

## **'Remember to Water Your Money Tree'**

I sent a message to a good friend of mine and wrote this:

*'The key is the Communication with your people.'*

But it seems that 1 message was not enough; I still have things to say, and hopefully, influence your mind with what I want to say here.

I have a friend who sells life insurances. They say that if you sell insurances once, then you can never stop the habit of selling.

I think this is true.

It's true with Internet Marketing too.

When you sell 1 product, then everything you will do and say will have a REFERENCE to a product or service that can be sold – thus, bring you money, either in the form of sales or as commissions.

So that friend who was selling life insurances used to use a reference to what he was selling to everything he was talking about... I mean... that was either the starting point or the epilogue of his talking.

For example:

He started talking about the weekend, how he spent his time, where did he go, whom did he meet... etc... and then in the end, he was adding:

*"So... about that life insurance we'd been talking about..."*

When I was telling him I was not ready, he was saying: *'Sure, of course, no problem... So... here is what happened on Sunday...'*

When he finished talking about what happened on Sunday, I was sure what would come next...

His epilogue: *'By the way... did I tell you about the high interest you get with that life insurance?'*

And then, again, when my answer was the *same*, ‘Yes, you did, but I am not interested in this right now...’ he would reply again using the same answer, ‘Sure, of course, no problem...’ and after a silence of 5 seconds, he would recall something from the past... a story about something we experienced together or something about someone we both knew... And then again... when he finished that reference, he would add the same epilogue by using a new twist again:

*‘I know you are not interested in that life insurance right now, but could you think of someone you could suggest to me?’*

Whenever I was going to meet him, I knew that the scenario above would be repeated.

He never missed a name day or a Holiday without sending a card or calling to pass his wishes to me and to the family....

*For the record, I finally bought a plan, not a life insurance plan though, but another alternative plan - he was happy to analyze every plan he could offer to me...*

One day I received a letter from his company saying that he has been the chief operator now for a big branch of that company...

That was not a surprise.  
He was born to be a seller indeed.

**He knew how to water his money tree...**

If you think about my friend, you will see that he could become a great Internet Marketer...

As I mentioned in the beginning, COMMUNICATION is the key.

I know that others say to send traffic through AdWords™ to some pages using some good keywords, and that this is the Holy Grail of Internet Marketing... Buying traffic for \$5 and get \$10 in return...

But to tell you the truth...

I believe that that kind of marketing should not be your main target.  
It's JUST ONE of the ways you can water your money tree...

But not the CRUCIAL one...

I know that I may miss (?) the boat when others make a fortune by utilizing keywords, AdWords and other PPC engines...

But my vision has been a different one.

**I really believe in the power of communicating with people.**

So... sometimes I ask myself if I do what my friend - the life insurance seller - was doing.

For example... while I am telling you this story of my friend, I can add a reference to [www.turbomembership.com](http://www.turbomembership.com) just to have you click on that link, see what is offered there, and thus, generate a sale...

See? I did it.

I can tell you another example with someone I watch on the TV.  
He sells books.

He is a good talker indeed.  
And he knows how to water his money tree...

He can start talking about the ethics in society and about the lack of great minds today, just to conclude:

*'So get this package of 10 books for \$10 dollars only... Only for today...'*

He then can talk about one of the subjects of the books, give some references to what is happening in society today, just to conclude *'OK... only for today... I have these amazing books that need to sell out today!'*

Can you see the pattern here?

If yes, then try to 'translate' what marketers tell you through that angle... through that prism...

You will see many '*life insurance sellers....*'

You will see that almost every marketer waters his/her money tree while TALKING to you... They may talk about their kids... or about their amazing house... or about the great ride they had with their Porsche... or about the great chat they had on politics with a friend... or about anything related to anything other than their product...

...just to conclude:

*'And do not forget... here is a firesale for \$10 dollars only...'*

Can you see the pattern here?

So, yes, Communication is the key and that is a very good key that will allow you to water your money tree.

The difference between that kind of communication and the communication I have been trying to establish with my turbo audience is this:

*I always try to explain what is **underneath**.*

There is a huge difference.

I water my money tree and **I am telling that to you.**

Can you see the difference?

I do not whistle with an apathy trying to 'pass' the selling message without wanting to reveal my wish for a sale.

Can you see the difference?

But even if you cannot do what I do, then you can just use the way my friend was using...

Water your money tree while talking to people...

Just tell the story of your life... just tell to your people what happened to you... yesterday, the day before... tell them about your feelings... how did you feel when THAT happened... etc... And then when you are done, pass your selling message...

### **Water your money tree...**

It's simple.

Just tell your story.

I do not mean a fake story.

Tell to your people how did you spent your day.

Do you think they are not interested to know more about you?

Don't bet on that.

Do not bother your people with your personal problems. They have their problems – everybody has his/her own problems and that's enough.

But you can talk about what NEW you read today in an ebook... you can tell them the new resources you discovered today..

And then talk about what you offer.

Some people may think you are like my friend, the life insurance seller.

So what? It is OK.

Do you know why?

Because at least YOU TELL something to your people... while watering your money tree... Other marketers just send the selling message... ONLY. Other marketers copy and paste the promotional 'email messages' they get from the vendor and send them to their lists...

At least you tell them how you spent your day... and at the same time, you are watering your money tree...

As I said, even Gurus do what my friend, the life insurance seller, does.

Lastly, I'd like to remind you here that money is not the target. I have repeated that many times, so hopefully, I have distinguished myself from the sellers of life insurance... ☺

Money is the water your money tree needs in order to allow you to reach your financial freedom. Money is the **gas** you need for riding towards your Big Land. And when you reach that land, money is the gas you need for your next destination – it's the water you need to water your next money tree. Also, money is the fuel you need to operate your online empire... and offer more to your people.

**Your people afford your dreams and sponsor your actions.**

Remember this:

**In most of the cases THE PRODUCT ITSELF DOESN'T COUNT at all. Your people will buy that, sometimes without reading the sales page, because they sponsor your Vision – once THEY SEE you have a vision.**

You in turn need to translate that support to the delivering of great products and services back to them.

And the circle goes on.

Water your money tree... allow your tree to generate money... and then give back to your people whatever you can as a thank you message to them... and keep it going that way.

Thanks for being there.

***John Delavera***

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