

{SPAM 06.8} Joel Comm Pisses Me Off - Again!

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Joel Comm really pisses me off. "We're living in the good old days", he says. What the heck does that mean?

I thought the "good old days" are what people try to get back to... but can never quite get there.

How "good" is it, really, when:

- Half the country is in debt up to their eyeballs and just one missed paycheck away -or one mortgage rate reset away-- from being kicked out into the street.
- Gas is priced at over 4 bucks a gallon, forcing the average Joe to cut back on driving or use grocery money to fill the gas tank.
- And speaking of groceries, they cost more every time we go shopping; then there's out of control health insurance costs, and all the rest.

When you think about it, there are always those who seem to do well despite the conditions in the overall economy.

No doubt about it, thousands or even millions of people are at the mercy of their employers or the government to keep them out of the poorhouse.

On the other hand, there are those who are seemingly able to rake in the cash despite the gloom and doom on the ten o'clock news.

Hmmm...maybe it is possible to stand apart from the crowd and imitate the "gurus" who have cracked the code and dialed in the system for generating serious money.

Consider...

My teacher John Carlton - who learned copywriting after practically being ***dared*** to do it by a hostile co-worker. His copywriting education began by stealing the co-worker's copy of John Caples' Tested Advertising Methods. By the time she stole back the book, John had embarked on a self-education program that has resulted in him being one of the most sought after copywriters in the world.

Another John - John Reese - though smart as they come, college couldn't hold his interest. After flunking out, he labored in a video rental store while building his business. He owed over \$100,000 in credit card debt at his lowest point, and his friends and relatives may have thought he would fall through the cracks like so many other dreamers. Once he put all the pieces together... he became the cash generating machine that we know today.

Keith Wellman's story is oh-so-familiar. Deep in debt and a family to support with his dead-end job, Keith was

desperate. He even blasted Mike Filsaime publicly on Filsaime's blog for taking advantage of his own desperation and hope. It wasn't long before Wellman had to eat his words in a big way, as he is now a very successful entrepreneur with a lifestyle that others only dream about.

Hey, if you can't beat 'em, why not join 'em?

In his disarmingly illuminating style, Joel Comm profiles these individuals plus more than 30 others in his book [Click Here to Order: Stories of the World's Most Successful Internet Marketing Entrepreneurs](#).

With the same intensity that produced his New York Times Best Selling book *The AdSense Code*, Joel dissects the paths that dozens took to jump on the internet marketer's bandwagon.

While Joel is no John Grisham (yet), his book reads like one of Grisham's novels; Joel's subject matter is just so darn fascinating.

If you're one of the guys or ladies mentioned in the book, you may wish the Joel had kept his mouth shut.

You don't want to miss getting your copy.

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Peace,

Harlan D. Kilstein

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