

# TEMPLE TALK

FREE SELF IMPROVEMENT &  
INTERNET MARKETING NEWSLETTER

ISSUE # 1  
November 2010



[www.motivationselfesteem.com/talk](http://www.motivationselfesteem.com/talk)



*Gary Simpson*



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## Welcome to My Very First "TEMPLE Talk" Newsletter

**H**ello and welcome to my very first edition of **TEMPLE Talk**. So, what is this all about? First, the name— a couple of years ago when I started my blog I jokingly named it "the Temple" (I tend to kid around a bit) and the name just kinda stuck. It's been around for a couple of years now so it's staying.



The people who I associate with most online soon started to refer to it as that and it began to take on a life of its own. I have another reason too but I'll save that for now. Oh, I know "Temple" is a bit corny but it's different and it's become part of my online branding—something that I will talk about in another article I have planned for a future issue. Speaking of which...

The articles— there are times when I see and hear things that I would like to tell you about and they are often so diverse that it is very difficult to work them all into a blog post or an email. I'm hoping this format will give me a bit more flexibility. Oddly enough I used to publish an online newsletter many years ago and it was quite popular but I became too distracted by other things and I let it peter out (or did I let it Paul or Mary out? —don't worry!) Even more oddly, those newsletters from 2005 are still accessed and read EVERY month on my website. **Weird huh?** Like WHY would people want to know what I was crapping on about 5 years ago? (Oops, sometimes I'm a bit crass too and sometimes... I swear.)

Anyway, I know that too many emails and too many blog posts irritate people with **"TOO MUCH INFORMATION!"** so I am trialing this format for my general musings and observations and hopefully, for you, some interesting and informative content.

In each issue I shall try to bring you some reviews of books I've read, movies I've seen, products that have helped me, guest articles, a few jokes and a range of other bits and pieces. In essence, there should be something for everybody. My main goal will be to keep you informed and/or entertain you. And maybe inspire you in some way to do something positive. At the moment I plan to publish my newsletter once a month. It will depend, of course, on how it is received and whether I think it will make a difference to those who read it. We shall see...

Feel free to distribute this NO opt-in pdf newsletter to anybody who you think might enjoy it— it's **100% FREE** no obligation content. You can read it online, print it out (I actually like to do that myself), whatever you like. There's only one stipulation— you **cannot change it in any way**. That includes adding or deleting anything.

Best wishes

*Gary Simpson*

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## Main Feature Article—"20 Big Differences Between Winners and Losers" by Gary Simpson

have been my own boss now for almost 20 years and I know that the face you see in the mirror every morning can be the hardest boss of all time (very rare – as in workaholics ) or the easiest boss of all time (yeah, I think I'll go and have a surf, play golf, hang out at the club, blah, blah, blah...) Here's a **BIG TIP**—in the early days of your business **you should be hustling**.

So, I have compiled a little check-list for you to look over. This is just to let you think about how you might like to go about things and what is going to separate the winners from the losers. Sorry to use that term but there are always gonna (sic) be winners and, unfortunately, losers in every endeavor in life. There's a lot of truth to be had here in this check list that I have constructed for you. So here is my 20 point list that discerns the difference between winners and losers. You can learn see quickly here why winners win and losers lose just by checking this list...

1. Winners have dogged determination. Losers lack the ability to see any project through to a satisfactory conclusion.
2. Winners never give up, give in or surrender. Losers quit the moment things get the slightest bit difficult.
3. Winners make exceptional use of available time. Losers waste time engaging in useless activities.
4. Winners plan and map their route to success. Losers consider plans belong to builders and maps belong in vehicle glove-boxes.
5. Winners take responsibility for all outcomes. Losers shun responsibility and prefer to place blame on others.
6. Winners commence a task at the earliest opportunity. Losers procrastinate, delay and always run out of time.
7. Winners learn from their own mistakes and the experience of others. Losers make the same mistakes over and over again.
8. Winners are committed to projects. Losers display whimsical interest
9. Winners make things happen. Losers watch things happen.
10. Winners are pro-active. Losers are re-active.
11. Winners have vision and imagination. Losers are backward looking and lack initiative.
12. Winners encourage and inspire others. Losers criticize and ridicule others.
13. Winners are methodical and organized. Losers are haphazard and slipshod.
14. Winners seek information and embrace new knowledge. Losers ignore better methods, concepts and ideas.
15. Winners ask: "How can I do that?" Losers state: "How do you expect me to do that?"
16. Winners invest in income producing assets. Losers waste money on depreciating consumer goods.
17. Winners develop 5, 10, 20, 30 years of experience. Losers repeat one year of experience 5, 10, 20, 30 times.
18. Winners continually push existing limits and boundaries. Losers feel comfortable operating below their self-imposed ceilings.
19. Winners take calculated risks. Losers take hazardous gambles.
20. Winners are inspired to do more and to be more. Losers conspire to do less and not be noticed.



Now, if you want you can PRINT out this check-list, take a pen and give yourself a tick or a cross against each of the 20 points above I CHALLENGE you to do that!). There is only ONE requirement – **be honest**. That is another characteristic of winners – they are honest with themselves. (They don't cheat in solitaire either...)

\* \* [advertisement below— **YES, I have purchased this myself** and it is very good. Hence, the following:] \* \*

**DO YOU WANT THE**



Then click this link NOW and watch the excellent video: <http://motivationselfesteem.com/recommends/lifestyle>



## Journey Life Destiny Home Study Course now online at: [www.journeylifedestiny.com](http://www.journeylifedestiny.com)

Many years ago I began to study the benefits of self-improvement with subjects like motivation, self-esteem, self-talk, affirmations and many other personal development traits.

You see, I was intrigued by the disparate abilities of so many students in my karate and self-defense classes.

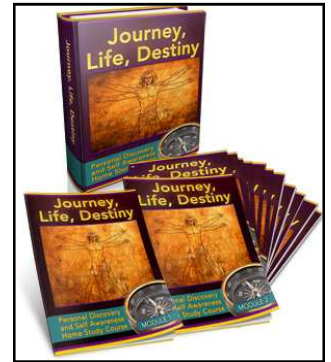
I couldn't understand why some students were failing and some were making rapid progress.

Even more perplexing was the realization that some of the students who were failing actually had superior ability to those who were succeeding. It baffled me.

And so I undertook an intense study of this fascinating subject—self improvement. I bought

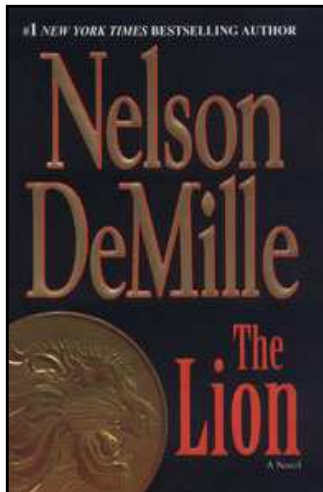
just about every book I could find. Along the way I accumulated a wealth of knowledge which I organized and synthesized into what later eventually became what you see in that picture to the right—a 12 volume all-encompassing, interactive **HOME STUDY** self-improvement course.

**Visit the site listed above for more details.**



The Journey, Life, Destiny Self Help Home Study Course

NOTE:  
ADVERTISING SPACE MAY BECOME AVAILABLE IN FUTURE ISSUES



## Book Review: What Am I Reading? Nelson deMille's "The Lion."

What am I reading? Actually, I have already read it—"The Lion" by Nelson deMille. I devoured this novel in just two days—couldn't put the damn thing down! Before saying anything about this book I have to confess that I find Nelson deMille to be my absolute favorite author and a complete master at the art of storytelling and writing. He's a genius. I've read every one of his books including the prequel to this amazing story—"The Lion's Game." **I suggest you read that FIRST.**

In "The Lion", retired detective, John Corey and his FBI wife, Kate Mayfield, again take on Asad Khalil, a mass-murdering Libyan terrorist. (he escaped in the first book) Corey is a wise-cracking smart-alec who hunts down and eliminates terrorists. I was engrossed in this brilliant story and I am giving it a (very rare) 9.5 out of 10. If you're a reader of quality fiction I **PROMISE** you will love this!

## Movies: At the Flicks... My Offering to You— "The Social Network"

I'd heard several really wonderful reports about the "The Social Network" movie and that is usually a very good indicator that the movie is a **STINKER!** But... I was very pleasantly surprised.

This is an excellent movie. It 's about the

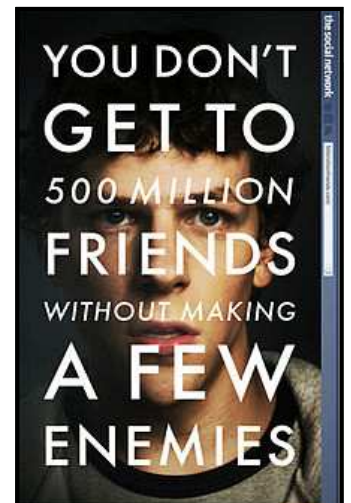
inventor(s) of **Facebook** and all the development and wheeling and dealing that went on behind-the-scenes and all the alleged back-stabbing that occurred.

The posters say: "*You don't get to make 500 million friends without making a few enemies.*"

I gotta say THAT is a **CLEVER** tagline!

The acting is excellent. This is a brilliant movie. It's just over 2 hours long. I really rated this (unlike most of the other trash out there masquerading as movies) - A hefty 9 out of 10!

**Watch it!**





## Something to Amuse You? Well... Maybe Not...

Sometimes I think people have lost their sense of humor. Either that or my jokes are just NOT funny. Maybe a bit of both. Well... **\*I\*** think my jokes are funny. In fact, I told everybody when I was a kid that I was going to be a comedian. They all laughed about that prediction back then but they're not laughing now (sigh) ...

- What if the hokey-pokey really is what it's all about?
- Why was Santa seeing a psychiatrist for depression? [Wait for it..] He just didn't believe in himself any more. (Tell a kid that one on Christmas Day!)
- I was doing a bit of work the other day with my step ladder. I never really got on with my real ladder.
- Do you know what goes clip-silence-silence-silence-clip... and so on? A one-legged horse.
- If you don't pay your exorcist you WILL get repossessed.

OK. I'll try to do better next time. (Oh admit it— **the horse joke was FUNNY!**)



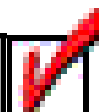
## Inspirational Quotes:

I'm a big follower of the wisdom of intelligent people. I have a massive collection of what I consider to be excellent quotes. Here is a small selection for you to think about:

- *"Misfortune comes from one's mouth and ruins him, but fortune comes from one's mind and makes him worthy of respect."* - Nichiren.
- *"When you do something you should burn yourself completely, like a good bonfire, leaving no trace of yourself."* - Shunryu Suzuki.
- *"When the student is ready the master appears. But in reality the master was there all the time, waiting patiently for you."* - Unknown.
- *"Learning is like rowing upstream: To not advance is to fall back."* - Chinese proverb.
- *"The angry man will defeat himself in battle as in life."* - Samurai maxim.
- *"If you befriend another person but lack the mercy to correct him, you are in fact his enemy."* - Chang-an.

On my website I also have a choice collection of over 50 excellent quotes that I dissect and analyze the meaning of. I deliver them by email—one a week. If you would like to receive these quotes and what I believe they mean then you can opt-in here: <http://www.motivationselfesteem.com/zenspiration.html>

**IMPORTANT NOTE:** If you are unable to click on any of the links in this newsletter then just copy them into your favorite browser toolbar. Or manually type in the URL. All the links have been tested and they all work.



## Second Feature Article— “The Internet Marketer’s Code of Ethics” by Ken Harthun

It has come to my attention and the attention of many of my Internet Marketing colleagues that a huge percentage of people in our community are operating in an unethical, often illegal, manner. In our own spheres of influence, those of us who still believe in “white hat” (ethical, honest) practices are taking to task those we know who are leaning to the “dark side” (dishonest, deceptive, unethical practices).

Naturally, we white hat marketers are being resisted and even upbraided by those on the dark side who continue to pander to the “**but-it-makes-me-more money-this-way**” mentality who are more interested in short-term profits than business longevity.

Some of us are fighting mad about it. But, let’s take a benevolent position for a moment and assume that part of the problem is that an “Internet Marketer’s Code of Ethics” has not been published. We’ll give the dark side the benefit of the doubt and ask them to adhere to a code. Then, if they don’t, they will have shown us all who they are and we’ll have a document to point to; we’ll be able to say, “Mr. XYZ marketer has violated these points of the ‘Internet Marketer’s Code of Ethics’.”



### General Conduct:

1. I will not knowingly misrepresent myself or the products I am promoting.
2. I will not knowingly deceive my customers.
3. I will, at all times, treat my customers, my clients and my peers with due respect as they have earned and deserve.
4. I will comply with all applicable laws and regulations.
5. I will honor all guarantees and issue prompt refunds according to the terms I have stated without question.
6. I will support and promote this Internet Marketer’s Code of Ethics.

### Promotions:

1. I will refrain from using deceptive and/or misleading headlines, email subject lines and testimonials.
2. Headlines, subject lines and testimonials will be relevant to the product I am promoting and relevant to the content of my promotional materials.
3. I will avoid high-pressure and/or manipulative sales tactics.
4. I will deliver everything I promise in my sales materials.

### Communications:

1. I will inform my prospects and customers of the frequency of communication they can expect of me.
2. I will adhere to those expectations.
3. I will treat all communications to my customers and prospects as if I am communicating with them in person.

### Miscellaneous:

1. I will never deprive someone of an affiliate commission they deserve or have earned.
2. I will abide by the license restrictions for all resale products I acquire.
3. I will not engage in excessive, irritating or deceptive entrance/exit popups.
4. I will address all customer service/support requests in a timely manner.

This code will no doubt be questioned and it will, as a result of the normal course of human emotion and reaction, evolve. But, we have here a starting point from which to proceed.

**Ken Harthun** is a self-confessed **Internet geek**. He is an internet security specialist with many years of experience. Ken’s website URL is: <http://www.internetmarketinggeek.net>

**Gary’s comment:** I have had many dealings with Ken and I have always found him to be unquestionably honest, ethical, friendly and a thoroughly decent guy. I can unequivocally recommend him to you.



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... I'll send Chuck after you!

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## Blogs and Websites That I Have Enjoyed & Recommend:

I visit a LOT of blogs and websites during the course of a week. Some of them are very enjoyable. Others... um... they need some work. In this issue I want to tell you about three darn good blogs.

When determining what is good, I look out for two basic things:

- 1—readability (ie is the text worthy of reading) and
- 2—layout and style (ie the “look”, the graphics & navigability).

So, having mentioned that, here are the blogs that I find interesting:

1—[www.nikkistephens.com](http://www.nikkistephens.com) — also known as “**The Lair of Temptation.**” Oh dear! That kinda says it all. It’s all purple with the odd blue comment—if you get my drift. Nikki is an excellent writer. I met her in Las Vegas at an Internet marketing seminar.

2—[www.collettejones.com](http://www.collettejones.com) — Collette writes some very sensible and enlightening posts. I don’t think Colls actually realizes it yet but she is another very talented communicator. Believe it or not I met Jonesy on Twitter.

3—[www.davidwalker.tv](http://www.davidwalker.tv) — Don’t ask me about the dot tv suffix. I guess the dot com option was already taken. Anyway, I met David at another Las Vegas Internet marketing seminar. Apart from being a very HARSH food critic, David has a wealth of knowledge that he shares on his blog. His, like the other two above, is a great blog!

## All the Usual Legal and Disclaimer Bullsh\*t that Will Hopefully Keep Me Out of Prison...

OK, I did warn you that I sometimes swear. These days you have to WARN people to do the things that **THEY** should do WITHOUT you having to **TELL** them to do those things—vicariously called **COMMON SENSE!** OK, here we go...

Please understand that in this newsletter, as with ANY email or correspondence that I may have with you:

- 1 - I am not — I repeat **NOT**—providing you with professional advice. You are solely responsible for the use of any content.
- 2 - If you purchase anything through a link in this newsletter or via my email, you should assume that there is an affiliate relationship with the company providing the product or service that you purchase.
- 3 - It is **STRONGLY** recommended that you should do your **OWN INDEPENDENT RESEARCH** before using or purchasing anything—or even reading a book or watching a movie I might recommend or talk about. Sheesh!
- 4 - To opt-out of ALL future mailings, you may click the unsubscribe in my email and FLUSH me right out of your life for good. However, please be aware that by doing so, you will lose access to ALL future content which could make the difference between your success or failure online. Seriously... why would you wanna do that?

**Thank you** for being a loyal and valued reader/subscriber/friend/critic/whatever.



**CHUCK’S CORNER:**  
“I’m Walker, Texas ranger!”  
(I love Chuck **FACTS!**)

**CHUCK FACT:** Chuck Norris built the hospital he was born in.

**CHUCK FACT:** Chuck Norris woke up one day and decided he should share his knowledge with the world. Thus Google was born.

**CHUCK FACT:** Chuck Norris HATES Raymond.