

**21 Reasons Why You
Cannot Afford NOT To
Use DELAVO™**



DELAVO™

UNRAVELED

DELAVO™ Unraveled

21 Reasons Why YOU Cannot Afford NOT To Use DELAVO™

www.DELAVO.com

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THE DELAVO™ BACK STORY

You can't really comprehend DELAVO™, its power and what it can do unless you understand its back story.

DELAVO™ didn't grow up overnight, like a mushroom. It didn't emerge with a single epiphany and some hurried programming.

DELAVO™ has roots and those roots are an integral part of why it's the most astounding centralized Internet marketing platform imaginable.

The story starts with DELAVO™'s creator, John Delavera. Delavera has been the preeminent advocate of true centralization since the early 2000s.

That's when he realized that the biggest difference between online successes and those who flailed about in a sea of disappointment and failure could be reduced to a single word.

Centralization.

Those who centralized their operations, having a single point of administration and control continued to profit while those who relied on ad hoc systems of management and multiple scripts to handle individual functions floundered.

In 2003, Delavera recommended the now-defunct Ultimate Merchant program as a centralization tool.

In time, he found that one could successfully use another existing product—Automation System (by third sphere) to handle a great deal of the centralization a top Internet marketer would need.

Although these tools could be pressed into service for an IM-er, they weren't specifically designed for that task. They had limitations due to that fact and weren't easily flexed to deal with the unique needs of the IM community. They were the best available products, but they were far from perfect for what a serious marketer searching for true centralization needed.

In 2003, Delavera was working on the development of a new program, JVManager®. John understood the power and importance of joining forces with other marketers in mutually beneficial promotions and was in the process of creating a tool that would make the maintenance of those projects easier and more efficient than ever before.

As work on this revolutionary product continued, it became clear that JVManager® had a core potential that exceeded organizing joint ventures.

He had the insight to realize that its foundation could be the perfect launching pad for a true centralization tool. By Christmas of 2004, that's exactly what JVManager® was becoming—a real IM-specific business automator and centralization program.

Those who knew John and his work snapped up JVManager® right away. Their support and success led to a snowballing effect.

It didn't take long for JVManager® to become one of the best-known applications in the Internet marketing world. Its fan club grew and grew as more marketers began to discover the value of having everything they needed “under one roof.”

The unparalleled success of JVManager® led to more than forty separate updates as John continued to upgrade the software to meet new marketplace developments and marketer needs.

His receptive approach to the need for change and dedication to a true “do all” system led him to make a major move in April of 2007.

That's when Delavera announced a new product, Fantasos[®], designed as the successor to JVManager[®].

John took everything he learned about creating a centralization tool and refined it with a new engine “under the hood” to produce a multi-functional program that quickly became the standard against which all other options would be judged.

Fantasos[®] grew. And grew. And grew.

Delavera maintained his commitment to innovation and development, consistently updating Fantasos[®] and adding to it. He regularly added new features to a program that was rapidly becoming nothing short of a monster. The help manuals alone could fill a bookshelf—if you were to print them all, they'd cover more than a thousand pages.

Fantasos[®] had evolved into a truly spectacular and incomparably powerful program, but the price of that growth was an increasingly steep learning curve and a higher degree of complication.

Delavera tried to stem those drawbacks by creating plug-ins to aid in enhanced functionality. This slowed the monster's growth, but he didn't feel as though it was enough.

Every serious Internet marketer knew the power and potential of Fantasos[®], but too many were turned off by the degree of complication and the sheer magnitude of the program.

Delavera went back to the drawing board.

He didn't just want to have the best product in the market place; he wanted to have one that everyone could use to build a vibrant online business.

He was tired of seeing lesser programs enter the market only to disappear a short time later, leaving little more than a trail of disappointed customers in their wake.

Originally, Delavera planned to release Fantasos[®] 2, an even bigger system that would offer additional double and triple built-in features.

Along the way, however, he realized that wasn't the best way to create and to release what would become the best automation and centralization tool ever designed for Internet marketing.

He realized that an even more innovative approach was in order.

DELAVO™.

That's what he called it. It could boast of a no-fat, all-energy core program that professionally handled all of the foundational elements of operating an online business.

It was also capable of managing any other task by virtue of easy add-on plug-ins.

The user interface was prettier. The user-friendliness reached new levels.

This was the product John had been waiting for since he first recognized the need for total centralization.

What started as an idea, turned into an improvement, which then led to a product.

That product led to even more improvement and another tool by which one could manage a budding IM empire.

Experience with that tool and the feedback from thousands of customers along the way helped encourage the creation of something no one had seen before.

It was an evolutionary process—the best way to develop something of this scope and magnitude.

True centralization.

True automation.

True efficiency.

DELAVO™.

INTRODUCTION

Now that you know where DELAVO™ came from—its inspiration and roots—we can begin to see what you can do with it in your life.

How can you make more money with DELAVO™? How can this awesome tool with such a proud pedigree make you more profitable?

We've isolated 21 profitable ways to use DELAVO™.

Four are “meta” methods. These are the “big tent” features that really make the program worth its weight in solid gold.

These are the core justifications for DELAVO™'s use and they should open the eyes of anyone interested in becoming a successful Internet marketer widely.

We'll then move on to seventeen additional ways you can improve your bottom line with DELAVO™. Some of them won't surprise you. Others will leave you scratching your head, unable to believe that one platform can offer so much.

But that's what happens when a program develops the right way. Those “instant solutions” that come to marketers' minds one day and hit the market in some partially

developed form within a week of the inspiration never really work.

They never really last. They're often coupled with a fantastic sales pitch and they do a great job of tapping into what budding marketers wish they could have. They just don't do the job.

A program that develops over time, based on experience and supported by an enviable record of achievement and a massive loyal following, on the other hand, is much different.

Instead of being a quick attempt to cash in on the idea of centralization, DELAVO™ actually delivers the promise. It's the "real deal" and it has the long roots to prove it.

We started with the history of DELAVO™ and this brief overview about the tool because it really can inform your perspective on both the concept of a centralized business and the power that underlies this particular program.

As you look at the various ways you can use DELAVO™ to enhance your own profitability, consider the way these program features relate to the product's history and primary goals.

And as John often repeats: "The Use Improves the User."

That will happen to you too. DELAVO™ takes care of all technicalities and thus allows the marketer to focus on HOW to make the best of the new money making horizon opened.

FOUR “META” WAYS OF INCREASING PROFIT WITH DELAVO™

You can produce a long list of ways to make money with DELAVO™. If carried to its logical conclusion, that list would be a list of every way you could possibly make money on the Internet.

That's because DELAVO™ isn't a strategy. It's not a product, per se. It's a tool. It's a device that makes everything easier.

And it all goes back to that previously mentioned observation—made years ago by John Delavera—that the difference between online success and failure was often a matter of centralization, automation, and leverage.

When you understand the way DELAVO™ encourages those four keys to wealth production, you'll know why anyone who's serious about trying to make a living online should be using DELAVO™.

DELAVO™ isn't like other Internet marketing software. Most of the programs you'll find in the marketplace are designed to perform a specific profit-generating function and nothing else.

Program A helps with autoresponders. Program B is a way to build “one time offers.” Program C is a tracking tool.

Those smaller programs can, conceivably, help the right person make money. DELAVO™ encapsulates all of them—while doing more. In light of that, it makes sense to look at DELAVO™ through a different prism.

Instead of thinking it as a mere “IM program,” think of it as a *way* of doing business. In a sense, DELAVO™ is as much a concept or a principle as it is a program.

You'll understand why that's the case as we take a broad look at the moneymaking power of DELAVO™. We're not talking about nuts and bolts issues in this section of the book (that's for later). Right now, we're working on a higher conceptual plane.

That's why we call these the “meta” ways DELAVO™ can help you to make more money. They are: Centralization, Automation, Leverage, and the fact that DELAVO™ opens the doors for you to explore your most brilliant ideas.

ONE

CENTRALIZATION

Let's start with an example. And we won't even make it the kind of larger, more extreme example that would really underline the value of something like DELAVO™.

Let's assume you own and operate five different for-profit websites. You have four that sell individual products and one that operates on a membership model.

That means you probably have five different websites, five different back ends, five different payment gateways, five different distribution systems and five different everything-else's!

You don't have everything under one roof. You have five full systems hidden beneath five different roofs. They may use different scripts. They undoubtedly require the use of distinct administrative panels to manage them.

Thus, if you want to make a wholesale change across your network of sites, it's nothing less than an annoying (if not an intimidating) process. You can expect to spend an undue amount of time to make even a small across-the-board alteration.

Now, think of small single site adjustments. If you need to deal with only two of your sites, you're going to log in and out of multiple accounts.

You're going to wrestle with different programs and scripts to create the changes and adjustments you need.

What if you could log into one intuitive interface to make all necessary adjustments from one spot—while all of your programs run on a single integrated platform?

And when we talk about “all,” we really do mean “all”: payment processing, affiliate program management, product delivery, autoresponders and more. All of it falls under the one roof when you're working with DELAVO™.

That gives you the chance to change, monitor, and test everything from a single point of entry. And it makes it easier to do each and every part of the job.

As we move along in this book, we'll discuss some of the more specific ways one can wield centralized power. Before that really makes any sense, however, it's critical to understand the strength of centralization itself.

When John Delavera had his epiphany, it was the recognition that there are two types of Internet marketers—those who centralize and those who don't. One group succeeds. The other fails.

DELAVO™ provides the centralization capacity that produces success. It does it like no other program ever has or will.

TWO

AUTOMATION

It's beyond wonderful to be able to handle all tasks from one centralized point. It helps to reduce human error, it increases efficiency, and it improves time distribution... It creates profits. But that's really only part of the value of a system like DELAVO™.

DELAVO™ is a centralization tool, but it's just as dedicated to the proposition that marketers should automate everything they can realistically automate.

It provides the means to turn what are often time-consuming manual annoyances into perfectly executed automated tasks.

It's easy to fall in love with automation, and for good reason. Initially, one is struck by the ability to “increase” his or her most valuable commodity—time.

Time is the choke point in many online business systems. There are countless marketers out there who have the potential, talent, and ideas to make a fortune who are held

back simply by virtue of the number of hours available in any given day.

They don't have enough time to get everything done and they never reach their financial potential because of it.

Outsourcing is a viable solution, but it comes with its own set of complications and challenges. There are still management and recruitment requirements with which to contend.

Additionally, you're still dealing with people. Thus, there is always a chance of human error. Those errors can completely wreck a project, if not an entire business.

In many ways, building a truly successful business is a question of time management and efficiency. If you can make things move faster, *you can make more money. Period.*

It's not a difficult concept and it's something that almost every marketer quickly understands.

Understanding a problem and alleviating it, however, are two very different things.

The best way to “make time” is to spend less of it elsewhere and the best way to do that is to automate everything possible. Most of us, however, aren't capable of coming up with ways to automate all of our processors.

Many of us are natural marketers, but not particularly well qualified to serve as coders. Even if we could build the automation tools we needed, we'd have a hard time integrating them all into a seamless package.

And creating those tools would cost us unthinkable amounts of time in the process.

We could opt to buy a series of tools to automate individual facets of our business. The programs are out there and some of them do a pretty good job of handling their assigned tasks.

However, it would cost a small fortune to pick up all of the tools we might want to use on an ala carte basis.

Additionally, we'd be back to the previously mentioned efficiency problems inherent in using an assortment of tools that don't “talk” to one another. Things might get a little easier that way, but it would still fall short of giving us the crisp, definite answer we need about the best way to automate our businesses.

DELAVO™ answers the “how do I automate” question in countless ways. The core structure of the product backbone automates a variety of essential tasks that you may otherwise be doing by hand.

The various plug-ins for DELAVO™ give it automation power for almost any Internet marketing function, routine or specialized.

Obviously, creating more time to generate profits is a good enough reason to automate! However, there are a few other reasons to embrace the idea.

Automation reduces the number of human errors. You're more than capable of sending the wrong email to the wrong person. You can push the wrong button and fulfill an order incorrectly. You are a person.

Your computer on the other hand, can't make those mistakes. DELAVO™ can't make those mistakes.

When the programming is sound (and DELAVO™'s is as strong as industrial steel) and the operator provides the correct initial input, all of those rote tasks involved in running a business can happen “automatically” without any additional intervention.

Humans are wonderful! We can do some very amazing things. We're not very good at doing the exact same things over and over and over and over again flawlessly, however. We make mistakes. It's part and parcel of what we are. It's probably part of our charm, for that matter. There's nothing wrong with it.

But it does complicate business.

If you can reduce the human propensity for error in a process, you can increase efficiency and improve performance.

There's a time and a place for everything. Your core sales and marketing process, however, is not the ideal spot for frequent human error!

DELAVO™ allows you to automate so many things. This has pragmatic value, but it also has an intangible value. It makes running your own online marketing business more enjoyable.

When you're freed from the drudgery of tedious tasks because of automation, you can begin to tackle more interesting and personally rewarding parts of becoming more successful.

There are arts that require human involvement at every step. There are industrial processes that can be managed without any ongoing human involvement after the machines are programmed.

Internet marketing contains both. There are parts of the business that are all about the human touch. If you don't have it when you need it, your ventures are doomed.

There are other parts, however, that don't need the human touch. In fact, the presence and active meddling of a person can actually lead to more failures and errors in these areas.

DELAVO™ recognizes that automation is necessary in those areas where it's productive. When we remove unnecessary effort from one place, we gain the opportunity for more in another.

Which leads us directly into the third "big reason" to fall in love with DELAVO™.

THREE LEVERAGE

The extra time you can “create” with automation and centralization has no inherent value with respect to your business. It provides potential.

That potential is mind-boggling, but it's just that—potential.

You can make more money by using DELAVO™ when you take that new time and use it optimally. That's what leveraging is all about.

When you master the art of leveraging your time by centralizing and automating, you'll begin to feel as if you are more than one person. You'll feel as if you are a team in and of yourself!

Shaving hours of tedious work here, there, and everywhere else will give you the platinum opportunity to use those previously wasted hours to concentrate on activities that will grow your Internet marketing business in ways you didn't even think possible.

You might believe that you could produce considerably more money by using a system that allowed you to cut the time you spend on current endeavors in half. That alone would be worth an investment in a truly centralized ecommerce platform.

That idea of doubling your efficiency, however, is a wild underestimate. You'll become even more effective and faster than that!

How? Because when you add new products, approaches, and strategies to your business, you'll be doing it within a new context.

All of those new activities will be funneled directly into your centralized system.

That means they'll run faster than ever before, too. That means you'll be able to automate many of their components. You'll be able to manage them from the same centralized location.

You won't just double your output. Your growth will amaze you and your ability to manage a sprawling empire will be nothing short of shocking.

Don't set your sites low. Don't think of this in terms of doubling your productivity. Think bigger. The limits, if there are any, are set much higher than that.

DELAVO™ is a game-changer because it gives you the opportunity to leverage your time to pursue new moneymaking ventures and then to make them part of your "auto pilot" system.

What seems unthinkable today to a time-constrained Internet marketer who isn't yet a practitioner of automation and centralization can quickly become a reality.

People have long proclaimed that "time is money." That's one of those popular old sayings that has staying power because it contains so much truth. Time is money. When you're wasting it, you're literally burning cash.

When you're making every second count and then multiplying its value by utilizing it within the context of a centralized system, you'll go from warming your hands by a bonfire of burning money to seemingly printing your own at will.

That's leverage. And there's only one way to get the most possible leverage: A hyper-efficient means by which you can centralize and automate your business.

Does that sound familiar? It should.

That's DELAVO™.

FOUR

FIND YOUR GENIUS

If you're reading about comprehensive centralization tools for Internet marketing, there is something you should know about yourself.

You're capable of becoming a massive Internet marketing success.

Most of the people who enter the IM field are seduced by claims of easy money and overnight riches. They get into the game, find that generating an income isn't finger-snap easy and they disappear.

Some linger long enough to struggle through making a few sales using commonly-advocated methods before their dreams dry up like the proverbial raisin in the sun.

Very few go beyond those points. Those who do, have the real potential for success.

If you know enough about Internet marketing to realize that a system like DELAVO™ could elevate your efforts; that says something about you.

It reveals that you're cognizant of the weaknesses of an ad hoc approach.

It indicates that you have a sense of the limitations inherent in even the most organized "bits and pieces" system.

It means you see the potential of a more smartly managed IM business.

It also means that you're more interested in finding a way to succeed than you are in tinkering around until you grow frustrated or bored.

And all of those traits point to one inescapable conclusion:

You can do this.

Those who aren't capable never ask the questions. They don't dig this deep. The very fact that you're reading this is indicative of a willingness to gather the clues that solve the IM profit mystery.

We're not just trying to pat you on the back here, though. There's a link between all of this and what DELAVO™ can do for you.

When you begin to operate from an efficient and comprehensive platform, you do begin to see things with a greater level of clarity.

You have more time to do that and you develop a sense of the larger picture that's hard to manage when you're constantly tied in knots tending to tedious tasks and bouncing around like mad just to manage your various endeavors.

When you're not using a centralized system, you spend every day working in the trees. When you do have a centralized means of running your business, on the other hand, you begin to understand the forest.

And that change in perspective can have a massive impact on DELAVO™ users.

Someone who has the drive and the intelligence to pursue these issues can do remarkable things when his or her context shifts.

When you are able to break from the maddening process of manually managing a series of small tasks to taking in the

bigger picture, it's possible to gain a certain kind of clarity of purpose and understanding of how things really work.

What does that mean in terms of making more money with DELAVO™?

It gives you an opportunity to explore and to use your own genius. When your days are spent putting out tiny fires until you're exhausted, it's hard to really explore your own thoughts and to pursue your creative instincts.

When you are freed from all of that and can leverage your time against a centralized backdrop, you're much more likely to discover your "big ideas"--the notions, projects, services, and improvements that will create an even greater distance between you and the rest of the pack.

If you're ready to explore your genius and to finally come up with those amazing ideas that can spell the difference between a solid marketing career and an absolutely fantastic one, you need to manage your business and time in a way that encourages growth and opportunity.

That's what DELAVO™ is all about.

That's why John Delavera has spent years of effort and development on a dream that's culminated in this new platform.

It's not just about providing another business tool; it's about creating a profitable space in which anything is possible.

Some people will question the title of this section. They'll wonder if "genius" is a bit extreme and if all of the kind words about those whom are reading the book is merely a form of pandering.

It isn't. We believe in the power of individual potential and in the fact that one great idea coupled with a great system can make something very special happen. Believe in yourself and give yourself the opportunity to explore your ideas.

SPECIFIC WAYS TO PROFIT WITH DELAVO™

The first part of this book wasn't a “nuts and bolts” look at DELAVO™.

Before jumping into some of the ways one could use the program, we thought it was important to provide a look at the bigger picture and the overriding themes that run through the product, its history, and development.

At this point, you should have an understanding of what DELAVO™ can do in terms of changing the very nature of your Internet marketing business and approach.

While that larger understanding of principles is critical—and is really the most important take away from this ebook—it's also reasonable to think that readers would like some slightly more precise information about DELAVO™ and what it can do.

That's what this section of the ebook is all about. We're going to touch on a series of ways that you can use DELAVO™ to handle particular moneymaking tasks.

It's important to realize that no single list of “things you can do with DELAVO™” can ever be completely comprehensive.

Your business and its direction are limited only by your imagination and DELAVO™ is capable of running with you even as you come up with new ideas that no one else is even trying.

So don't look at this as “everything you can do with DELAVO™.” Consider it a brief sampling of how some of the features of the program can be used to your business' advantage.

FIVE

AUTORESPONDERS MADE BETTER

Someday, someone will write a book about some facet of Internet marketing that doesn't include the oft-repeated mantra, "the money is in the list."

This won't be that ebook.

The money is in the list and no one who's serious about becoming a top success in the Internet marketing world looks past that fact.

When you develop lists, you plant seeds for relationships. Those relationships produce customers. They also produce evangelists for you and those products. That in turn, creates another generation of supporters, customers, and evangelists.

The top marketers will tell you that we don't just buy products to fill needs. We buy them because the stories and personalities associated with them resonate.

We make purchases (and, thus, you make sales) because you can tap into the narratives that produce action.

In order to do that, however, you need to make contact with others. You need a way to reach out and to share with those who are interested in what you're doing.

When it comes to Internet marketing, one of the best ways of reaching out to make that essential connection is to utilize email-based marketing strategies.

When you build long, strong lists of those who are interested in what you're doing and who have needs or desires you may be able to fulfill, you have an incomparable asset.

You can get to know those people better. You can provide them with the information, services, or products for which they're clamoring. You have a pre-qualified set of prospects who can become the very backbone of your business.

Yes, it's true. The money is in the list.

Understanding the power of a list and the opportunity presented by list marketing is only part of the greater story, however.

You need more than simple recognition that you should be building a list and interacting with its members. You need

the tools that allow you to do that in the most effective possible way.

DELAVO™ is that most effective way. By integrating autoresponders and list management tools into the program, you're able to conduct your list marketing from your new, centralized "headquarters."

This makes it easier to tend to your list. It makes it harder to neglect your list inadvertently. It provides you with the resources you need to assess the effectiveness of your outreach, too.

You can handle your list marketing efforts in other ways. Countless marketers do. They have one or more accounts scattered across different services. They may even have their own scripts in place to handle some of their lists.

You don't need DELAVO™ if you want to utilize list-based marketing. You do, however, need DELAVO™ if you want to do it in the wisest possible fashion.

If you want tight control, eagle-eyed oversight, and the capacity to make sure your list marketing methods are an effective part of your overall business, there's no better way to manage the situation.

You can finally move beyond piecemeal solutions to something that will meet all of your needs in terms of list-building, maintenance, and outreach.

When John Delavera first started discussing the seed of thought that would later grow into DELAVO™ back in 2003, he concentrated on the need for list creation and management as a key element to effective centralization.

Imagine being able to set up a series of sequential auto responders for each of your lists conveniently and quickly. For many online entrepreneurs, the mechanics of running lists is what stand in the way of maximum profits. With DELAVO™, that issue disappears.

You can efficiently manage all of your lists from one place, allowing you to forge the relationships and to build the credibility that has led countless experienced pros to proclaim, "The money is in the list! "

"List marketing" has been a part of the DELAVO™ mindset from the very beginning.

Today, that commitment to good permission marketing is hard-coded into DELAVO™, one of the best imaginable ways to monitor your efforts at mining money from your list.

SIX

A BETTER WAY TO HANDLE PAYMENT PROCESSING

All of the marketing in the world isn't worth a hill of beans if you aren't able to take your customers' money.

DELAVO™ fool proofs the transaction process, giving you the ability to accept a wide variety of payment options and integrating each of them seamlessly into your sites.

If you've been around, you've probably experienced problems with payment acceptance that were simply the result of marketer error.

Have you ever tried to purchase a product only to find that the "buy now" button doesn't seem to be working? Maybe it does nothing. Maybe it takes you to the wrong place. That marketer lost a sale, either way.

Have you heard the horror stories of IM-ers who've placed products on the market with flawed check out devices and

who then end up giving away countless copies of an ebook because of those flaws?

Have you ever been “scared away” from a purchase because there was just “something” about the checkout process that left you feeling uncertain or as if something was awry?

You should spend your time convincing others to purchase your products. The process of taking their money should be set up perfectly the first time.

You should be able to rest easy knowing that your payment processor of choice is correctly configured as part of your project.

You should have the opportunity to check on that from a high perch at any time, just for the sake of having a little extra piece of mind.

That's what DELAVO™ provides.

It includes integrated solutions for the use of payment processors for both “one-off” sales and recurring membership structures.

If you spend one minute wrestling with payment processor issues in your business, it's a minute wasted!

Imagine how much more efficient you could be just by improving the installation and maintenance of your payment options.

Need to change a price? Work with variable prices for the purpose of testing?

DELAVO™ can help. Plus, you'll completely remove the possibility of inadvertently making the kinds of costly mistakes that have led countless marketers to hit their heads against the wall. DELAVO™ eliminates human error in the pricing process while giving you newfound levels of profit-producing efficiency.

Use DELAVO™ to do things the right way, keeping your payment matters under your business' single roof and managing the whole process the right way from the beginning.

SEVEN

SELLING MORE OF YOUR PRODUCT

You have a product and you're selling it. In some cases, you may still be trying to sell it. If you have a decent product and a good sales approach, DELAVO™ will improve your numbers.

That's because it makes the whole process of creating, maintaining, and monitoring your mini-site a snap. Everything happens from one place. Everything is wholly integrated for maximum usability, too.

Let's think about a simple product mini site for a moment, shall we? We're going to really think in easy, scaled down terms for the sake of simplification. Let's work with the idea of a simple two-page site with only a sales page and a thank you page.

What's happening on your sales page?

Well, we've already discussed the fact that your payment processor would need to be set up the right way. You'd also probably like to have testimonials about your product in place.

Hiding in the code would be some kind of analytics code so you'd have all the right data at your fingertips as the project moved along.

The "thank you" page would provide information about product delivery and receipt information.

DELAVO™ can handle all of that in one fell swoop, of course.

Is there payment processor integration? Yes.

How about an automated device for collecting and adding testimonials to your sales page? Yes.

Well, then what about special onetime offers, up-sells, price reductions, and other "second chance" techniques? Of course there is.

It's also going to make the entire product delivery a breeze. Thanks to the automation options of this powerhouse platform, everything will happen the right way, right away, without any human intervention.

And that's just a simple two page site. When you start looking at bigger and better options, DELAVO™ has the bases covered, too.

We chose that little two-page example for a reason, though. It's a model so scaled down that it's far simpler than what most marketers will be doing.

Nonetheless, it would require any number of different tools to make it all happen. It could require coding the payment options, hand-managing testimonials, creating a product delivery method, etc.

Just think about all of that for a tiny two-page site. Now, think about what's involved in a more full-featured situation.

The need for centralization is just too obvious to ignore. If you aren't centralizing and automating core tasks, you're unnecessarily wasting valuable time. That's no way to run a business.

That's why you need DELAVO™. Put it all under one roof and make it all work together! You're sure to sell more of your product.

How many sites would you like to run?

Think about the administrative burden involved in using your current system. Can you even imagine actively managing a full roster of sites? You can with DELAVO™.

It's nice to talk about efficiency, but it's even more important to realize what it can mean to you. You're finally free to explore all of those projects that have been simmering on countless "back burners."

You can expand your reach and bring in more cash than ever before because you'll have full management capabilities within one easy-to-operate system.

EIGHT

MEMBERSHIPS AND CONTINUITY PROGRAMS

There's nothing wrong with selling single products. It's a very good model and it has worked since the known beginning of trade between humans. That doesn't mean that it's the only way to make money, however.

In the last few years, we've seen a surge of interest in subscription-based Internet marketing models and in continuity programs. In these situations, you don't just sell someone something, shake hands, and move on.

Instead, you continue to receive regular monthly payments from the customer until the project runs its course and/or the buyer cancels his or her involvement.

While the actual products and services involved in subscription models require more effort than do “one off” sales, the end result can be quite lucrative.

Instead of posting a single \$50 sale, for instance, a customer could spend \$25 per month to be a subscriber. By the end of the year, you've received \$300 from the customer instead.

It's easy to see why people like the subscription approach!

Managing a project of this type, however, requires a different level of attention and consideration than is involved with single product sales.

You need to consistently deliver the product or service on schedule. You need to monitor subscription statuses. Obviously, you need to collect from your subscriber base on schedule, too.

That's kept a number of people who would otherwise explore this opportunity from doing so. They see the potential advantage in terms of dollars and cents, but they get the distinct impression that it may turn out to be nothing short of a logistical nightmare.

DELAVO™ makes it easy to manage subscription-based projects. It will allow you to conveniently manage all of the above-mentioned aspects of running the program from one centralized location.

DELAVO™ shatters the barrier to entry for subscription-based marketing projects, giving any marketer the opportunity to manage everything in the smartest, most efficient way possible.

You won't need to worry about rebilling those who've canceled, neglecting to bill subscribers or insuring proper product delivery. You'll be able to do it all with one integrated solution.

DELAVO™ allows you to avoid potentially costly charge backs when members drop their subscriptions. It insures that you won't "give away the farm" by sending materials to those who aren't paying their bills. It will make new member sign-ups and activations a breeze. The "scary" parts of a membership program lose their ability to frighten when they're managed via DELAVO™.

NINE

ENHANCING YOUR SECURITY

How much money do Internet marketers lose every year from stolen products and hacked sites? We have no way of knowing for certain, but we can safely assume the figure reaches well into the millions.

Many of us come to the IM world without a hardcore “tech” background. We tend to think in terms of creating streamlined processes to encourage the sales of our products, but we often overlook things like security and protection.

DELAVO™ fills that gap nicely. It makes it easy to keep your products secure from would-be thieves. DELAVO™'s predecessors, JVManager® and Fantasos® have been lauded for years as “hack proof” systems. DELAVO™ has retained that same commitment to security.

DELAVO™ also has special new features designed to lock down account sharing.

By removing the opportunity for unscrupulous people to exploit account sharing features inappropriately, the system provides you with additional protection.

What is the result of this focus on enhanced security? You don't need to worry about having your products stolen, accounts inappropriately shared, or any of the other ways that security risks can lead to lost sales.

It's good for the individual marketer in that sense, but it's also good for the industry overall.

As more and more marketers understand the risks out there and implement countermeasures to eliminate them, we can make the IM world less vulnerable (and less interesting) to hackers and other nefarious intellectual property thieves.

If people are stealing from you, you're losing money.

If they're not, you're money ahead. DELAVO™ gives you a business-wide means by which to crack down on the web's worst people, improving your bottom line and protecting the integrity of your offerings.

TEN

COUPONS, REWARD PROGRAMS, AND MORE

Sometimes, a little extra inducement is all it takes to turn a fence-sitter into a buyer. The best Internet marketers have long been aware of that and have used a variety of tactics to provide that tiny push that can mean so much in terms of profitability.

Do you think you could sell more if you had a special coupon offer in place?

Perhaps you'd like to create a customer loyalty or reward program to spur more action?

Methods like these have a proven record of success. It's amazing how much difference even a nominal "% off" coupon can make in the eyes of a prospective customer.

A small adjustment in the form of a "special coupon" or a "reward" can have a disproportionately beneficial impact on one's bottom line.

Unfortunately, many marketers don't know where to begin to create one of these proven promotions. They know it could work for them; they just don't have a means of putting things into place.

Those who do go the extra mile to create promos like these without the benefit of a centralized system often discover that the effectiveness of the campaign is offset by the time and effort required to implement the promotion.

It often involves adding new layers, elements, and responsibilities to an already overcrowded and confusing system.

DELAVO™, however, makes it easy to create a special coupon offer or any other similar promotion. You can set things up from within the DELAVO™ user interface and administer the program across all relevant domains with just a few mouse clicks.

With DELAVO™, everyone has the power to make use of some exciting and proven means by which to encourage more sales. The old excuses no longer apply. DELAVO™ has answered them, providing marketers with a centralized way by which to extend these special deals to consumers.

Do you think you could increase sales by offering members of your lists a special price-reducing coupon? Could you cash-in on the next big launch by offering a bonus or rebate coupon to those who buy through your affiliate link? You're undoubtedly nodding in response to both questions.

Coupons and special price reductions have long been a part of brick and mortar marketing. That's because they work like a charm.

Everyone loves a great deal and that human instinct translates into the online world.

"A picture may be worth a thousand words. A great coupon could be worth a thousand sales."

DELAVO™ allows you to implement these sales-encouraging campaigns with a few mouse clicks. It's never been this easy to make outstanding offers.

ELEVEN

BAN THE BAD GUYS

Earlier, we talked about keeping your products and your business safe with DELAVO™. Building a wall between you and the hackers of the world is one way to improve profitability.

Unfortunately, there is another group of “bad guys” out there who start out as seemingly legitimate customers.

If you've been in business any length of time, you have encountered these people. If you haven't it's only a matter of time until you do.

We're talking about those serial “refunders.” These are the people who will buy a product and will then ask for a refund—sometimes only a few seconds after they make a purchase.

Their real intentions are obvious. They want to get their hands on your download so that they can use the product you're selling. As a means of avoiding any expense,

however, they quickly demand a refund after making the deal.

They've downloaded your product and they'll be able to profit from its contents, but they're not interested in paying credit where it's due. Instead, they abuse vendor and payment processor refund policies to their own unethical advantage.

It would be nice if there was a way to pre-screen all potential buyers against a list of all known serial refunders, but that's just not possible at this point.

It is, however, possible to ban those who hit you up for refunds on more than one occasion by using DELAVO™.

DELAVO™ makes it simple to spot these bad guys and to then ban them from making any future purchases from you.

You avoid the hassle of refunds, risks to your merchant account (when applicable), and all of the other attendant nastiness of serial refunder encounters.

Plus, as is always the case with DELAVO™, you can take these protective measures from within the system.

This is a great way to underline DELAVO™'s potential to automate and centralize any number of tasks. Most marketers understand the headaches serial refunders can create, but they don't do a lot about it. Why not? It's a lot of work.

When you put it all under one roof and within one control panel, however, you don't need to break a sweat to protect yourself and your profits from the bad guys.

When John Doe buys your latest product and requests a refund three minutes after downloading it, you don't have to shake your head in frustration, knowing that he'll be back to steal your next release, too. Instead, you can simply "lock him out" of your sales funnel.

You've seen the signs in stores proclaiming, "We reserve the right to refuse service to anyone," right? Well, DELAVO™ gives you that power for all of your Internet marketing efforts.

TWELVE

CREATING NEW PACKAGES FROM EXISTING PRODUCTS

Sometimes, you need to breathe a little new life into an existing product.

In other cases, you want to create a truly irresistible offer by stacking the bonuses and resources as high as the eye can see.

Regardless of your motivation, there are times when you'd like to take the things you already sell and put them into packages with other products.

This is a proven sales strategy that has been in use since the earliest days of Internet marketing and still gets a great deal of play today. That's because it works.

A product that might not sell well on its own can become a hot item when packaged with a complementary resource. Several seemingly “unsellable” items can become a red hot

commodity when they're bundled together with the right price tag.

Why doesn't everyone use this strategy when it's appropriate? In many cases, it boils down to the effort involved. Delivery can be complicated. It requires setting up new payment options, new pages, and all of the work associated with a new product.

Unless you're finally centralized, that is.

If you're using DELAVO™, it's easy to put together new packages out of existing products.

It's just another example of how having a one-stop headquarters for your IM business can give you greater flexibility to make money with less effort and more automation.

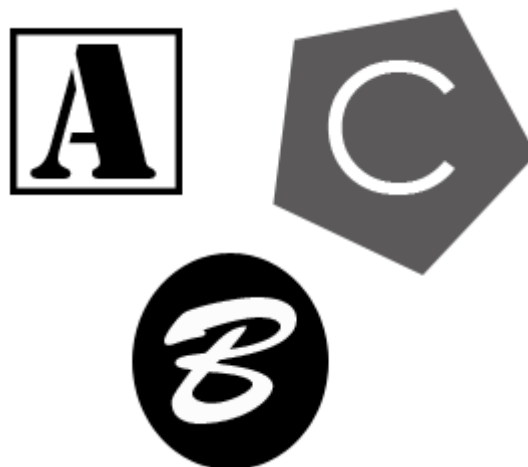
When you released Product A last year, it was a hot seller. Now things have stalled. When you purchased the resale rights to Product B, it seemed like a great opportunity. You just never got around to taking advantage of it.

You still have Product C--a reliable “evergreen” property--in your inventory, too.

If all of them relate to one another, you can get extra mileage out of Product A, take advantage of the resale rights for Product B, and leverage the attractiveness of Product C by bundling them together as a can't-miss package deal.

Your customers will love the bargain they get by buying “three at a time”; you'll love the rapid cash infusion.

DELAVO™ makes it possible without all of the hassles and headaches experienced by those who are trying to handle their offerings across a series of limited “solutions” and without a centralized management point.



THIRTEEN

KNOWLEDGE IS POTENTIAL POWER

We don't necessarily believe in the old adage “knowledge is power.” You need to do something with that knowledge in order for it to have any real meaning or utility.

If you're willing to put knowledge to work, however, DELAVO™ gives you a wealth of actionable information you can use to fine tune your business in many different ways.

We all know that fundamental site analytics are important. You need to know how many people are coming to your site, where they're coming from, how long they're staying, and whether they're buying.

In the right hands, that data can allow a marketer to tailor his or her projects for even greater levels of success.

The best Internet marketers are invariably testing fanatics. They look at data, they make adjustments in the face of that

data, they assess the results, and they continue tweaking until everything is running at the most efficient and profitable possible levels.

If you're ready to become one of the smart marketers who's willing to transform raw data into gold, you need to get DELAVO™.

The amount of information with which it can supply you is staggering. You'll learn more about your customers, the performance of your sales funnel, and which techniques are producing the right results than you ever have before.

Which OTO should you really be using for your new release? What percentage of buyers for Product A buy Product B, too? Are you experiencing an influx of refunds for one product? Which headlines are really encouraging people to open that message?

That data is gold. If you're willing to squeeze the power out of potential-rich data, you'll fall in love with DELAVO™. It doesn't just "do" things. It gives you the information you need to make smart changes in the way you're conducting business.

FOURTEEN

BETTER DELIVERY

Selling a product or service is only the beginning. You need to deliver it, too. If you can find an efficient, effective, and error-proof way of handling product delivery, it will make you more money.

First, it spares you the expense of time. An automated, centralized delivery solution puts hours back on the clock, enabling you to do more and to make more.

Second, it reduces customer service obligations. A clear and effective delivery system allows you to avoid dealing with customer concerns and questions that can steal your time and that can actually lead to refunds and charge backs.

Third, it gives people another reason to like you. Fast, accurate, and easy delivery feeds your image as a professional, trustworthy marketer.

DELAVO™ includes everything you need to assemble and maintain a great distribution system. You can make sure

that the right customers get the right products at the right times.

With the right plugins, you can even arrange for the delivery of physical goods under the right circumstances.

Don't let the logistics of product delivery take up any more of your time than is absolutely necessary.

You can leverage your time in a more productive way than wrestling with the details of a clunky self-constructed delivery system.

Instead, rely on DELAVO™ to handle the process. You just spend a few minutes setting everything up, and your deliveries will run flawlessly on autopilot. That's what centralization is all about!

A customer makes a purchase. The necessary login or download information hits his or her email account moments later. If the customer took advantage of a one-time offer, that product is delivered, too.

There's no confusion. There are fewer customer service issues. Instead of spending your time dealing with helpdesk tickets or customer complaints, you're working to build your business.

The best way to avoid time-consuming, profitless customer service ventures are to do things right the first time. One of the most common areas for IM breakdowns is in order fulfillment. DELAVO™ makes things run the right way.

And we're not just talking about the delivery of digital goods. Expansion plug-ins allow you to integrate your IM business with physical goods.

You can offer DVD, CD, and printed products via services like Kunaki™ - managing it all through the DELAVO™ interface.

FIFTEEN

REDUCING THE NEED FOR OTHER PURCHASES

You can make money by selling more or you can improve your profitability by spending less.

We've discussed the many different ways that DELAVO™ can improve your marketing, giving you the ability to sell more and to produce more profits. It can also work on the other side of the equation, by decreasing your expenses.

That's because DELAVO™ isn't just a tool. It's a suite of tools. It's a comprehensive "shell" that can be "loaded" with the functionality you want to use. While other Internet marketing tools are single planks, DELAVO™ is a total platform for your operation. Think about the difference.

When you buy one product, you get one potential solution to one isolated challenge. Utilizing that product may create other difficulties for you within your overall approach.

Changing any one part of an ad hoc system can throw everything into disarray. When you build a system out of spare parts and duct tape, the slightest variation can create a total meltdown!

If you obtain DELAVO™, you resolve the same challenge without adding another component. You move on without creating another potential “fail point.” Nothing falls into disarray. Everything continues to run like a well-oiled machine.

You don't need another tool to help organize joint ventures. You don't need anything else to help you structure delivery systems. You don't need additional list management tools.

The list goes on and on...

DELAVO™ can save you a small fortune by allowing you to skip a variety of other programs. Instead of relying on a constantly growing patchwork of singular Internet marketing “solutions,” you'll have the answer to every question already, thanks to DELAVO™.

And if you don't have the answer, you'll get it soon.

Remember, DELAVO™ supports plug-ins and history shows us that the people behind this product will be willing, ready, and able to support the tool with the best possible resources and that those choices will be responsive to the public's demand.

Don't just think of DELAVO™ as a means of profit generation. Consider its potential as a cost-cutter, too. It really does work on both sides of the business equation to maximize your profitability.

If you don't get DELAVO™, how many different applications or services will you need? How much will they cost you? When you compare the price tags, it's a simple choice. You can either do everything from one convenient, centralized location for less or you can invest more of your hard-earned money across a mish-mash of different partial "solutions."

SIXTEEN

ONE TIME OFFERS

Earlier, we mentioned that DELAVO™ had the ability to enable marketers to implement coupon promotions and other campaigns. Let's look at another example of how you use this ecommerce platform to put a great offer together.

One time offers, often abbreviated as OTOs are perfect examples of how you can use DELAVO™ to make what was once a difficult process into something incredibly easy.

OTOs work. They basically present those who are in the process of buying your product with an opportunity to add an additional product or service to their order at a special price.

They're effective for a few different reasons.

First, there's the matter of the price point. Since the marketer is generally shaving the price of the material as part of the offer, it's often more attractive to consumers than it would be on its own.

Second, the OTO confronts those who are already interested in your offerings and who are in the process of spending money with you. Have you ever wondered why those “impulse buy” products at supermarket checkout lines sell so well? They're right in front of people who are already spending their money. “What's another few dollars?” they're thinking.

You can get to your customers when they're in a similar state of mind by putting a well-designed OTO in front of them while they're in your “checkout line.”

The recipients of OTOs literally have their credit cards out and sitting on the desk—and they're motivated to use them. That makes it a great way to get the most out of every single sale you make.

Third, marketers are able to offer the most relevant and potentially valuable additional products as part of their OTOs. They can create a virtually irresistible package for their customers.

The problem with OTOs is that they're not all that easy to set up under “normal” conditions.

You need to find a way to integrate them seamlessly into your overall ordering and payment process.

You also need to find a way to protect their integrity by finding ways to make them truly one time offers.

When customers think OTO is really an “OOAO” (over and over again offer), it hurts your credibility and cheapens the perceived value of the deal.

Marketers often create OTOs using a variety of different individual tools. They work to integrate them into the project and make a series of tweaks and adjustments to get things “just right.”

When they're done, they have a real moneymaker on their hands.

The problem?

All of that integration and adjustment has its own invisible price in terms of the time and effort involved to put things together.

While they may make more money with the OTO than without it, the real value of the gain is diminished when one considers the work involved.

That's not the way things unfold when you're using DELAVO™. DELAVO™ turns the creation of effective OTOs into a surprisingly simple exercise.

You can create them at will, adjust them in a matter of moments, change them whenever you'd like and manage all of them across all aspects of your business from one place.

When you contrast the way DELAVO™ makes OTOs easy with the way most IM-ers go about creating these special deals, there really isn't much of a contest. If you make money by using OTOs, DELAVO™ is the only sane way to go.

If you don't currently use OTOs as part of your overall approach, DELAVO™ may very well give you a necessary nudge in that direction.

By making the implementation process so easy, you'll find it difficult not to experiment with OTOs. And because you'll be doing them the right way, you'll undoubtedly fall in love with the results.

Let's say you're selling an ebook. You could follow up with an OTO for an audio version of the text. If the customer rejects that offer, you could then give him or her another OTO for a series of topic-related articles or a special report. If he or she turns that one down, you simply deliver the original purchase.

However, if they buy the audio book, you can still follow up with the report. No matter what happens, you can find a way to get both additional offers in front of your customer.

That's just one example of how DELAVO™ can allow you to create sales opportunities that many marketers ignore. You work hard to put people into your sales funnel. Once they're in place, you don't want to let them escape until you've done everything in your power to encourage a purchase.

SEVENTEEN

YOUR OWN AFFILIATE PROGRAM

Very few marketers won't work with affiliates. That's because a motivated crew of affiliate marketers can really spell the difference between a trickle of revenue and an absolute tidal wave of profits.

If you have the right people out there pitching your products on their sites and to their lists, it can make all of the difference in the world.

We can argue as to whether or not any one man (or woman) can be a true island. There's no argument, however, if one individual can be an extremely rich island. That just doesn't seem to be the case. Cooperation is always a part of success and an affiliate program can be part of that cooperation.

Take a moment to consider the top Internet marketers with whom you're familiar. How many of them take advantage of affiliate marketing by allowing others to sell their products?

I'm willing to bet that you just answered, "All of them."

That should tell you something.

Now, there are many different ways to go about setting up an affiliate program. You can list your product with a service like ClickBank, for instance. If you do that, you're going to be forced to play by their rules, though. And those rules are growing increasingly restrictive. You'll also pay them to administer your program.

That combination of choking restraints and costs can make that option less than attractive.

You can also run your own affiliate program. There are a number of scripts out there. Some are better than others. Depending on what you choose to use, you may be able to perform some functions that you'd like, but not others. Plus, you'll need to deal with installation and you'll have yet another component of your system to operate.

We've been preaching the virtues of centralization throughout this entire book, but there may be no better example than this one.

DELAVO™ makes running affiliate programs an absolute joy.

Set your own terms. Set your own commission payment percentages. Not satisfied with a one-tier arrangement? Set up a two-tier arrangement. Heck, you can set up a twenty-five level affiliate program with every bell and whistle you've ever imagined if that strikes your fancy.

DELAVO™ puts you in charge of building your arrangements and gives you everything you need to manage them like a professional affiliate manager. There is no more flexible or more powerful tool for the construction and maintenance of affiliate marketing plans.

And you can run all of it from one place. Easy.

You don't need to fool with yet another script, hoping that it will work right after the third or fourth time trying. With DELAVO™, it's easy. And it works the right way from the beginning.

Do you want to get affiliates on your side?

Do you want to watch your numbers grow as your army of commissioned sellers spread out over the Internet trumpeting the virtues of your products?

That's what DELAVO™ can do—and that's been in the plans from the beginning. Even before John Delavera started work

on JVManager[®], he publicly recognized the need for a good affiliate program within any centralized system.

The need for an affiliate program was on par with excellent tracking and a solid means of handling list marketing in John's original comments on the topic of centralization.

It's no accident that DELAVO™ offers more flexibility and features than any other affiliate script on the market. It's been a top priority from the very start and continues to be a key consideration today.

Stress the fact that it's perhaps the ONLY tool that allows marketers to create UNLIMITED ties in their affiliate program. Mention that this is not the best option when using online retailers like PayPal™ for example, but for people that have a merchant account and get credit card orders, thus paying affiliates through checks, there is NO other program that can leverage affiliate marketing that much.

The multi-tiered system alone is priceless. DELAVO™ allows you to create more than one tier of commissions for affiliates. This has some exciting applications.

For instance, you could create a viral ebook along with its customization, providing that same right to your affiliates/customers. Not only will you get the sale, but you

could create a ten-level deep affiliate structure, encouraging massive distribution of your text and significant profit potential for everyone involved.

Affiliate marketing is one of the biggest areas of IM for a reason. It's a system that's proven itself again and again. DELAVO™ lets you build custom programs perfectly suited for your exact needs. Not only do you get the generic advantage of an affiliate program, you get the massive perk of having customized plans for each of your projects.

EIGHTEEN

PROFITABLE PARTNERSHIPS

Two brains are better than one, right? Well, that seems to be the case in some marketing situations. A good joint venture can produce serious profits for everyone involved. Of course, you need to be able to put together and manage the whole affair if you want to make money with a joint venture.

That can be a complicated procedure, too. For years, there wasn't a good way to do it. Now, there are a few choices, the best of which is clearly DELAVO™.

If you read the opening to this ebook and learned about the fascinating history behind DELAVO™, you know that its roots go right back to the original and still highly-regarded joint venture management tool, JVManager®.

You can tell JVManager® is at the head of DELAVO™'s family tree. It's an excellent way to develop, implement, maintain, and automate your joint ventures.

There's no need to go into details, because nothing compares to DELAVO™. Think about what JVManager® and

Fantastos® have done for the assembly, maintenance, and oversight of joint venture partnerships over the last ten years.

DELAVO™ comes to the table with all of their battle-hardened performance and power completely intact.

This is what they call a “no brainer.” Ask yourself, “Who knows joint venture management better than anyone else?” Who has the background to put together the right tool for that job? John Delavera is a top JV expert with a track record of putting together management tools. DELAVO™ is the next step in a very profitable direction.

The JV event management elements of DELAVO™ are a dream come true for creative marketers. You can harness the power of this DELAVO™ element even when products aren't involved at all.

You could, for instance, send a message to all of your affiliates, encouraging them to write a short PDF report offering their top piece of advice on an Internet marketing topic. They could upload that report via the DELAVO™ JV event manager tool, defining the rights package in the process.

When you've acquired enough of these reports, you can then sell access to the information, placing it in a "member's only" area. JV partners could deliver a report created from the user-generated content as a way of inducing people to sign up for their lists--they get something valuable out of the deal, too.

That's just one example and although it isn't the "run of the mill" JV setup, it does illustrate just how powerful and flexible DELAVO™ really is.

Just imagine trying to set up something like that under your existing set up. Thinking about it probably makes your head spin. With DELAVO™-style centralization, it's easy.

The only limit on your business is your own creativity and willingness to experiment.

NINETEEN

STAY ON THE CUTTING EDGE

If you read a book about how to make money online five years ago and then read another one today, some of the material would be similar. There are a few “timeless” principles of successful Internet marketing.

However, much of the two books wouldn't overlap. That's because times change and techniques change. And when it comes to the online world, they have a tendency to change very quickly.

What works today may not work tomorrow. Last month's red hot trend could be outmoded next month.

If you want to be profitable online, you can't just chase the latest developments. You need to be in front of them.

You can eke out a living playing “catch up,” but if you want to make the big money, you need to master those core perennial strategies and supplement them by remaining perched on marketing's cutting edge.

DELAVO™ gives you a front row seat from which to witness, understand, and implement the newest developments.

DELAVO™ is built to grow via the use of various plug-ins designed to handle specific marketing tasks.

Not only is this good from the perspective that you're not forced to purchase functionality your business doesn't require, it's also great because it allows you to invest in new plug-ins as they're developed.

John Delavera has a history of updating his products based on the needs of his customers and the changing Internet marketing landscape.

In fact, John is known to have provided many solutions before most marketers even realized there was a problem to address!

In other words, your adoption of DELAVO™ insures that you'll remain up to date with new developments. You won't fall behind. The software won't become antiquated. It's going to be right on the cutting edge at all times.

Other programs become outdated with the passing of time. That's because they fancy themselves “complete” products

from their inception. John Delavera and the genius coders behind DELAVO™ know better.

They realize that no comprehensive centralization tool for Internet marketing can ever be "finished."

Instead, it needs to be capable of remaining up to date as the world around it changes.

That's what DELAVO™ does.

Think about the track record of earlier Delavera products. Thousands of people are still using JVManager®. Thousands more are still using Fantasos® years after its release (although they're now making the transition to DELAVO™).

This is not a product with an expiration date.

While a "how to" guide to Internet marketing five years from now may make some of today's approaches seem antiquated, there's no way that the use of DELAVO™ will seem outdated. It can't. The plug-ins solve the problem by providing a fresh stream of new ideas and tools to its users.

Do you know who makes money online?

They are those who become acquainted with new developments and then find a way to integrate them into their business models.

DELAVO™ is going to make that extremely easy for its users.

DELAVO™ is built for speed—and timeliness. It was designed to be ultra-flexible and to accept new developments in the IM world.

That's why the old “all in one piece” design of other systems has been scrapped in favor of the modular plug-in plan.

If you want to stay up to date indefinitely, DELAVO™ shouldn't let you down. Its structure and its history certainly don't point toward that conclusion.

If there's one sure bet, it's the fact that the world of Internet marketing will change.

Nothing remains constant.

You can either invest in a series of individual, partial “solutions” that are built under the presupposition that things will remain the same or you can deal with DELAVO™, a dynamic system built with the inevitability of change in mind.

The alternatives are always one day away from becoming obsolete.

DELAVO™ can and will change as the sands of IM shift.

DELAVO™ improves your profit potential by allowing you to build a lasting business that isn't dependent upon the fantasy of a long-lasting status quo.

TWENTY

TAKE YOUR PICK

21 Reasons Why YOU Cannot Afford NOT To Use DELAVO™ is what the title of this guide promises to tell you.

As we noted earlier, however, twenty one ways would only scratch the surface of the different ways this amazing centralized ecommerce platform can improve your business.

And that wasn't an exaggeration. Think of a way to make money online. There's a very strong likelihood that you can do it better, faster, and smarter by running it on the DELAVO™ platform.

How could better development and use of customized forms help your business?

You could certainly think of a few ways to improve your bottom line, even if it was exclusively related to getting the job done faster when you need a form and by more easily integrating it into your system. The time savings alone can be substantial.

What about handling shipping of physical goods? Wouldn't it be nice to have that as an easy-to-manage element of your IM empire?

Even if you're not selling physical goods today, it could be right around the corner.

Sick of those long URLs? Wouldn't it be great if you had a built-in URL shortening mechanism you could use for any aspect of your IM business?

Do you need special roles and privileges for special users within your business? If so, you know how difficult that can be to set up using an ad hoc system.

What if you could make that happen with the click of a finger by using a centralized alternative?

Want a way to make everything you're doing with InvisionPB to work with the rest of your system? How about phBB integration? SMF integration? Would you like to make your Vbulletin projects run smoothly alongside everything else?

DELAVO™ does all of this. And more.

Available plug-ins allow you to handle testimonials quickly and easily. Dynamic pricing? Not a problem. Brandable PDFs? You can do it.

Invoices, event management, custom tags, link directories, banner ad rotators, and affiliate bonuses are all manageable right through DELAVO™.

That's real centralization. And even that is only a beginning.

New plug-ins exclusively designed for DELAVO™ will allow for geo-tracking, mass user operation, labeling, and will lead to one of the happiest marriages you can imagine when DELAVO™ and WordPress get together to form one amazing system via a WordPress Integration Module you must see to believe.

Any one of the things we've discussed in this chapter or elsewhere in this book could easily be subdivided into a lengthy laundry list of moneymaking opportunities.

Any single core function or plug-in could fill a book twice this length with moneymaking ideas!

Your ability to use DELAVO™ to boost your profitability really is limited only by your imagination as a marketer.

DELAVO™ can help you do just about anything. It's not a "one trick pony"; it's a true foundation from which to manage every element of every project.

And, at the risk of redundancy, that's why it doesn't make sense to think of DELAVO™ as "just another application."

It's not.

It's a home in which all of the applications you need can and will reside.

TWENTY ONE

SHARING THE MAGIC

When something is as good as DELAVO™, you know that people will be clamoring for it. And they are. Since its introduction in May 2009, the web remains abuzz with news of DELAVO™ and its potential to improve any online marketer's business.

Where there's smoke, there's fire.

Where there's interest, there's a market.

If you want one more way by which you can make more money for yourself, it's by joining forces with John Delavera and spreading the word about DELAVO™ as an affiliate.

While John threw the Internet marketing world into a state of shock by giving away the DELAVO™ foundation for free for a very limited time, it's now available exclusively to those who are a part of his well-known Turbo Membership program.

As you probably know, being a Turbo Member involves a great deal more than having an opportunity to purchase DELAVO™.

It's long been a busy and respected membership because it offers its subscribers so much information and guidance. But it's not just a matter of learning; it's also a way to accumulate valuable resources.

Turbo members have an open door to great content that they can use to boost their businesses and a variety of other tools and training guides. Access to "Internet marketing's bible," the so-called "Blue Book" may very well justify Turbo membership in and of itself.

In other words, it would be worth joining Turbo even if DELAVO™ didn't exist. The fact that it does, however, makes it all the more inviting—and not just as a means of acquiring this amazing product.

It also gives you a chance to share the magic with others as a Turbo affiliate.

DELAVO™ is an unbeatable product and Delavera makes incomparable offers to his affiliates. If you're not part of the Internet's Turbo world, you should certainly heed the DELAVO™ wake-up call.

Take a look at what a Turbo Membership offers on top of access to DELAVO™. It's amazing. And it's one reason why the program has been a long-time favorite of smart marketers.

You can leverage this great program and the unbeatable DELAVO™ ecommerce platform to your advantage by becoming an affiliate.

THERE IS NO CONCLUSION

Usually, an ebook like this would end with a standard conclusion. We'd spend a page or two recapping the various key points of the ebook, trying to hammer home its message.

We're not going to try to encapsulate DELAVO™ with a quick conclusion, though. It just doesn't make sense.

That's because DELAVO™ is different.

When you're looking at a particular tool that handles one simple task, it makes sense to review it that way. "Remember, Product X does this. It's great for three specific reasons. If you want to perform that particular task well, Product X is just what you need."

DELAVO™, on the other hand, doesn't do one thing. It does whatever you need it to do. It doesn't just handle a task; it allows you to structure a business.

It doesn't just give you a way to squeeze out a few extra bucks here and there. It gives you a way to completely rethink your approach to online moneymaking.

You get to automate the things you don't like. You get to leverage your time in new ways, making you hyper-efficient. And you may finally have that golden opportunity to exploit your truly great ideas in the most profitable of ways.

Conclusions are ends.

DELAVO™ is never-ending.

That is, in part, due to its unique structure; Instead of trying to wrap up its thousands of features in one heavy brick of code, it's a slim, efficient platform upon which you can add the structures you need in the form of add-ons.

That means that today's DELAVO™—the version you need to get started on creating a real Internet business today—may not look like the DELAVO™ you'll be using in a few months or a year as your power, reach, knowledge, and profitability skyrocket.

Perhaps the best way to end this particular look at a never-ending ecommerce platform is to go back to the very beginning.

That's when John Delavera realized that the difference between online success and failure was often a matter of one simple concept: Centralization.

Those who excel know how to centralize and make a point of doing so.

Those who rely on thrown-together systems consisting of disparate parts spend way too much time fiddling with components in hopes of creating an operable whole that never really emerges.

Let's set our time machine for June 7, 2003. John Delavera made a statement on that day that perfectly encapsulates the underpinnings of DELAVO™.

Today, I'm going to reveal to you one of my conclusions that's 100% tested and cross-verified by some thousands of resources and real cases on line. Here it is:

One of the best kept secrets of successful people online is the "CENTRALIZATION" of their activities...

In order to succeed on the Net, you must constantly use a CENTRAL point through which you'll be able to CONTROL and MONITOR EVERYTHING you do—and especially your sales.

You must become the "big brother" of Yourself! You must use CENTRALIZATION.

After years of hard work, there is finally an ideal way to realize that precondition for ultimate success.

DELAVO™.

Take Care,

John Delavera

www.DELAVO.com

p.s. The availability of DELAVO™ can be checked at

www.DELAVO.org