Start acting like those little monkeys.

- See no evil
- Hear no evil
- Speak no evil

Your third step is to spend less time with the doom and gloom crowd. Spend more time with those who are doing what you want to do and going where you want to go. Start modeling yourself after the successful. Start reading the autobiographies of the most successful individuals past and present. You'll find that they all have common traits.

Fill your mind with good news and successful images. Grab a notebook or some 3 x 5 cards and post some positive quotes to feed your head every day. We are bombarded 24 ... 7 ... 365 with can't, impossible and so many other negatives. We absorb them without even realizing what's happening.

James Allen, in "As A Man Thinketh," compares the task of controlling your mind to that of a master gardener. You have to grab the negative weeds by their roots and rip them out. Start planting positive thoughts in their place and watch your garden flourish.

Take control of your mind and you've taken the first step on your road to success.  
Bullet - proof your mind.  
The choice is yours.

Your future hangs in the balance.

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## How To Plan For Success

By John Colanzi  
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Marketers come online and they're in such a hurry to make money, they neglect one of the most essential ingredients to success.

They don't take the time to put together their battle plan. They know where they want to go, but they never sit down and map out how they're going to get there. They're like ships without a crew. They're tossed to and fro and have no idea why.

If you're serious about your business, you need a plan. Your business should be planned like a well thought out battle. If you haven't got your plan in place you'll suffer casualties.

You won't suffer loss of life, but you will suffer losses of:

- Money
- Time
- Opportunity

Just as the well honed warrior prepares for all possible occurrences, you must be prepared to last through the slow times, and be just as prepared to capitalize on the times when it appears you can do no wrong.

The first step on your march to the flag is to decide who you are. In the immortal words of Shakespeare, "In brief sir, study that which you most affect". Know your strengths and know your weaknesses. You'll never be truly successful until you've first made an inventory of your-self. You can study all the "How-To's" and you may even make money, but to be truly be successful you must have your "Why-To's" in place.

Once you've decided who you are and listed your strengths and weaknesses, the next step is to determine how much money you have for your war chest. Only use money you can afford to lose. As any professional trader or championship gambler will tell you, "Scared money never wins!" Don't mortgage your house or max-out your credit cards because you've got the million dollar sure-fire winner. You'll be so busy worrying, you won't be able to think clearly.

Take money you won't miss and test-test-test. Your thinking will be much clearer and when your testing finally hits on a winning formula you'll be ready to capitalize.

When you've got your winning formula, you should pyramid your profits to expand your business. A minimum of 50% of your profits should go back into your business in the first 6 months.

If you're only using money you can live comfortably without, you should place 100% back into marketing, you'll have plenty of time to enjoy the fruits of your labors!

The final step in your battle plan is to keep a logbook. Just as generals study battles from the past and chess players study strategies from the old masters, you must begin your own manual.

Don't rely on your memory!!

In your manual keep every advertising campaign you've waged. Be as detailed as possible. List what has worked and what hasn't.

Key your ads to determine where your profits are coming from.

Test media used, actual ads and sells letters, etc.

Sculpt your business. If your business is based on profits, the best way to insure profits is the same way you'd carve an elephant out of granite.

"Remove everything that's not an elephant!"

In your business remove everything that isn't profitable. Be ruthless with that chisel.

Don't marry any method of promotion, or any one opportunity.

If you do you'll spend time chasing losses, instead of accumulating profits.

Put some thought and effort into your plan and you'll be a step ahead of the competition.

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## The Internet ... A Writer's Paradise

By John Colanzi  
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I shake my head and wonder why more marketers aren't writing. The Internet has made it possible for anyone to spill their thoughts onto the screen. It doesn't take a genius or tons of talent. It just takes patience and persistence.

When I started writing, I was the worst writer that ever lived. I still can't believe I was crazy enough to send out some of those early articles. If it wasn't for the freedom of the net, I would have been dead in the water. No editor would have ever published my ghastly ramblings.

Luckily it was my ezine and I could practice and learn. With only 300 subscribers I had nothing to lose. Eventually I started becoming readable. Not very good just readable. My good friend the Internet let me keep plodding along. Now after tons of practice and learning, I can consider myself a writer. I can't even conceive of doing anything else.

The Internet has literally changed my life.

I've gone from the 95% trying to make a dollar online, to working when I feel like it. Truthfully I can't even call it work. I get paid to have fun.

If I can do it so can you. Let your articles be your training ground.

Over time you'll start your own viral marketing machine. Some of the long-term benefits to you and your business are:

- Instant branding
- More online friends than you can shake a stick at
- Tons of sites linking to you
- More joint venture offers than you could ever accept

That's just the tip of the iceberg.

The Internet is a writer's paradise and if you're not taking advantage of it, shame on you. Do yourself and your business a favor and start writing.

You'll not only help yourself, you may just help others along the way.

## 4 Steps To Writing Powerful Sales Letters

By John Colanzi  
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[TheSimpleSystem.net](http://TheSimpleSystem.net)

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I'm sure you've seen those ads that grab your attention and have you ready to pull out your wallet or credit card.

They are making you an offer you can't refuse. Don't you wish your ads were that persuasive?

Are the marketers who wrote these ads natural born writers, or is there a formula that you can learn? Writing to persuade is a skill that can be learned, like any other skill. It's just a matter of breaking down the process into four simple steps.

### Step # 1

The first step in writing your killer sales letter is to identify your target market. This seems simple enough, but how many marketers do it? When reading some of the ads I get in my inbox, I have to wonder. I don't want to burst your bubble, but the truth is, not everyone on the planet is a prospect. Concentrate on those who are. Before you begin your ad campaign identify your target audience.

### Step # 2

Once you've identified your target market, determine what their major problems are.

- \* Do they need more money?
- \* Do they need to save time?
- \* Are they interested in improving their health?

Sit down and determine every problem that your prospects have and decide how your product or service can help solve their problems. There is no shortage of problems, but there is a shortage of problem solvers. Start becoming a problem solver and you'll always be in demand. OK, you've identified your market, you've determined what problems they have, now you're ready for the next step.

### Step # 3

The third step in writing your killer copy is to let your prospects know that there is a solution to their

problem. Not only is there a solution to their problem, but you have the solution. Remember these three magic words, "I can help." Identifying the problem is not enough. You have to show the reader that there is a solution and you have it. Tell them every benefit they will get when they order your product, or take advantage of your service. Let them know you can help them

- Make more money
- Save time
- Improve their health.

#### **Step # 4**

The final step in creating killer ad copy is getting the prospect to take action. Identifying your market, determining their problems and letting them know you have the solution, is not enough. You have to make them act. You have to create a sense of urgency. There are many ways you can do this. You can offer a special discount for fast action. You can offer special fast action bonuses. Ask for the order. Let them know they don't have to put up with their problems another day. You can solve them right now.

These four steps are a basic outline to get you started. Start studying the sales letters you read and break them down into the four basic steps. Determine how effective the writer was in covering the bases. Make notes on how you could improve on the sales letter. Learning to write persuasive copy is a life - long venture. When you're writing your next sales letter, remember the four-step formula:

1. Identify your market
2. Identify their problem
3. Let them know how you can solve their problem
4. Ask for the order

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## How To Explode Your Opt-In List By Writing Articles!

By John Colanzi  
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The two-step has been the bread and butter for small mail order dealers for years. They write a small classified or one inch ad and build their list an inquiry at a time.

There are a few problems for the new mail order dealer using this method.

1. They need a basic instinct for writing ads.
2. There's a large time lag between placing their ads and receiving responses.
3. They have to have enough money to cover their losses on the initial ad. They either have to offer a free item or keep the cost under \$5.

The amazing power of the Internet has eliminated these problems. Now marketers can test their offers, give away freebies and do it at no cost.

The time lag has been virtually eliminated.

Many ezines are published daily. Your article can travel the globe in the blink of an eye.

You don't even have to have writing ability, there are so many free ebooks online that can train you in every step of the process.

I love what I call the "Internet Two Step." It puts the old methods to shame. As an added bonus it's free.

Write a powerful article and you can have it seen by over a million readers.

Think I'm exaggerating?

Think again.

There are weeks I've had my article published to over 700,00 readers in one newsletter. Add the circulation of the other newsletters that the article has run in and you'll see, 1,000,000 circulation is on the low side.

So why don't more marketers write articles?

1. They don't think they can.
2. They fear rejection.
3. They're not ready to get out of their comfort zone.

What they don't realize is that with a little practice, anyone who can write, can write an article.

How do you learn to write articles?

By studying articles written by other authors. It won't take long for you to get a feel for what a good article is.

Once you've practiced writing your articles and feel you're ready to submit them, you're ready for the second step.

Decide what your best freebie is.

What makes a good freebie:

- An ebook
- A report
- A nice software program
- A free ad

Create a resource box that leads to an email capture page.

Make sure they realize that your free offer is in exchange for their subscribing to your newsletter.

Writing and submitting articles are a powerful method of building your list.

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## Specialize For Greater Profits

By John Colanzi  
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If you're familiar with the works of Napoleon Hill, you know that one of his Laws Of Success is the Law of Specialized Knowledge.

By specializing you can save yourself:

- Time
- Money
- Aggravation

There are three main areas of specialization to consider when making out your business plan.

1. The types of products and services you're going to promote.
2. Your target market.  
Your target market will help determine which products and services you'll promote.
3. Your method of marketing and promotion.

Many new marketers, fall into the same trap I fell into when I came online.

They make the mistake of trying to spread their selves too thin. They mistakenly believe that the more products they promote, the greater their chances for success.

The problem with that approach is when you try to be all things to everyone, you usually end up confusing your customers.

*It makes it much harder for them to identify you as an expert.*

Become known in one area of your market first and then if you decide to diversify, make sure the product or services you add compliment your main market. Once you've determined your target market and the products and services you're going to promote, the next step is to determine how you're going to promote your business.

The first step is to eliminate the newbie traps. There are many methods that may produce some results, but they're either extremely time intensive, or the return on investment is too low to justify the expenditure of funds.

There are a few core methods that produce results that justify the time spent and, or have an excellent return on investment:

- Ezine Advertising
- Joint Ventures
- eCourses
- Brandable eBooks
- Writing Articles
- Search Engines
- Pay Per Click Search Engines
- Strategic Linking

As you can see there are enough profitable methods to choose from without getting caught wasting time and money on the methods that are only of value to the owner of the program.

By acquiring specialized knowledge in the use of any of the above methods, you should begin to notice:

- Your profits rising
- Less time wasted
- Your marketing will become stress free

Once you've developed your expertise in one of the core methods of promotion, you can add to your arsenal. The method you choose will depend on your temperament and how much study you're willing to do. Some methods are easier to master than others. You have to decide for yourself which method gets you excited enough to do the work necessary to make it succeed.

Begin to apply the Law of Specialized Knowledge and you'll be head and shoulders above your competition.

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## Forget The Hype ... Let's Get Real!

By John Colanzi  
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Do you really believe you can make money doing nothing?  
Some of the ads tell you that.

Join the magic program and the money will start flowing  
in so fast, you won't know how to spend it.

### **Let's get real.**

If you want to make money online it's going to take:

1. Time
2. Effort
3. A lot of trial and error.

There's nothing magic about the Internet.  
Building a business is work. Online or off.

The stories of marketers coming online and making  
\$5,000 in 30 days are the exception; not the rule.  
Among those that do, you'll find most had a basic  
knowledge of business and promotion before they came  
online.

*Don't expect to open your business today and quit your  
job in two weeks.*

If you're serious about leaving the 9 to 5 and being  
your own boss, you'll need:

- Patience
- Persistence
- Stamina

You'll also need to create a solid business plan and  
follow it.

As your experience increases you'll make adjustments.  
Forget about getting rich quick. Make a commitment for  
the long haul. There's no free lunch.

If you aren't willing to work hard to build a solid  
business, save your money.

Rome wasn't built in a day.

Take pride in your business.

Don't try to cut corners.

Work hard and you'll be rewarded.

If you're serious about your future, roll up your sleeves and start building a solid business, with a solid foundation.

You can succeed if you are realistic.

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## Confessions Of An Elephant Eater

By John Colanzi  
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[TheSimpleSystem.net](http://TheSimpleSystem.net)

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How do I like my Elephant?  
With fried onions and ketchup of course.

I'm only joking. The real question is "How Do You Eat An Elephant?"  
One bite at a time.

I don't actually eat elephants. The elephant is a metaphor for big goals. So "How Do You Accomplish Big Goals?"  
One bite at a time.

In my last article I asked you to set goals that are big.  
To reach for the stars. But I know sometimes big goals can be overwhelming.  
You need to aim for the stars and once you've got your goal in place, your next step is to break it down.

Let's set a simple goal *to start with*. You're bored with the nine to five ... you're tired of your boss ... you want to take a year off to enjoy life.  
How are we going to break this baby down?

Since our goal is to have enough profits online to take a year off from work and really get this internet puppy going, let's shoot for 24 hours of freedom.  
If you divided your yearly expenses by 365 days, what would you need to earn 24 hours of freedom?  
Let's make it simple, you need \$100 a day to survive.  
Some of you may need less, I'm sure many of you will need more.  
The decision is yours.  
So for every \$100 in profits you've earned one day of freedom from the daily grind.  
Earn \$700 dollars and you've moved one week closer to the "Life Of Reilly."

I don't know about you, but to me the idea of earning my freedom is a goal worth fighting for. The money is just a tool to accomplish your goal.  
How would I accomplish that goal?

I would divide my efforts between two types of programs.  
Program A would be an up front cash generator to keep the business going and expand.

Program B would be a residual income generator to build my freedom fund. Residual Income is a monthly income created from programs that have a monthly recurring payment.

You market, expand and reward yourself for each goal you accomplish with the money from the cash machine. You let your residual income program build up until you've got a guaranteed monthly income equal to your monthly expenses.

When your monthly recurring income equals your monthly expenses, you'll be free from the nine to five. You'll never worry about driving to work again. What are you waiting for? Freedom is right around the corner.

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## Who is John Colanzi?

John Colanzi is the editor and publisher of the [Business Tips Newsletter](#) at [TheSimpleSytem.net](#) and has helped thousands of ordinary individuals achieve extraordinary incomes.

John is known as an Ezine Writer and has been writing and submitting articles to the online ezines for over four years. He's presently working on his latest work:

### [Confessions Of An Ezine Writer](#)

*At Last... The TRUTH About Ezine Writing Revealed!*  
Discover how you can literally turn hundreds of online Newsletters into your own 24 hour sales machine.  
Forget the hype and learn [what really works online](#).

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