

TEMPLE TALK

FREE SELF IMPROVEMENT &
INTERNET MARKETING NEWSLETTER

ISSUE # 2
December 2010



www.motivationselfesteem.com/talk



Gary Simpson



TEMPLE TALK

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**FREE SI & IM
NEWSLETTER**

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ISSUE #2 Dec 2010



Christmas Issue of "TEMPLE Talk" Newsletter — Self Improvement & Internet Marketing

Well here we are again with this the second issue of "Temple Talk" my 100% FREE NO opt-in newsletter that discusses various aspects and trends in Internet Marketing and Self Improvement—oh and a few other things like book and film reviews and whatever other matters I think are interesting that you might like to know about. [Pssst... SECRET... really it's just a release for the writer in me] And... look at my silly Santa hat - - >



So, what was the reaction to Issue 1 of TT? A bit of a mixed bag actually, as you would probably expect. My close friends and confidantes and people whose opinions I value and trust said they liked it and the usual band of bigots, haters, doubters and critics unsubscribed with their usual negative parting comments. Those people really can't help themselves so I don't get personally offended by that (usually).

In fact, it really pleases me when those types just remove themselves from my subscriber base. They are never gonna amount to anything because of their rotten attitudes and all they are really doing is taking up space and my time that could be better used by somebody else. However... to those who really matter to me...

... those folks who are trying to build and make something of themselves rather than tear everything down I did receive some very nice comments—none of which were nicer than this one from Julie McElroy who said: "Wow! You have outdone yourself!! That must have taken a long time! Good for you! You should run your own 'how to be a top-notch internet marketer' course!! I'd sign up! I hope to emulate the way you run your business! Cheers!" Gee... How nice was that? Thanks again Julie.

You can sure see the difference between somebody like Julie and those who prefer to throw their bile all over the place with idiotic comments like "You suck!" and other unmentionable comments unworthy of repeating. Success is all about attitude and the fools who say crap like that are just displaying their lack in so many areas for everyone to pick up on. How on earth do they ever expect to succeed? Like some wise person once said: "Success leaves a trail." To that I would also add: "Failure leaves evidence." What path are you on? On the SUCCESS TRAIL I hope!

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.

MERRY CHRISTMAS to you and I hope 2011 brings you great joy and success!

Gary Simpson

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Main Feature Article —“Planning For Success” by Gary Simpson

The purpose of having an analytical brain is to use it to think and make a plan before we act. Acting spontaneously out of fear, revenge, spite, anger and a host of other emotions is a sure-fire way to set yourself up for failure. If you plan your moves in advance your chances of success are increased. The most successful chess players do this.

By reacting to outside influences you will always be controlled by those influences. But by being pro-active you are dictating the terms. It doesn't matter what field you are in - business, a personal relationship, sport, a hobby - planning ahead will always bring about better results. But how many people are prepared to devote time and effort to creating a plan and then executing that plan?

So many people drift through life without a plan. They go to work to pay the bills to go to work to pay the bills and so on. Their days are full of routine and they have to act in accordance to the demands of other people. **Does that sound like anybody you know?**

The happiest people are the ones who do not believe that they even have a job. Sure, they work. However, what they do is so important or entertaining to them that they would do it without being paid. Some people fall into this naturally. Others can plan their way into such a life.

If you are dis-satisfied with where you are or what you are doing then **do something about it!** Life is very short. Every day is precious. As you get older you will realize this. To be trapped in a situation that is painful to you will cause misery.

It is easy to plan your way into something, or out of something. All you have to do is take a sheet of paper and write at the bottom where you are now and at the top where you want to be. Writing where you want to be at the top of the page is important because it shows ascendancy. In other words, it is at the TOP of your ladder. To get from where you are you need to climb the ladder.

At various intervals between the bottom and top of that sheet of paper you will mark points that represent significant steps along the journey. It's much the same as planning a journey to another city. You wouldn't just get in your car and drive. No. You would get out a map then drive from your current position to the next town, then the next and so on until you eventually get to your destination. Why should life planning be any different? Without a plan you are doomed to mediocrity or failure. You can plan whatever you want. But it must be on paper. Keeping things in your head will ensure that nothing gets done. On paper, where you can see it makes your plan real.

You can plan anything. Get the paper, get the pen. Think out the plan. Write the plan. Act on it and it will become reality. Millions of people have. Billions of people don't bother. You can do it. Happy planning.

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

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A Night Out at the Theater to Watch a Golden “Pucking” Oldie: Gary Puckett!

He probably wouldn't be too thrilled to hear me refer to him as a “Golden Oldie” but a group of us went to see Gary Puckett at the Regal Theater recently. And what a nostalgic night it was.

Puckett, at 68 years of age, can still sing and play guitar with the best of them.

He and his band, “The Union Gap,” went

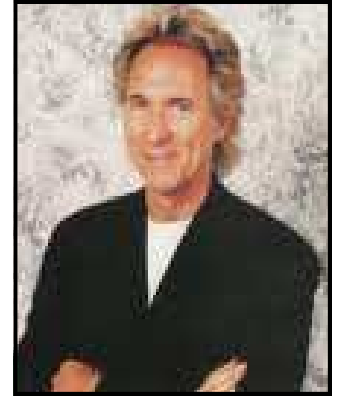
through many of their most memorable hits including: “Woman, Woman,” “Young Girl,” “Lady Willpower” and “Got to Keep the Customer Satisfied.”

Despite claiming to be very jet-lagged, Puckett and the “Gap” put on a great show MINUS the jokes which, at times, were a bit sad. Must be something to do with Garys!

Speaking of which... the young lady who I sat next to couldn't stop laughing because when the crowd was invited to sing along, I changed all the words to “Young Girl.”

The words I was singing really don't bear repeating much here but they were damn funny on the night. *“Young girl, get out of my bed. Right after you have given me...”*

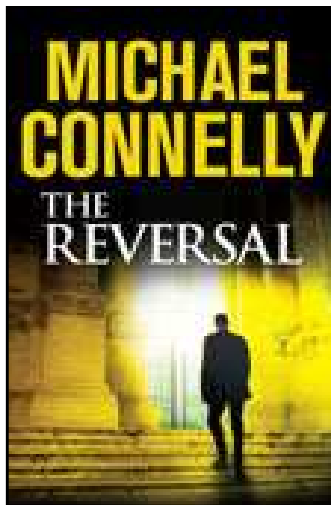
I know... I'm a shocker.



Gary Puckett, who claims to be the butt of many jokes due to his surname.

YES:

I have a very weird word association thing going on in my head ALL the time...



Book Review: What Am I Reading? Michael Connelly's “The Reversal”

Well... I've done it to you AGAIN! I've already read this book. I'm a voracious reader and I will knock a book off in 2 or 3 days if it's a good one—and this IS a good one. Aside from Nelson deMille, who I brought to you last month, Michael Connelly is my second favorite author. This guy is also a master story-teller. The cover I have shown here is the one issued for Australia and New Zealand.

In “The Reversal” Connelly brings his two favorite characters together— LAPD Detective Harry Bosch and lawyer Mickey Haller. This is the story about the release of a serial killer. I've read EVERY Michael Connelly novel and this one is just as good as all the rest. I rated this at a very creditable 8 out of 10. If you have a reader for a friend or relative then buy this as a gift for him/her for Christmas. It will make a GREAT prezzie for the right person.

Movies: At the Flicks... My Offering to You— “The American”

The American—gee what can I say? Not too darn much, I'm afraid.

I reckon George Clooney only made this for the money.

We went to this full of

hope thinking that it would be a great spy drama. I almost fell asleep. Boring as bat-you-know-what.

You kinda know about 15 minutes into a movie if it's gonna be any good and this wasn't. Apart from a naked woman

with a spectacular body this was simply AWFUL! A complete waste of time and money. UGH!

You should do what George is doing in the poster—run away! Points out of 10? A miserable 2—and that's being generous. A shocker IMO.





Something to Amuse You? Well... I Hope So. Christmas is a Time to Tell a Few Jokes and Have FUN! Be Happy and Spread Good Cheer.



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) ...

- Why was Santa seeing a psychiatrist for depression? [Wait for it..] He just didn't believe in himself any more. (OK. I repeated that one from Issue 1—but it IS timely)
- What is it about hedgehogs? Why can't they just share?
- Why did the dolphin commit suicide? [*groan coming*] Because he had no porpoise in life. [Are you starting to see a THEME in these jokes?]
- A man painted himself gold – he had a guilt complex.
- NEW BOOK TITLE: "How to Plan Your Future" - Claire Voyant.
- Why would Quasimodo be a great detective? Coz he would always operate on a hunch.



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:

- *"We are always the same age inside."* - Gertrude Stein (I saw this on Julie McElroy's blog)
- *"Thinking is the hardest work there is, which is probably the reason why so few engage in it."* - Henry Ford.
- *"You cannot help a person more than what they want to help themselves."* - Gary Simpson (gee, times are TOUGH when you have to quote yourself huh? Actually... no. This is a tough lesson that I have had to learn over and over—I must be a REAL SLOW learner on this one...)
- *"A gun gives you the body, not the bird."* - Henry David Thoreau.
- *"Losing an illusion makes you wiser than finding a truth."* - Ludwig Börne.
- *"The scars you can't see are the hardest to heal."* - Astrid Alauda.
- *"If a man who cannot count finds a four-leaf clover, is he lucky?"* - Stanislaw Lec.
- *"Weak eyes are fondest of glittering objects."* - Thomas Carlyle.
- *"Sometimes the questions are complicated and the answers are simple."* - Dr Seuss.
- *"Who depends on another man's table often dines late."* - John Ray.

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— “Why ‘Magic Bullet’ Info Products Fail to Hit the Target” by David Walker

Shock Horror! Lots of those lovely marketers who profess to care about you and have your best interests at heart, but yet are all too happy to sell you out on a weekly basis, may be **more concerned with how much money you can spend now**, rather than how they can help you make more of it...

1. You Are Being Marketed To, Not “Helped”

If you can keep this fact in mind, it will result in more money remaining in your bank account and a greater focus in your own marketing efforts because you won't be hopping from one “next big thing” to the next.

Being sent a new email every week by your favorite “household name” marketer telling you why “this” product is the thing you should now concentrate on (as opposed to last week's thing you should have previously concentrated on) is **not** helping **you** in the long term but it **is** putting **their** kids through college...



2. It Sounds Sexy & Mysterious

Not so much a reason why it won't work, more a reason why you should approach it with extreme caution. Does the sales pitch actually tell you what you are getting, or does it just focus on how sexy it (whatever “it” may be) is?

Alluring words in the title or description such as “push button”, “magic bullet”, “automated”, “loophole” and “set and forget” usually mean the product will be anything but and will involve a lot of hard, frustrating work that leaves you more confused and worse off than before you started.

3. The System Doesn't Work

This is a bit more controversial but nonetheless true. Whatever the “system” their selling is, there's a damn good chance it won't work, or won't work as advertised. Sure, the latest “bells and whistles” software product may pump out 100 new blogs with scraped content every day but is it really going to earn you six figures every month? Of course it will...

I'd say around eight of every 10 new products I see end up being a steaming pile of crap and it's the reason why I only promote occasionally compared to a lot of other marketers. The only thing that works time and time again, is the slick sales copy which reeled you in like a five pound bass...

4. The Marketer Hasn't Used What They Are Promoting

A touch more controversial than the last, but again true. Your favourite “household name” has concocted a product they believe will sell because they need something for their fellow “household names” to promote in order for the JV merry-go-round obligations to be filled.



A lot of marketers make their money exclusively by promoting other crappy products as an affiliate and then creating their own so those guys who they promoted, will in turn promote for them. Even **if** the system they are selling worked (and there's a significant chance it won't), they wouldn't have had time to actually make money from the system or product they are pitching to you anyway...

“But what about those impressive Clickbank accounts?” I hear you argue. Fake. Well, not fake exactly. The earnings are probably real, but as a result of selling and promoting info products, not as a result of the system or technique they are peddling. **[cont'd page 9]**



Third Feature Article— “10 Tips to Avoid Getting Ripped Off by So-Called Web Traffic Experts” by Gary Simpson

If you are looking at ways to increase traffic to your website there are many things you can do. Here are 10 tips to avoid getting ripped off by the mounting army of web traffic experts. Most of them will just take your money and waste your time.

1 - Unless you are particularly lazy or have plenty of money to waste, **do NOT pay for information that is easily available FREE of charge.** A good place to find FREE web traffic information is <http://www.IdeaMarketers.com> and, of course, <http://www.ezinearticles.com>. Many knowledgeable people post all sorts of valuable information at these sites. Just put the word "traffic" or "hits" into the search facility and start reading. Another good site to visit is <http://www.searchengines.com/optimization/>

2 - Explore all avenues of FREE information and FREE search engine submission before you start spending money. If you do this you will have a "benchmark" of statistics against which you can measure the results of the techniques and information you pay for. Also, **implement just ONE change at a time** and monitor your statistics for a few days before making further changes.

3 - If you do something that increases your "hits" and the traffic coming to your site, do MORE of it. If you do something that decreases your hits and traffic, STOP doing it. This demonstrates **the advantage of keeping a journal** of everything you do.

4 - The more you learn to do for yourself, the less you will have to rely on others to do for you - and the more difficult it will be for others to trick you! **There is no more powerful weapon than education.** Read books and search the internet for the information you need. A good place to start is to teach yourself HTML (hyper text mark up language). Your education and thirst for knowledge will save you money.

5 - Do NOT, under any circumstances, be gullible enough to believe any of the promises made by persons professing to know how to "drive" traffic through your site. What is promised often does not equal what is delivered. **Read past the "hype" to get to the truth.**

6 - Check out the credentials of all the self-appointed "experts," "gurus," "mentors" and "web professors." If they have the letters PhD after their name, understand that it probably stands for "piled high and deep." If you find somebody that you think you can trust, **ask for some trade references** BEFORE you buy their wares. Check them.

7 - Before entering your credit card details into that secure server, remember what you had to do to earn the money you are spending. You can spend every cent you have trying to get traffic to your site. There are thousands of schemes and plans. All of them profess to be the ultimate fix. Remember also **how difficult it is to lower that credit card balance** when the statement arrives.

8 - This is good general advice for anything. If it looks like a duck, quacks like a duck and has webbed feet, chances are... it really is a DUCK! **Trust your instincts.** Saying no thank you when you are suspicious of something can save you time, money and grief.

9 - Ask friends to review your website and get them to give you an HONEST appraisal of it. Any negative comments are good because they will show you where you need to improve. **Being "too close" to a project can often blind you from the obvious.**

10 - A clean, uncluttered site offering quality information will attract some traffic by virtue of its own inherent value. Conversely, a useless, inaccurate, cluttered site can have thousands of dollars spent on it and it will never retain traffic. You want people to keep coming back, don't you? **Quality content is KING!**



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Actually, do NOT click on the banner above because it won't take you anywhere. Click on this link:

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When you go to this site you will be able to watch videos of many people crediting Lee McIntyre with their online success. Yes, I have bought several of Lee's programs myself. There's far too many to buy them all but he has an excellent selection of information for you to choose from. Have a look.

Oh, and don't be concerned at all the upsells and downsells. Just choose what you think suits YOU!

I met Josh Bartlett in person in Las Vegas USA in January 2010. Just after that he released version 1.0 of his Easy Video Player. Since then thousands of people have bought and used it, including me.

Many of the internet's top marketers swear by this product, including uber-marketer Mike Filsaime.

You can check out EVP2.0 at the link below:

<http://motivationselfesteem.com/endorse/EVP>

Written specifically with the beginner Internet marketer in mind, this book explains what you should do to earn that FIRST one hundred dollars online. Hence the (amusing) name.



The idea is that when you understand how to make your first hundred then you can make your second and third and so on.

This explanatory e-book is packed with information and many screen-shots to show you EXACTLY what to do. Probably the BEST thing about this book is that it will distill belief in you that you CAN make money online. This will teach you how—step-by-step—like connecting dots. For more information go here:

<http://www.motivationselfesteem.com/pro-hundredaire>

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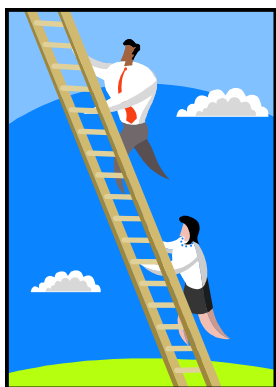


Fourth Feature Article— “Success” by Maureen Amberg

“Life is like a combination lock; your job is to find the right numbers, in the right order, so you can have anything you want.” – Brian Tracy.

What is the combination to your own personal success? Many people attempt to unlock their success with someone else’s combination. You will always struggle as long as you follow someone else’s way and live up to other people’s ideas of success. Do not look to other people for the combination to your own success. Everyone’s combination is different! This is very important to have clarity on. You must be crystal clear on what the definition is of your own personal success.

I encourage you to write it down and keep it somewhere visible and look at it often. Because if you do not clearly know when you are successful, you will never feel successful.



For some people, success is a certain amount of money. For most people success is about much more than money alone. For some people, money isn’t even part of their equation for success.

Do not follow blindly. Mentors are great and very important. However, I encourage you to take bits and pieces that feel right for you. Other people can give you part of your combination, however the complete combination to your own ‘Success Safe,’ is within you.

Stick with it. You may only be one or two digits away from opening the lock.

Patience, persistence and positive focus are your keys to success. Relax and always focus on the positive of any obstacle that you encounter.

“I will make a list of my unique talents. Then I will list all the things that I love to do while expressing my unique talents. When I express my unique talents and use them in the service of humanity, I lose track of time and create abundance in my life as well as in the lives of others.” – Deepak Chopra.

Will you find the combination to YOUR own personal success?

Maureen Amberg lives in San Pedro, California in the United States. Maureen is a mother of four and a Grandmother to 13. Over the years she has owned three different businesses and is now taking on Internet marketing. Maureen’s blog can be found at: <http://www.exploreinternetmarketingonline.com>

Gary’s comment: Maureen is the voice of reason in the Skype Chat channels that she visits — keeping some of us “in line” - LOL. She is an avid follower of success principles and is eagerly learning Internet marketing.

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CONTINUATION of David Walker’s article FROM page 5...

5. The Front End is The Canoe to Sell You Down the River

Even if you fork out \$47, \$7 or whatever, you still won’t get the full picture. Let’s face it, while that figure is not going to break the bank, it’s not an insignificant amount either. You wouldn’t dream of buying a “real” 200-page marketing book for \$67 but will happily fork out that amount for a 20-page PDF and some badly recorded screen capture videos.

I am not opposed to back end products or upsells, I think complimentary products and services are awesome but the internet marketing upsell is being used quite deceptively. If the sales page says you are going to get everything you need for \$67, then you should. Not be told as soon as you purchase it that actually, you don’t get everything. You now need to pay a further \$147 to get the features you were originally told you’d get for the initial \$67 investment.

Instead of wasting \$67 on a pile of crap, it’s now cost you over \$200 and a further upsell of an additional \$37 monthly continuity on top of that if you are feeling particularly masochistic.

David Walker lives in Wales in the UK and is a blogging expert. He’s an Internet marketer and professional blogger who has made his full-time income on the Internet since March 2006. David has just released a comprehensive coaching course on how to blog. You can find David’s original article (and mine and many other people’s comments on it) under a different heading at his blog here:

<http://www.davidwalker.tv/marketing-angels-with-filthy-souls>

Gary’s comment: I met David in Las Vegas at an Internet Marketing seminar in January 2010. David has a similar demeanor to me when it comes to false advertising, false promises and all round general dishonesty. If the products being sold are good then we have no problem with them. But when they are hyped up junk...

... well that is just wasting everybody’s time and money. Admittedly, sometimes even the affiliates and promoters can be tricked into sending out worthless promotions. This can happen for a variety of reasons that would take a lot more than the space I have here to explain. Maybe another time.

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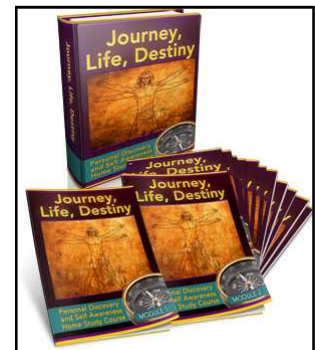
If you have ever wanted to do something intensely personal to help yourself and improve your future then there are few better things than studying self improvement and personal development techniques.

There are literally 1,000’s of books available and most book stores carry a wide range of them. But...

... WHICH of those books would you choose? I can answer that very quickly—NONE! Most likely you would walk into the book store with every intention of making a selection and then—when you are confronted by the enormous selection - you will do what most people do. You will get confused. And when you get confused what do you generally do? You do what MOST other people do

and you decide to put your decision off for another day. And a day turns into a week turns into a month turns into a year turns into never.

The Journey, Life, destiny course that you see in that picture just over there on the right will solve all that for you because it’s a distillation of all the very BEST self improvement ideas drawn from many dozens of books.



The Journey, Life, Destiny Self Help Home Study Course

NOTE:
ADVERTISING SPACE MAY BECOME AVAILABLE IN FUTURE ISSUES

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Like the new cover?

I'll tell you who did it in the next issue

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.

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** — <http://www.inspiredtowrite.com> - Julie “Jules” McElroy’s blog of course! Who else is gonna get the number 1 spot after what Julie said? Seriously... this is a good blog maintained by a superior writer. I also like the very cute header. It’s kinda surreal...
- 2**— <http://www.thomswartwood.com/freedom> — Offline, Thom is a professional trainer and skills coach and a 6th Dan senior instructor in the Korean martial art of hapkido. Thom’s blog covers a diverse range of Internet marketing and life skills information.
- 3**— <http://www.joelcomm.com> - Joel has been around for many years. Whenever I visit his blog I always find it informative and entertaining. And his “comm”enters (sic) are also very knowledgeable. This blog is DEFO worth a visit. I do struggle though sometimes with his surname. I mean “Comm” and dot com... LOL!



CHUCK’S CORNER:
*“Any wise-cracks about the
Santa hat & I’ll roundhouse
kick you into 2011!”*
(MORE Chuck FACTS!)

CHUCK FACT: Jesus can walk on water, but Chuck Norris can swim on land.

CHUCK FACT: Chuck Norris was the reason diapers were invented. (IF you know what I mean!)

CHUCK FACT: Death once had a near-Chuck-Norris experience.