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**The Orange Marmalade Lid Secrets Of The GURUs**

**By Joe Bingham**

**The Orange Marmalade Lid Secrets Of The GURUs by Joe Bingham**

Ever notice how the first ten paragraphs of every sales pitch you read online are the same?

Ever notice how the first two pages of most ebooks or info reports you get are the same?

If you think about it, I'm certain you can tell me exactly what it is they all go over, can't you?

Of course you can. What is it they ALL talk about?

All together now...

"The DREAM of Making It BIG!!!"

They begin with the compassionate approach about how frustrating it is to know the 'BIG' marketers are all getting rich and you are not. Then, they describe to you the details of "The DREAM of Making It BIG!!!". You know, more money, more power, influence, time and freedom. Then, they close with how what they have to offer will get you 'over the hump' and well on your way to realizing your dream.

Ok fine, the compassion bit is aimed at making a connection with you. That's good, we've discussed how that is important before. The closing where they offer to speed you on your way toward realizing your goals is fine, too. If they have a good product and believe it will help people then fine, say as much.

But...

Why do we have to go over the details of "The DREAM of Making It BIG!!!" every stinking time?

What, you don't think I KNOW why it is I'm here to begin with? You don't think I have that dream right there in the front of my mind at all times?

Why in the 'h-e-double Eiffel Tower toothpicks' do you think I'm sitting at my computer at two in the morning reading your stupid ebook in the first place?!

Why do we have to spend all that time at the start of every sales letter and every ebook going over the details of "The DREAM of Making It BIG!!!" again and again and again?

Can't we just skip the obvious and get to the point? Can't we just get to the heart of what you are offering or what it is you are trying to teach me?

Why indulge in all that fluff? Get to the meat! Just think of how many electronic trees you could save if you didn't use so many electronic pages!

Unless, wait, is this a contest or something? It's that why everyone spends so much time laying out their version of "The DREAM of Making It BIG!!!"? Is it just a contest to see who can drum up the best description of The DREAM? To see who can best describe the ultimate in Internet marketing success?

Well, in that case, move over GURUs! Move over you piddley little haphazard metaphor for financial freedom writing fools!

The MAN is here.

Feast your eyes, my friends, on "The TRUE, Ultimate DREAM of Making It BIG!!!" I mean after all, I am the BEST writer (of my own articles) the Internet has ever seen!

Stand back ye flies! Let the true exponentially exciting, yet not necessarily true, DREAM writing begin!

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## The Orange Marmalade Lid Secrets Of The GURUs

Frustrated, are you?

Do you lay awake at night, restless, because you have not yet discovered the secret for driving hordes of herds of countless of maniacally insane amounts of credit card waving traffic to your web site?

Do you long to know the secrets of the Internet GURUs who have already taken \$250 out of your bank account so you can take \$25000 out of each of their accounts as a bribe for not giving those secrets away to others?

Well, then, I know exactly how you feel because I, too, felt that frustration just this last week. That is before I discovered the secrets of the GURUs written on the lid of a jar of orange marmalade I got out of my granny's cellar.

But now! Because I'm such a nice, young, rich, handsome, well put together, did I mention rich, generous man who desires MORE influence, MORE power, MORE women who want to feed me grapes, an unspeakably large lawn filled with malicious Dobermans, and a second private jet just in case my wife feels like eating dinner in a different country than I do... I am going to GIVE you those secrets!

Yes, if you long to hear the whining sound of your banker saying "No! Please, not more money! Take it away, we can't handle any more!"... then I suggest you listen up.

I would, out of the kindness of my heart, just send each of you the original lid from the orange marmalade jar for free, so you could learn the secrets for yourself at no charge, but, well, Granny just re-used that lid to put up some nice gooseberry jelly and she says we can't open it again for at least six months or "it won't have been worth the cannin', young man!"

Fortunately for you, though, I recorded those secrets in digital form before they met with the gooseberries. And I will GIVE them to you in that digital form. However, since I hate typing I'm going to have to charge each of you \$59.95 for the five minutes I had to spend transcribing from the lid.

But no matter! That's such a small price to pay when you consider that after applying these secrets you'll be able to:

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1. Buy Earth from God and implement a gravity tax.
2. Determine the outcome of all of TV's reality shows according to your whim and pleasure and who you think The Bachelor should have married.
3. Merge the companies of Coca-Cola and Pepsi and name the resulting soft drink Poca-Epsi, just because you feel like it.
4. Rule the Internet with an Iron Mouse, tearing down any web site that does not bear a link to one of yours on at least every other line of text... and a picture of SpongeBob.
5. Never have to pay for car insurance again! (well, I think that would be cool anyway)

However, those are just a few of the dreams you'll get to realize. There will be more because you'll have ultimate power. You'll know everything, and get to be everything. In fact, you'll be the most sought after individual on the planet!

That's right! Forget Yanik Silver, you'll be Yanik Gold! Forget Frank Garon, you'll be Frank Baron! Forget Terry Dean, you'll be Terry President! Forget Mark Joyner, you'll be Mark Joyful!

Yes, FREE access to the Orange Marmalade Lid Secrets Of The GURUs ebook is yours for only a small transcription fee of \$59.95.

But wait there's more....

Well, not really, but who cares? You've already got everything!

With the Orange Marmalade Lid Secrets Of The GURUs ebook YOU WILL Be SUPREME!!!! Or Your Money Back!! (minus the cost of shipping and handling and the payment on my Ferrari, of course)

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Now then, contest over, right? I am the King. If anyone dares to get into a contest of inflated writing with me, they will soon find themselves floating away like a hot air balloon on a cold morning. Am I right?

So, no longer do we need to recap all the details of "The DREAM of Making It BIG!!!" at the beginning of every sales letter and ebook.

OK?

We ALL know what it is we dream of. You don't have to tell us. So, from now on, PLEASE, just get to the point!

You know, like I always do.

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\*written by Joe Bingham of NetPlayNewsletters.com  
For more 'Marketing Humor' and 'Straight Edge' marketing information,  
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"A Cynic's Guide To Understanding Internet Marketing"  
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## **Is There A Guru In The House?**

**By Joe Myna**

The Internet has given us many marvelous advantages in international marketing, from the speed and convenience of email to the ease and economy of product downloading.

Yet these wonders pale by comparison when you realize the sheer volume of Gurus that inhabit the Web.

As a young boy growing up in Ohio I was impressed by the rarity of those mystics who with one utterance, could place in a nutshell all worldly knowledge.

On the other hand, there had always existed plenty of "experts."

In olden days folks were forced to rely on the now outdated, 'expert' for knowledge and virtuosity.

When it comes to Internet marketing there are no experts, only Gurus.

You remember what an 'expert' is, don't you!

Well, as a distinguished Chinese gentleman named Charlie Chan, once said, "An expert is a person who provides quick answers that are sometimes correct."

While, as Charlie says, an 'expert' may only from time to time, correctly assume a fact, a Guru never ever suffers from this fallacy.

A Guru just knows all!

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You see, the only quality the 'expert' lacks is perfection, otherwise he would be a Guru!

There is one other distinguishing characteristic you'll notice when sorting out a Guru from an 'expert'. An 'expert' is either, self designated or quickly proclaims the title, while a Guru leaves that function to his associates.

As a lad I was just naive enough to believe that the world only offered us one or two true Gurus.

Naturally, I had heard of the mysterious Dalai Lama with his universal wisdom, and maybe about a couple of odd characters hanging out in Tibet, but that was it.

I truly believed that these few individuals summed up the entire Guru population. Then I discovered the Internet.

What a revelation!

When it comes to Internet marketing, the supply of Gurus gives the impression of being endless.

Every day I read of several new Gurus who have recently startled the Internet community by unearthing the 'real' secrets of marketing success.

Thankfully, these Gurus are graciously releasing their deep dark secrets of Internet prowess, even though it may be for a limited time only, and at a compensation said to be ridiculously low for a Guru of their obvious stature.

The Internet is amazing, even Gurus mark down their wisdom!

For awhile, I feared that once these 'secrets' were released our favorite Guru would quickly pack up and take their meditation elsewhere.

But not to worry, as new hidden secrets of Internet marketing are needed, more and more Gurus appear to permeate the Web thus eliminating any major concern of a shortage.

I often ponder, can this abundance of Gurus last, is there a University somewhere that grinds them out, a sort of Guru U!

Perhaps, we ought to just count blessings and gleam as much as we can from these modern day wonders of the cosmos.

After all, shouldn't we be content that there are helpful Gurus everywhere on the Internet, with or without a toga.

They seem to be everywhere these days. In fact, while shaving this morning, I could swear I spotted a Guru in my own bathroom mirror!

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Joe Myna is webmaster at The Virtual Warehouse of in-demand products –

Author of FREE eBook "Internet Profits The Quick Way"

Download now at

Joe Myna is webmaster at [www.anezbiz.com](http://www.anezbiz.com) and involved in direct marketing for the past 30 years. Mr. Myna first went online in 1996. Mr. Myna is author of several well known marketing titles

Is There A Guru In The House?

Best Recipes: Orange Sunshine Milkshake

Best Recipes: Orange Julius Smoothie

Best Recipes: Orange Fruity Smoothie

Best Recipes: Strawberry Orange Smoothie

131 Ice Cream Maker Recipes

120 Lip-Smacking Good Jam Recipes

Smoothies for Athletes

Refund Plague Mini-Course

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