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Randy's Introduction

First I'd like to thank you for investing in The 7 Key Elements Every Successful Marketer Follows. You've placed your trust in John and myself and we're both determined to give you the information you need to make a success of your online business.

A word of caution if I may though.

There is a saying you may have heard of...

"Knowledge equals Power"

Well, the first thing I want to do is 'correct' that saying... I know from personal experience that it's just not true.

What John teaches through my detailed layout of the conversations we've had most certainly are the 7 keys that every successful marketer follows...

BUT

Simply knowing them will not do you any good what so ever. I've spent most of my career offline in some sort of sales environment, and one thing I always did when I was selling or managing was to find the best people and learn from them.

Others did the same and yet never had the success I had.

I did discover why, and I'd like to share that with you now, before you even get started reading what John has passed on to me to detail out for you.

The difference between myself and others who did not achieve the success I have, was the application of the skills and knowledge we all had access to.



So the correct statement should read...

"The Applied Use of Knowledge equals Power"

A great example would be John's great product Affiliate Promo Formula, reading it and knowing it isn't going to bring you any success, **applying what he teaches will.**

Only when you apply the 7 keys John highlighted to me, will you benefit from the power they offer. I know this to be true from my personal story, I'll give you some examples later on after we've gone through what John wants me to pass on. I'll leave John to tell you how I got the info out of him :-)

So in the mean time, feel free to take notes on a separate piece of paper and think about how you can "Apply" John's teachings to your business.

Only then will they open doors for you.

John's Introduction

I came to know Randy a few of years ago through my forum, he joined through my 90 Day Powerseller Program, two things I noticed straight away were how determined he was, and how he always tried to help others when he could.

So when he began applying what he had learned from the forum and was about to launch his first eBook Magic Auction Words, I received a "PM" from him, very polite and yet also professional, asking for my advice.

After making a few suggestions, he took note and acted on the advice, sending me a revised copy of his eBook. That

PLRSHOP

Free sample - end of preview

7 Key Elements

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