

## **“If You Just Found Out That You Had Less Than One Year To Live What Would You Do Differently Than What You Are Doing Right Now?”**

That headline is very powerful isn't it? I bet it really got your attention. It probably made you stop for a second and really think...

*Good.* It was supposed to.

I am about to share some things with you that I honestly believe can change your life. *But only if you pay close attention to the message.* I recommend you PRINT this entire newsletter and read it several times. That might be the only way you'll *get it.* And believe me, there's nothing more that I want than for you to *get it.*

For the past few months, I've been reading a lot. I've also been doing a tremendous amount of research online. I've been, well, *searching.*

*“But searching for what?”*

That's the \$10,000,000 question. And I'm about to give you the \$10,000,000 answer...

But first I need to address a question that I've been asked again and again during most of this past year...

## **“John, Where The Heck Have You Been!?”**

*Maybe you've noticed...*

I stopped posting entries to my blog...  
I stopped publishing issues of this newsletter...  
I stopped posting to my Traffic Secrets private forum...  
I stopped posting to my MarketingSecrets.com public forum...  
I haven't released any new products...  
I haven't updated any of my web sites...  
And I've only sent a small handful of emails to any of my lists.

Aside from my *Reese Report* subscription newsletter, I've pretty much abandoned everything – and I strongly considered closing down the *Reese Report.* *I also considered pulling all of my courses off the market.*

Maybe you think I'm about to tell you that the 'reason' is because I've been making too much money with AdSense or something...

Actually, I've been making a small fortune with AdSense since starting a new publishing company at the beginning of this year. It quickly made A TON. It has

been one of the most profitable new ventures I've ever created. And AdSense opportunities are growing by the day. BUT...

*I abandoned that also.*

August 17, 2005 came and went without even a whimper from me.

Maybe you don't recognize that date or see any significance in it. That's okay. I won't hold it against you...

That was the one year anniversary of my massive Million Dollar Day. The day that I proved to everyone how lucrative marketing online could be by pulling in over \$1,000,000 in less than 18 hours by releasing my *Traffic Secrets* course.

That day (this year) would have been the perfect day for me to do a special promotion. I probably could have made another \$500,000 or so.

Many of my expert marketing buddies were even contacting me to remind me of the one year anniversary and encouraging me to do a huge promotion to make some easy money.

*But I decided to do nothing.*

By now you must be thinking I fell on my head or something. Why on earth would I stop doing some simple things that would make me tons of money?

It's pretty simple, actually...

***I stopped caring.***

## **Life Is Easy Until Bad News Knocks On Your Door**

I'll be honest with you... *2005 has been the worst year of my life.* And this is saying a lot since I almost died in 1988 when I was attacked by six thugs and beaten within an inch of my life. (We'll save that story for another day...)

It all started at the beginning of this year...

I received a phone call and found out that someone very dear to me had died. My friend was in a battle with cancer and it finally ended her life.

This person meant the world to me. She was the first person I ever fell in love with. Over 10 years ago we went our own ways (romantically speaking) and she got married several years ago. I was very happy for her and always cherished her as my friend. She did so much for me as a friend, long after we realized we weren't meant to be together. She was one of the most important people in my entire life.

*And suddenly she was gone.*

Her death really put me in a bad place. She was one of the greatest human beings that I have ever encountered, and this stupid thing called cancer randomly took her life. It just totally sucked. There's no other way to say it.

But I only had about a month to really reflect on my memories with her...

*I received another phone call.*

It was from my mother. She called to let me know that my grandmother had just passed away. "Grandma Reese" (my dad's mom) died at the age of 91. She lived a nice, long life. But it didn't make things any easier...

I had spent every Thanksgiving and Christmas with her since the day I was born. She encouraged me to play golf when I was a little kid and would make sure to watch me play throughout the past 30 years. Although she had four other grandchildren, who she loved equally, she would always do little things for me that made me feel special. She even shared *secrets* with me that to this day I have never repeated.

My grandmother was an amazing person. She stood 4 feet, 11 inches tall and weighed only about 80lbs, but she had the energy of a 50 foot giant.

She knew I was an entrepreneur at heart and that I was very driven. She was very supportive of me and of all my little ventures – including all the idiotic ones that failed.

I'll never forget (about 7 years ago) when I bought myself a Porsche. It was the first expensive car I ever owned. I drove it over to her house with pride and couldn't wait to show it to her. I remember pulling up at her house and saying to her, "Grandma, look what I was finally able to buy!"

She quickly replied, "I thought I told you I wanted it in red?"

That was typical of my grandmother. She had a great sense of humor. She was my last living grandparent. This made her death even harder to deal with. It made me realize that my parents are basically "next" when it comes to the inevitability of death.

I was already in a strange place mentally before I had received that phone call. As you can imagine, after learning of her death it made things even worse.

*Unfortunately, the bad news wouldn't end there.*

Literally the same day of my grandmother's funeral, a close friend of mine complained that he was having some problems with his new glasses. He said his vision was occasionally getting blurry and he had a hard time seeing clearly.

About a week later, this friend of mine complained about feeling dizzy.

After going to the doctor, and having many tests run, he discovered that a rare infection was attacking his brain.

During the month that would follow those tests, he would lose his ability to walk. He would also lose his ability to speak. He could no longer swallow food and would have to be fed with a tube that was connected directly to his stomach.

The infection got worse and started to affect his respiratory system. About six weeks after he started having the problem with his glasses, he would die from pneumonia.

I knew this friend my entire life. He was one of the closest friends I ever had, or ever will have. And much of my success is because of him and I will always be grateful for what he taught me.

He taught me all about sales and how to negotiate with people. He taught me how businesses work. He taught me too many lessons to recall. He taught me all about life. Period. He was one of the sharpest people I have ever known.

I will never forget this friend. The person I am today, both personally and professionally, is because of what he did for me.

***This friend was my only brother, Robert. He was 39 years old.***

During the few months after my brother's death, I was in a deep funk. It was hard for me to concentrate on anything. I couldn't sleep. I didn't feel like doing anything. I was in a rough place.

What made things worse was when I would spend time with my parents – I felt the need to be with my family. But being around my parents only made things worse. My mother would constantly cry. My father would occasionally breakdown and just lose it. It was difficult for me to see. It made me even sadder to see my parents in such pain.

My parents encouraged me to just “get back to work” and stay busy. So I tried doing that. At first I just couldn't do it – at least not for very long. My mind would wander and I'd focus on my brother and the other people that I recently lost.

Eventually, things would get a little better. They say “time heals everything” and I think that's basically true. As more weeks went by I found myself spending more and more time online – getting back to usual.

*But then came June 2, 2005.*

The news quickly hit the Internet... *Corey Rudl had died in a car crash.*

Corey was a friend of mine, and a true pioneer of Internet Marketing. Learning of his death gave me this sick feeling in my stomach. While most of our 'community' was sending out emails to their lists about Corey's unfortunate passing, I sat at my keyboard feeling paralyzed. I wanted to send out a message to my list, explaining how I was feeling, but I just couldn't bring myself to do it.

It was just too... surreal. As you probably know if you read about the news of his accident, Corey died while riding in a Porsche at high speeds on a racetrack in California.

In January of 2004, Corey was in Orlando (where I live). He gave me a call to let me know that he was going to be in town and wanted to get together. I had recently modified my own Porsche to give it over 500 horsepower. Corey was excited about going for a ride in it – I had told him about it a few months before that on the phone.

We took my car to some back roads on the Disney property (they own like a gazillion acres) and Corey and I took turns driving my car. We would race up and down certain streets (there were no cars around for miles) and then we would change places and let the other one drive. We had a great time.

Corey really loved cars. Most people didn't know, but Corey spent most of his time traveling around the world and driving all kinds of cars. That was his passion.

Hearing about Corey's death was the final straw for me. I was very unhappy as it was after losing all of those other people in my life, but learning about his passing pushed me over some kind of edge in my mind. Corey was the same age as me and it really hit me how any of us can die at any given moment.

On a final note about Corey, my thoughts and prayers go out to his wife, Tracy, who I had the pleasure of meeting. I have also been thinking about his family and his great team at the Internet Marketing Center. I hear Derek Gehl is doing an awesome job at taking over for Corey. I truly hope they can all go on with their lives. I know they will never forget Corey. I certainly won't.

## **I Would Spend The Next Few Months “Searching”**

I would do quite a bit of soul searching. I had come to a point where I honestly didn't know what was next for me or 'where' I should go with my life.

I gave some serious thought to getting out of the 'teaching' business and to stop selling my marketing courses. In the past year, I had become a 'celebrity' of sorts and I never wanted all of the attention.

It was a lot easier when no one knew who I was and I could just quietly make money from home and mind my own business. Now every move I make is carefully watched and almost always copied. I can't even attend marketing seminars without getting swamped – at a recent event I even had a guy follow me into the BATHROOM!

So I was 99% sure that I was going to get out of the “marketing guru” stuff – this would include no longer attending any seminars, doing any interviews, selling my courses, publishing any newsletters, or doing any teaching of any kind. I would go back into Internet obscurity where I came from.

*But I was reminded of something very profound...*

On a day when I was thinking about how I was going to shutdown all of my sites (I was trying to write out a timetable to close everything down), I received an email from one of my customers...

The email was telling me how this customer had reached a new income level because of what he applied from my *Traffic Secrets* course. He went on to tell me how great it is that he's now able to stay at home and raise his daughter.

That email really hit me right between the eyes. It made me realize something...

*I've been able to change people's lives for the better.*

And THAT is something I just cannot take lightly. I still have a lot of marketing strategies and insights to teach, and I believe I will be doing the world a disservice if I were to just QUIT. That may sound kind of corny, but I believe it is true.

The more I surf around the Web, the more I realize how much CRAP is being sold. All these scams and "business opportunities" that aren't going to do anyone any good. In fact, they're only helping people go further into DEBT.

I know because I used to buy them all the time and they almost ruined my life.

People deserve better. Much better. And I plan on providing it for them. During all of my soul searching I came to realize that my PURPOSE (at least for now) is to teach and help as many people as possible become successful.

I research like crazy. I am constantly doing research. The one thing I realize more than anything else is how much opportunity there is right now on the Internet for thousands upon thousands of people to take advantage of. Never before has been having a successful Internet-based business been such a reality.

In the short year that my *Traffic Secrets* course has been out, hundreds of businesses have been changed for the better. But all the success stories on the web site are just the beginning. I want to create THOUSANDS of success stories.

When I finally do walk away from teaching, and I'm sure I eventually will, I want to be able to look back and see that I've had a major impact on the world and have helped many families have a better life.

## **I Made A Major "Discovery" During My Search**

While I was in my "search" mode of trying to find my purpose and to get some direction about where I should go next in my life, I stumbled upon something very powerful...

I was reading about entrepreneurs and success and wealth building. I was reading all about success and failure. I was reading about why some people

achieve great success very quickly while others flounder around and don't make any money.

***Most people don't act with a real sense of urgency.***

It's just that simple. You see, I believe most people that come up with goals and plans that have anything to do with a time period that is outside THE NEXT 12 MONTHS, are merely creating an excuse for their brain to not allow them to take action TODAY.

Think about it. If you were going to die in exactly one year from today unless you made "X" amount of money, how much more successful would you be than what you will probably end up doing in the next 12 months?

If you want to make more money put all of your focus on the SHORT TERM. Now I don't mean sacrifice your business by mistreating your customers and trying to make a quick buck from them at all costs, etc. What I mean is, focus your efforts on reaching income goals IMMEDIATELY. Create that plan for the next few months and GO FOR IT.

Did you know... the steps that you will take to get to \$100,000/month in income are the SAME whether you take the next year to get there or five years?

Think about that for a moment. Really think about it. Reread it.

Also... change your thinking. If your ultimate goal is to make \$10,000/month, change it to \$100,000/month. Okay, so let's say that you are only 25% successful. That's okay, you've more than doubled your original goal!

Now here's the other secret for making more money than you ever dreamed possible...

***If you don't create a routine for growing your business, it won't grow.***

Let me explain...

Do you know why 99% of all diets fail? It's because the people trying to lose weight have positioned the actual diet as this 'temporary' thing in their minds from the beginning. In other words, they think of the diet as having a beginning and an ending – i.e. when they can go back to eating cake everyday and watching TV all day.

The only people that lose weight and keep it off are ones that make a LIFESTYLE CHANGE. They make their new eating and exercise habits part of their LIFE ROUTINE. So they continue to do those things FOREVER.

Have you ever wondered why one of your web sites might have gotten a burst of traffic from some of your efforts but then the traffic fizzled? And you sat around whining and moaning about it and being upset that you weren't making as much money. Or you released a new product, saw a burst in income, but then things slowly went back down?

It's simple. You are most likely treating your business like most people treat a DIET! You think of taking a certain action (like doing a little SEO, seeking out some JVs, creating a new product) as this 'thing' that has a beginning and an end. You tell your mind that once you reach the end you'll be making all the money you need.

Well, it doesn't work that way...

In order for you to make more money you MUST have a routine. You must set aside certain time each week to put in the effort to drive more traffic from pay-per-clicks. To setup some new optimized pages for the search engines. To add some new content to your overall 'network.' To seek out new JV partners. To research new markets. To create new products. To grow your lists. To run new tests. Etc. etc.

It doesn't matter how much time you schedule each week to do each of those tasks. It can be as little or as much as you want. The key is just to make sure you are doing each of them on an ongoing basis.

If you DO create a permanent routine to do all of those things on an ongoing basis, you can't help but to make more money from week to week and month to month.

So think about it. Create that ROUTINE that you will follow. Sit down right now and write one out. Even if you just put aside 15 minutes each Monday morning to do each of the things you know you need to be doing. That will make you more money than you are making right now. I promise you!

## **I Would Like To Apologize**

Well, if you've read this far you now understand 'where' I've been during much of this year. And although I have no regrets as to how I spent my time (I needed to deal with things) I still feel I owe my customers and subscribers an apology...

I'm sorry for not posting in my forums more and making entries to my blog. I'm also sorry for not publishing this newsletter more often. I plan to get back on track with my own routine very soon.

Also, I've received tons of emails (and had several forum posts and blog comments) posted about "MaxProfit" my ultimate traffic testing and tracking software product...

I still have plans to release MaxProfit. Development is almost finished. I stopped working on it for the past few months due to the reasons I already explained. But rest assured, it will be available soon enough – and I promise, it will be well worth the wait.

I am also working on a new course! During my "deep thinking" process I became very motivated to create a new course for a bunch of things I want to share that I have never shared before. So stay tuned for more news about that.

I am currently dealing with some unfortunate health situations with my family and also with some friends. It seems that cancer is just running rampant thesedays – and probably getting worse. It's a real eye-opener to realize how short and precious life really is.

I would like to challenge you to do some deep thinking of your own. Look inside yourself and try to identify your purpose in life. I would also encourage you to spend more time with your friends and family. And also let them know how much they mean to you. If you feel a certain way about someone in your life, tell them. Don't wait.

You never know when they might be gone.

Yours For Online Profits,

*John Reese*

