

## “As you set out for YOUR Ithaca?”

I am sure you have heard about Odyssey...

If not, chances are you'd seen the movie “Troy.”  
And if not, read this:

*The Odyssey is one of the two major ancient Greek epic poems attributed to the Ionian poet Homer. The poem is commonly dated circa 800 to circa 600 BC. The poem is, in part, a sequel to Homer's Iliad and mainly centers on the Greek hero Odysseus (or Ulysses in Latin which is what the Romans called him after they were told of his journeys) and his long journey home to Ithaca, following the fall of Troy.*

***It takes Odysseus ten years to reach Ithaca after the ten-year Trojan War.***

Source: <http://en.wikipedia.org/wiki/Odyssey>

Odysseus' adventures have inspired many writers all over the world.  
His name has been a synonym for persistence...

Can you imagine a man trying to reach his “home” through this 10-year journey after a war that also lasted 10 years??

...He spent seven years in captivity on the goddess Calypso's distant island...

...He then encountered the cannibal Laestrygones....

...He was almost poisoned by Circe, but survived with the help of god Hermes...

...He and his comrades skirted the land of the Sirens, and passed between the many-headed monster Scylla and the whirlpool Charybdis...

But no matter what he passed through all those years, he never forgot his target: Ithaca. And when he reached his island he had to endure the worst battle there before the final victory...

You may believe that your Success on the Net is your “Ithaca.”

Well... it is Not.

Your first, second, and even third Success on the Net are just some stops on your journey. You may now feel frustrated... I do not know what you have passed through on your personal journey, but chances are that you also have already encountered “cannibal Laestrygones” in which all they wanted from you was your wallet... your money... Chances are that some of you have already heard the song of Sirens who stole your attention and smashed your ship into the rocks... Chances are that many of you have been wounded by today’s “Scylla and Charybdis...”

The crucial element though is that Odysseus did not give up. He did not quit by blaming his bad fate... not even when he was about to be eaten for lunch by Cyclops Polyphemus... He escaped by blinding him with a wooden stake instead.

As said, **he did not blame anyone for this bad “fate.”**

He did not lose his courage. He just used his **mind, survived and continued** his journey.

I have written many many times in the past that **only you can save yourself**. I have also told you that only YOU can make the **difference** in your life.

Others tell you about the “Unique Selling Proposition” and “Turbo John” talks about life and how you can find “yourself” in your personal journey... Quite a crazy approach... don’t you think?

This is the point though.

Consider this:

Say that you are covered by the resources you need in order to run an online business. When you have everything in your hands, then what else do you need?

A plan.

Correct?

Correct!

Suppose I am giving a plan (actually I have done it many times...)

If 300 people use the same plan, then some of them will succeed – **once**.  
When the method is known many will replicate it.

Can you guess what will happen?

100s of people will try to do exactly the same things... and they will all **fail**.

**You need to find YOUR OWN plan...** You need to find your own  
“Unique Selling Proposition, and as I teach in my Delaverian Code, the best  
way of doing this is...

**...Find yourself first.**

You need to be aware of what you can do and what you cannot do.

You need to discover what you can do better than others and then see if  
people will buy what you offer. If not, then continue your search... **Until**  
**you find out your personal Ithaca...** And then stick with that plan...

As I told you, even when you managed to reach your first goal, when you  
create your first product indeed, you will soon find out that the journey is not  
over. You will find out that your first success is not your “Ithaca” at all...

You will find out that the process... the journey... counts.

You will find out that it was the journey that made you better... stronger...

And when this is done, you will see that your first “target” – your first  
“Ithaca” is in fact a small island... because the whole process... the journey  
that allowed you to reach your first goal ALSO transformed your VISION...

You will discover that once you reach your personal success, another bigger  
port will be the target of your next journey...

And as you will soon see, there will always be a bigger port waiting for you.

So enjoy the journey and fear not.

**If the journey were to be easy, then everybody would be a success.**

Enjoy the times you feel frustrated and celebrate the time you overcome this frustration. Because some others may have already been drawn to their own sea of frustration. Learn to survive from those situations.

Enjoy the times you feel you're losing your time and celebrate the discovery that comes in the last very minute. Because others have already been lost to their own whirlpool of sadness. Learn to control your feelings and keep doing what you must do.

Enjoy the times you feel tired and walk your further mile. Celebrate it when you reach the line of "one more mile" and do not pay attention to your tired feet. Because others will wonder what would have happened if they had continued that journey. The journey you finished.

Enjoy the discovery that after all those efforts to reach your own Ithaca, Ithaca was poor in your eyes. Celebrate this discovery because you just discovered you are born for bigger successes. Others have not even reached the island that seems so poor to you right now. Others will never sail to the next island.. You will.

Enjoy the times you CANNOT UNDERSTAND how the freaking computers work and celebrate the new resource you discovered and the solution to the problem. The same situations that freaked you out, have also forced 1000s of people to quit. You just outsold many potential competitors by continuing to do what you must do. The quitters will never realize that the solution was something missing in their character: persistence.

Enjoy the time you reach your next island only to find out for one more time that nothing big happened. Celebrate the fact you just reached a second island and remember the bodies of lost souls in the sea of your online adventures.

**Enjoy the journey and celebrate on each stop.**

And keep doing what you must do.

**Find yourself – Be Creative – Differentiate – Invent – Continue**

"As you set out for YOUR Ithaca," remember all the above words.

And invite me to your first celebration soon.

Enjoy!

***John Delavera***

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