



Pioneers? Teachers? Leaders? Hyped Up BS?

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by Jake Riley



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Class struggles have existed throughout history. In the middle Ages the nobility exploited serfs. In the 18th century Karl Marx suggested that the wealthy, capitalist bourgeoisie exploit the working class proletariat.

And today?

We have the online gurus exploiting the “newbies.”

OK, let's be honest about the situation for a moment. The truth is, in most cases the so-called gurus didn't anoint themselves “gurus.” There wasn't some formal ceremony where the Queen waved a sword above their heads and inducted them into guru-hood. Nor did they take a class or pass a certification test to obtain this title

A guru, in the Internet Marketing industry is someone that has achieved a level of success by honing their skills and becoming an expert in their niche.

According to some, because they simply chose to also help others by teaching in the Internet marketing field, they quickly became a target. Someone touted them as being a “Guru” and it stuck - perhaps with a bit of admiration, and often times with sheer venom and bitterness.

The more people who come together and recognize someone as a “Guru”, the more powerful this person becomes in the Industry. Mere mortals become humbled in their presence ...or perhaps disgusted. We don't know whether we should bow down and be agreeable so as not to upset the guru ...or rise up, fists shaking in the air, revealing once and for all

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what we know is true: the gurus just want our money. In fact, their whole plan is to convince us that they hold the secrets to our success, and if we don't follow what they teach, we are doomed for complete and utter failure.

THE GURU FANTASY

The following story is the same everywhere, although sometimes names and genders change. See if you recognize it..

We've all been there. You get to a point where you get tired of "the man" stepping on your head, holding you down for his own benefit. You get tired of working hard to make someone else rich.

It's exploitation and nothing else.

Billions flow through a company, and they balk at giving you a measly few thousand dollar raise a year. After all, your salary is an expense for the company, a cut into their profits. Their goal is to pay you as little as possible while getting as much out of you as they can.

Who ends up with the short end of the stick? You do, when you bust your butt so that your boss can drive a Mercedes and go on exotic vacations whenever and wherever he pleases.

You just want your freedom.

After years of unhappily working for "the man," you finally break away and decided to seek your own personal success online. You've seen the late-night infomercials. You've frequented the marketing forums, read the blogs and subscribed to the newsletters. You know online marketing is your true ticket to absolute freedom.

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At some point you end up exposed to the gurus in the industry.

Sure, prior to getting into the online marketing scene, you probably thought of gurus as wise, old men who live in the mountains, dispensing wisdom to those who take the long journey to visit them. Perhaps you associate the term "guru" with spiritual teacher.

Either way, it's often a term of admiration and respect. So when you heard the word "guru" being associated with some of the top marketing experts in the field, it seemed almost surreal. These were not your every-day people, certainly nothing like your high school or college professors that you vaguely remember from years ago.

These were – dare we say it – Gods. Internet marketing Gods. When they spoke, everyone listened (maybe a few even felt faint and swooned).

If the Guru said "all sales letters must use bold, red-font headlines", the masses listened and dutifully followed ...and if they were lucky, they made more money from listening to this advice.

If the guru said "In order to succeed, you must have a blog not just a regular static website", the masses stampeded to the recommended blogging software and quickly set up their blogs ...and if they were lucky, they made more money.

The guru said "jump" and the masses humbly asked, "How high?" (and probably even called him "Sir" in the process)

And soon enough you too fell under the spell of the guru. It started out as an admiration based on so many enthusiastic testimonials from the masses. Oh sure, there were a few people sitting on the sidelines bashing the gurus, but you

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ignored it. Maybe it's just sour grapes on their part, you figured.

So your exciting journey to financial freedom begins. You've already read the blogs, newsletters, and forum posts from your favorite gurus. Now you're ready to take the plunge and really get serious about your new online marketing career – and that means spending money.

After all, the gurus told you that you can only go so far on free information, and that if you were serious you'd start paying for your education. You agreed with that. You'd been floating around on free information for weeks or months and hadn't made a dime online, so you figured you have to spend money to make money.

And that's when it all came crashing down.

You started buying all of the ebooks, audios, DVD's and course packages that you could afford (and maybe a few you really couldn't afford, but bought anyway). You might have risked some of your savings on these purchases. But who cares? It's an investment, right? You trusted the gurus and knew that you'd get it all back and more.

Download after download, package after package ...you devoured all the information eagerly. Maybe at times you were a tad overwhelmed by all the information, and got a touch of information overload or "analysis paralysis."

But you kept buying.

After all, every time you turned around you had another email in your inbox from a guru touting the latest package as the best thing since sliced bread. And you believed them, so out came your credit card yet again.

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As you bought more you also subscribed to more newsletters. Every day you were getting nailed with promotions, and those trusted gurus were telling you, "**Now THIS is something no self-respecting marketer should be without!**" And so you bought again.

One day you faced reality. Maybe it's the day your credit card bill came, or the day when it seemed like all your friends and family was asking you, "how's your new business going?"

You sheepishly admitted you hadn't really made any money yet. Or worse, you lied and said you were making far more than you really had.

And yet SOMEONE was certainly making money – namely, all those gurus you trusted! Had they bilked you out of hundreds, perhaps thousands of dollars?

The reality was like a slap in the face. Just as "the man" – your previous boss – had exploited all your hard work to make himself richer, now you had gurus doing the exact same thing to you! They were lining their pockets at your expense!

And you didn't have a damn thing to show for it ...except for a huge credit card bill!

You were mad as hell. Finally you understood what all the "guru bashers" were talking about. They were probably once as "starry eyed" around gurus as the rest of us. But they got a good dose of reality, just like you did.

Suddenly you found yourself railing against the gurus. You were on a mission! You wanted to save the newbies from being taken in by the guru's magical spell. You also wanted to let the gurus know you were on to them and their little

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schemes of putting out products that don't work just because everyone will be too scared to ask for a refund.

Happily you found out you weren't alone. Dozens of others joined you in revealing the truth about the gurus. Of course those starry eyed newbies assumed you were only bashing and that there was no truth to your message. And other gurus publicly admonished you for speaking the truth.

Yet in all of this chaos another problem remained: you still weren't independently free. Your dreams of financial freedom had crumbled to ashes, and you were probably going to have to drag yourself back, grovelling, to your previous boss at your 9-5 job. You HAD to make money somehow, because the gurus took all your money and left you without the means to even pay your damn mortgage.

Didn't they?

THE COLD, HARD TRUTH

First off, let me say this. There are some people online who market themselves as experts (even gurus) and they DO put out shoddy products. Perhaps it's rehashed garbage that they've read elsewhere, but never really tried for themselves. Or maybe they're touting completely outdated information that not only doesn't work, but also could be detrimental to you and your business.

Another common complaint are those that put out expensive manuals (\$97 or more) for information that's completely basic. Of course the sales letter claimed you would get all the secrets, so expectations are high – and disappointment completely sets on you when you discover you've read better FREE ebooks.

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Sure, these sorts of overpriced and rehashed products exist, right alongside some outright scams. But word travels fast in online marketing circles. If you do your due diligence, you won't get sucked in to buying something questionable.

If you buy through Clickbank, you know you can get a refund even if the merchant is refusing to honor his "Money-Back, unconditional guarantee" policy. If you run a search for someone's name and ask around on forums, you'll get a pretty good idea of whether the marketer in question is someone you should deal with or not. And if you just wait a few days or weeks after a big product launch, you'll get plenty of reviews in order to help you determine if the product is really worth the money.

Now aside from the obviously shady products and outright scams, what about the gurus? They're constantly touting everything as a "must have." Yet there are plenty of people who are upset because they've spent a ton of money with the gurus, and haven't yet made it big in the business. Heck, in most cases they haven't even made a dollar yet.

What's up with that?

For many, it's simply a matter of convenience. It's easier to blame someone else or avoid not taking responsibility for his or her own failure.

You see, the person who wants to succeed online will succeed no matter what: with a guru's help, without a guru's help, with money, without two dimes to rub together ...and so on. If he has a burning desire to succeed, he'll find a way - no matter what resources he has in front of him.

If he has to just glean free information from forums, blogs, articles and newsletters, so be it. He'll make money just based on that information. When he can afford to buy more

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advanced information, he'll presumably apply it and make even more money.

Now on the other side of the coin is the person who's determined subconsciously that he will not succeed online. Maybe he thinks on some level he doesn't even deserve it.

Or maybe he feels on the surface that he wants to become rich online, but deep down he believes that rich people are arrogant, look down on others, boast too much, and in general aren't very good people. He wants the money (or so he tells himself), but he doesn't want to become one of "them." So on some level he will always fight against his own success ...sometimes even outright sabotaging his efforts.

But of course to admit to oneself that you're to blame for your failures is unthinkable. No one likes to take responsibility for failures ...and this is doubly true if you have to admit that you actually do NOT want to succeed! How twisted must we be to actually sabotage ourselves?

We can't admit that. We refuse to see it. That would be entirely too uncomfortable. And besides, to admit that we are actually in control of our lives is perhaps way too much power for some people.

And so we look for something or someone else to blame.

Online, it's easy to find that target. Just look at who has all the power online. Look at who's wealthy like you want to be. Look at who has a reason for us to fail.

It's quite simply, the gurus.

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GURU BOYCOTT**BLAME THE GURUS**

Yes, we can actually convince ourselves that the gurus want us to fail.

After all, if we succeed then the gurus lose money. They can't keep selling us products if we start making more money than them. They can't keep getting rich off of us if we stop buying what they're selling!

So obviously the gurus are never going to reveal the real truth about making money online. They'll just keep feeding us little teaspoons of information at massive prices, giving us just enough information to inspire hope ... but never enough to make us successful.

After all, they have to keep their foot on our heads to hold us down so we keep dutifully lining up to buy. Besides, what benefit would it be for them to really be honest and upfront, and actually teach us something of value!

Anyone feeling like a herd of cows going to slaughter?

Do you believe this? Is this the way you feel when you hear someone being referenced as a "Guru"?

If you do, I have a bridge to sell you.

The truth is, if you're not succeeding it has absolutely nothing to do with the gurus. Both your successes and your failures are 100% your own responsibility. Anything that's happening in your life is 100% due to the choices you've made. If you don't like what's going on in your life or your business, you have the power to turn it around by making different choices.

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Listen, no one forced you to buy anything from a guru. Indeed, the reason you're even on all those mailing lists is 100% your choice. You can unsubscribe at any time. But don't blame anyone else for the fact that you get too many emails and too many product pitches every day. You can't get upset when a marketer markets to you, especially when you opted-in to receive these very emails.

BUT – Shouldn't They Be Responsible For Selling You Loads Of Products And Resources That Don't Work?

Of course they should. I am on your side when it comes to letting others know if a product is pure hype, lies or ineffective junk. I started the Internet Marketing review site, <http://www.GurusLab.com> exclusively because I wanted to have a place where I could post uncensored reviews without holding back. If a product is crap, rest assured, I would be one of the first ones to say so.

The problem with those who claim that EVERY product released by a "Guru" is crap comes down to just one simple question;

Are you certain the product didn't work – or perhaps the problem is – YOU didn't work.

If you purchase these products but then refuse to take action, that's not anyone else's fault. They can't force you to buy, they can't force you to read, and they certainly can't force you to take action. If you do any of those things or none of those things, it's once again, your choice.

Believe this, behind closed doors the experts in the field are struggling to deliver the very best solutions to marketer's problems. But the thing they always quietly lament about is the fact that they can't make someone take action. It actually bothers them to find out the very small percentage of people who actually read their products ...and the almost

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miniscule amount of readers that actually utilize that information to take action.

The experts know they're delivering good, solid information. After all, they wouldn't be successful if their information didn't work. But they also know if you don't take action, then their information really is "worthless."

Unfortunately, many people buy and read or listen to products from gurus, and don't take action. Then when they realize they haven't made money, they say the product was worthless. And because the product is worthless, the guru by association becomes "worthless" as well.

Do you think this was what the expert had in mind when he or she released that information? Of course not! Their intent is to help people. And just like any professional who helps people – be it a doctor, an auto mechanic or even a waiter – they expect to be paid for these services.

The fact that the marketing experts ask for money in exchange for these services doesn't make them "greedy" – it makes them just like you and me.

I don't care what sort of profession you do, I have a feeling that you get paid to do it, right?

THE ENTITLEMENT MENTALITY

Many times those new to online marketing feel that the gurus "owe" them something. Since the gurus discovered how to be successful, they should give away their products for free. If they don't do that, then they're accused of not giving the "little guys" a hand up and perhaps, only

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interested in looking out for themselves and their "Guru" buddies.

Once again, it becomes a struggle between "us" and "them" – the "little guys" and the "big dogs." The "gurus" and the "newbies."

But of course that too is pretty ridiculous. Just because an auto mechanic knows how to fix cars doesn't mean he's ripping you off because you have no knowledge on the topic. Nor does it mean he should fix your car for free. And just because you want to eat doesn't mean a waiter is going to serve your food without expectation of payment.

Likewise, just because a guru has learned the secrets to success doesn't mean he or she owes us anything. Indeed, usually the prices experts charge are quite small compared to the years and perhaps hundreds if not thousands of dollars they invested to learn what they're now teaching you.

In other words, even in this instance it is YOUR choice; Spend years and thousands of dollars learning the same methods by trial and error or spend what you can afford to learn from those who have already done it successfully.

JV's With GURUS

Maybe you too have entered the online marketing niche because you have a killer piece of software that you just know will help online marketers everywhere. Or maybe you write really good private label articles, and you'd like to share them with others.

So maybe you're no guru and don't even necessarily aspire to be one, but you DO want to swim (and sell) in the same

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pool as these folks. That means you'll likely approach the gurus for joint venture and affiliate partnership deals. You have a killer product – better than most – so you can't imagine the gurus would turn you down.

And besides, you've spent so much money buying everything the gurus are selling; surely they at least owe you this?

Unfortunately, no. Gurus don't owe anyone a joint venture whether we'd like to think they do or not.

You see, when you paid your money in exchange for their product - that was the absolute moment the deal was complete. There were no other implied benefits beyond you exchanging money for useful information.

Indeed, you got the better end of the bargain! Think about it. You paid let's say \$97 for a product that could potentially make you thousands of dollars. You bet you got the better end of the deal! So to say that the guru owes you more – such as a joint venture – is ridiculous.

Again, take this out into the rest of the professional world and try out your concept. Go ahead, buy something from Wal-Mart. Buy several things. Heck, fill up your cart and spend \$500 or \$1,000.00

Now that you've spent all that money, take your receipt to headquarters and demand to see the CEO because you want him to help you launch your own business.

Not going to happen, is it? Or at the very least, shopping at Wal-Mart certainly doesn't *entitle* us to face time and a JV with the CEO.

Yet plenty of people expect the online gurus to do joint venture favors for customers. Sure, being a customer may

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get you noticed and help you open up a dialogue with the experts in the field ...but it doesn't entitle any of us to anything more than what the "Guru" is interested in pursuing.

Often times when a person is turned down repeatedly for a joint venture – or completely ignored by the gurus altogether – there's an outcry that the gurus are elitist. They don't want to help the little guys. Someone gave them a hand up when they first started, but they're not doing the same now they are in a position to do so.

That too is a silly way of thinking. Imagine if you had hundreds of joint venture offers crossing your desk each day. How would you choose which ones to consider? Chances are, you'd pursue those coming from people you know, like, and feel you can trust.

In other words, your friends.

And which ones would you ignore? The first ones to hit the trash would definitely be those that demanded you do something, or otherwise came off with an attitude of entitlement. Just the tone of an email like that would leave you with the feeling that the person would be difficult to work with (and you'd be right).

If you honestly put yourself in the guru's shoes, you know you'd do the very same thing. There is no conspiracy to keep the little guys down. There is no elitist "I'm too good to do a JV with you" mentality. No, it's the simple fact that just like you, these experts work with people they know and trust primarily ...and time permitting, they may consider other offers.

So, if you are not getting the response you had hoped for from your joint venture proposals, don't blame the gurus! Instead, blame your approach. Are you sending out offers

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to people who've never heard of you? Do you always seem to be sending out requests for people to help you ...but rarely or never do you simply ask how you can help them?

If so, then you need to go back to square one and start by building relationships rather than requesting joint ventures.

US VERSUS THEM

So far we've discussed how the "us and them" mentality mainly serves the beginning marketer by giving him an excuse as to why he can't succeed.

If he's not making money, he can blame the gurus for withholding information. If he can't get joint ventures, blame the guru. If he's spending a lot of money on products (and yet not taking action), once again, blame the guru.

When he does this he feels better about himself. He doesn't face the realities that on some level he's chosen not to succeed. The guru becomes a scapegoat – someone to put on a pedestal, and then viciously knock down and blame for one's failures.

But let's face it ...if there were no gurus, this person still wouldn't succeed. He'd simply find another excuse.

Perhaps he doesn't have enough money to really "make it." Or perhaps he doesn't have as much time as others, so that's clearly the reason he's failing where others succeed.

The **excuses** come one after another.

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Share a success story with a person like this, and they'll give you every excuse in the book as to why the successful person in the story had it easier or better than he did.

For example, share a "rags to riches" story of someone who overcame poverty to go on to build a successful business, and the person who's full of excuses will say, "yeah, but that person had time to build a business because they were unemployed!" Or, "yeah, but they probably weren't going through a divorce like I am!"

The excuses will never stop for someone like this, until they choose to take control of their own destiny. When they realize they're solely responsible for everything – everything! – that happens to them, only then will they accept responsibility, stop blaming, and start making positive changes.

In other words, attacking and blaming gurus are just symptoms. Gurus are easy targets, after all... and there are plenty of people doing the same thing.

Now this is perhaps the most sensitive part of the report. Let me ask you this: Do you see yourself in any of these situations? Have you ever become angry with a guru? When things don't go well, do you find yourself pointing to people and things outside of yourself as a way to justify your losses or failures?

Do you do everything in your power not to take full responsibility for the reasons you are struggling to make money online?

If so, it's probably quite difficult to admit to doing this. For me personally, I was once in the position of feeling and truly believing that the reason I could not succeed despite my attempts was because these "Gurus" were holding me back. When I analyzed myself and where I was in my life, I

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realized that I only had myself to blame. I had taken the steps of learning everything I needed to but I had not applied these methods to my own business. Instead, I kept jumping onto the next new trend, the newest method, only to disregard it the moment something else was launched.

It's really difficult to own up to the idea that you are the one (and only one) that is sabotaging your chances of being successful, of achieving results, of following your dream.

But, like me, if you can recognize that you are absolutely responsible for your own efforts (or lack of), and that you really can be successful if you believe in yourself and understand that only you have the power over your online marketing journey, then you will finally be on the right path – a path destined for incredible personal achievement.

You see, the people without hope will stick their head in the sand. They'll deny they do any of these things. They'll continue to believe that the reasons they have fallen into debt or failed at their online attempts to make money are simply because of not being taught properly, or that someone just used them for their own gain. They'll also think this report is completely BS, and they'll continuously fail (I promise) because without analyzing their own obstacles and preparing to focus on what they truly want, they will remain distracted by what everyone else is doing.

But those people, who are thinking about how they may play into all of this, are standing on the threshold of a major personal and financial breakthrough.

If that's you, Congratulations! One of the biggest steps you can take is recognizing the reasons why you are stuck in this never-ending cycle. Once you do that, it's simply a matter of clearly defining your objectives and letting nothing (or no one) get in your way.

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You will be focused on YOUR success, YOUR dreams, YOUR Business, **YOURSELF.**

Don't think that you are alone. There are so many others in the same situation, but the difference is, you can be one of the elite few who break free from a mind-set that is completely self destructive. Go ahead, jump out of the boat! Everyone else on board will most likely spend the rest of their lives floating around aimlessly, afraid to take control of their own destiny.

THE DIRTY LITTLE "G" WORD

Right off the bat, let's drop any connotations you have associated with the word Guru. Perhaps that's step one in breaking free from the blame game. In other words, if the term, "Guru" brings up feelings of bitterness and perhaps anxiety, replace it with another word.

What about "Expert" or "Professional"? Use the word that seems positive or at least neutral to you. Remember, the experts aren't the ones who labeled themselves – the masses did, which carried over to the individuals. That means you can attach a different label ...or no label whatsoever. **It's your choice.**

The big benefit to the experts is that when you free them from blame, you free them to do what they do best: teach.

Does freeing them from blame mean they can put out crappy, worthless products and you can't blame them? Of course not! If they do that you get yourself a refund and you share your experiences with others. That expert's relevance will drop off the charts in no time.

What we're talking about is that you "free" the experts who consistently provide good products and services. When

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they're not fending off attacks or having their energy sucked away by the negative, blaming masses, they have more time and energy to devote to teaching.

Maybe that means they'll post a few extra blog or forum posts this week, or throw out an extra tip in their newsletter. Or perhaps they'll have time to insert an entirely new chapter in their latest product.

When you stop blaming them, you also free the experts to reveal experimental information or beta products. This could be a gold mine for you!

You see as it stands now, many experts feel like they must be very conservative in the products they release. Experimental and theoretical tips and tricks are usually kept a secret until they've been tested across niches and over time. Otherwise the expert risks a huge backlash for sharing information that "didn't work" – even if the expert told everyone up front that it was experimental!

Likewise, software and other widgets are held in development until they are near perfect. If there are flaws in the software or widget, the expert is put under scrutiny much more than anyone else could ever be. It's the ol' *"put 'em up on a pedestal just so you can knock 'em off"* song and dance.

In other words, people expect the experts to be perfect. Either they're all "starry eyed" and don't want to ruin their illusion that the "gurus" aren't Gods, or they're just looking for a reason – any reason -- to knock the experts down.

The experts are expected to operate under a much tougher standard than the rest of us. Imagine if your business would be under that much scrutiny. Would you rush products to market just because you'd know that even if they aren't perfect, they could still help a lot of people?

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Probably not. You too would likely take a little more time, trying to get the product as next-to-perfect as possible. You know that no matter what you're going to get negative feedback from certain groups, so why give them an easy target?

The same thing goes with the experts in our field. But when we release them from their "Guru" status of being Gods and having to always be absolutely perfect, we enable them to deliver awesome products, widgets, and information that might not be yet ready for mass release. That means we can start using the products weeks, perhaps months earlier. And that means weeks and months of making more money ...even though the product wasn't quite perfect yet!

CATCH AND RELEASE

When we release the experts from the bondage of our outrageous idealisms and we stop making them out to be larger than life, and finally, when we stop blaming them for our own shortcomings, we can quit being angry and bitter towards them as well.

Why would we want to do that?

Because our anger is trying to tell us something.

You see, sometimes even successful people feel angry with the experts. They don't necessarily blame them for anything, because the person who feels angry is doing well on a financial or personal standpoint. Even so, there's anger bubbling beneath the surface.

If you take a look at it, chances are that anger is just a symptom of the little green monster. You know the one.

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GURU BOYCOTT**Jealousy.**

Of course our knee-jerk reaction is, "I'm successful too! Why would I be jealous of a freaking Guru?"

Anger and jealousy are nothing to be ashamed of. Indeed, they are usually bright beacons pointing to our own inner desires.

For example, there are some successful marketers who do their own thing online, and do quite well. But while they may be making a good living online, they haven't realized their inner desire to become a notable teacher in the online marketing field.

So perhaps they start a Blog and a newsletter, and have a few faithful readers and followers. And maybe they have people impressed with their interesting blog submissions, or helpful forum posts. Still, they feel they are missing something. They don't have a large following, a solid "fan base". Most of these people won't admit to wanting more, to have the hidden desire to be given the "G" title.

They'd rather cut off their foot than admit that to anyone, even themselves.

Still, you can usually tell who these people are if you look hard enough. These are the people who make their point known, over and over again, and who are eager to be noticed, praised, thanked and to receive recognition for their efforts on message boards, blogs and in chat rooms.

Sadly enough, they are often too quick to shoot everyone else's ideas down, and quite frankly, unable to see things from any other perspective. This in itself, is the very reason they will never achieve the status they so desire.

Then there are those that mean well; they help for the sheer

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joy of helping. They don't do it for the fame or recognition and while they deserve to be noticed, they are often passed over, rarely even thanked for their contributions to the Internet Marketing community.

Why? Perhaps because they don't already have the "Guru" status.

For instance, have you ever seen this happen?

Someone with a lot of knowledge posts a statement, perhaps a helpful tidbit, or a useful technique to generating traffic. It's overlooked.

Then, a couple of weeks' perhaps even months later, an expert in the industry comes along and repeats the exact same thing. People go crazy! This topic becomes the hottest subject online and the forums are buzzing with just how genius this expert really is.

Then you see the original poster. He's trying to draw attention to the fact that he was the one who initially posted this information, yet no one listened. Unfortunately, they're still not listening. He seethes with anger, upset that the people swoon over the "Guru" just because, of course, he's the "Guru"!

Ever see this happen? Ever experience it yourself?

This is how "Guru" Bashing begins. If it's ever happened to you personally, you know this to be true. You're angry and perhaps with good reason but that anger and negativity will only harm you, it can and will **never be productive**.

In truth, when you finally release that anger you will realize something very important.

That "Guru".. that expert? He or she isn't that much

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different from you. They started in the same place you did, despite how much money or how little you both had to start, you still started from the same level. You were both newbies, you both had similar goals, you both shared the incredible feeling that comes from helping other people and being recognized for it. You both dreamt of being financially successful, and you both followed the advice of others. Odds are, you also both spent a lot of money to learn the things you know.

You are very much the same.

In all reality, they're just people helping people – who enjoy what they do and who have equipped themselves with the skills in order to be able to do what they love. They've put their time in, they've worked hard, they've studied the industry from all angles, they've built relationships, established their brand, and because they are passionate about their business and they give it all they've got, people recognized their efforts, admired their achievements, studied their methods and finally - labeled them a Guru.

So, rid yourself of those negative and destructive beliefs. Make an effort to change your viewpoint by understanding the reasons you ever started thinking that way in the first place and you won't just free the experts in the industry who are willing to teach you from misplaced blame, but you will free yourself from the many excuses and reasons that are really responsible for keeping you down.

Besides, their business and reputation will continue to grow despite our opinions or actions, so why not instead, focus on our own success? Learn, study, and absorb everything that you can from those who have managed to take their business to a higher level and embrace the opportunity that is in front of you.

If you can do this, if you can appreciate those who are on

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their own separate journeys, if you believe in yourself and your own abilities and you carve out your own path rather than try to be someone or something else, you will see the true opportunity that is right there in front of you.

To your success,

Jake Riley

GU-RU

1. a preceptor giving personal religious instruction.
2. an intellectual or spiritual guide or leader.
3. any person who counsels or advises; mentor
4. a leader in a particular field:

[Origin: 1820—30; < Hindi gur_ < Skt guru venerable, weighty]

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