

The Basics of *Centralization*

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CENTRALIZATION is the Best Kept Secret that distinguishes the successful online merchants (the so-called "Gurus") from all others... and it took me some years to find it out.

I know what most of people do today. They open an account with Clickbank or Paypal and start selling...

Wrong... wrong... wrong...

It's so easy to create a ClickBank® order link or a Paypal® order button... You just create it, include it in your site and orders are coming... However, while you can take orders, you do not collect VITAL information about your sales, affiliates, customers and joint venture partners.

In order to succeed on the Net you must constantly use a CENTRAL online point through which you'll be able to CONTROL and MONITOR EVERYTHING you do – all of your activities: your SALES, your affiliates, your joint venture partners, etc. In a way... in order to succeed on the Net you must become *the "Big Brother" of Yourself!*

You must use **CENTRALIZATION**.

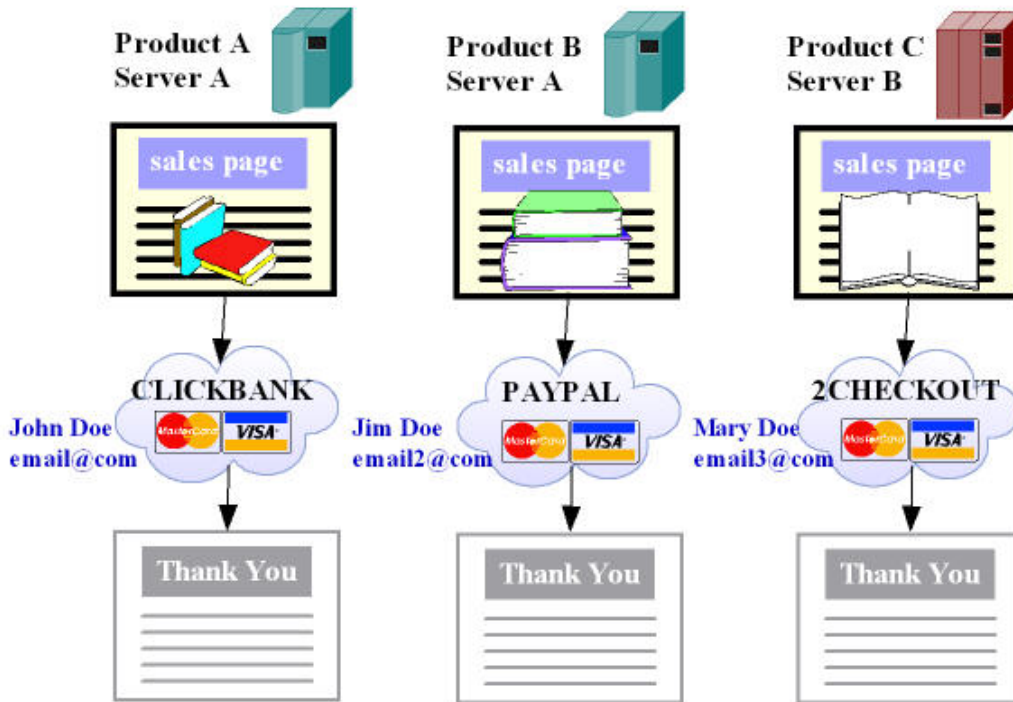
I have researched this term and I am absolute:

If you use Centralization and you are serious on making an income online, then you will succeed. If you will not use Centralization then you'll FAIL: Yes, it's that simple, 100% tested and proven... no doubt on this, no exceptions.

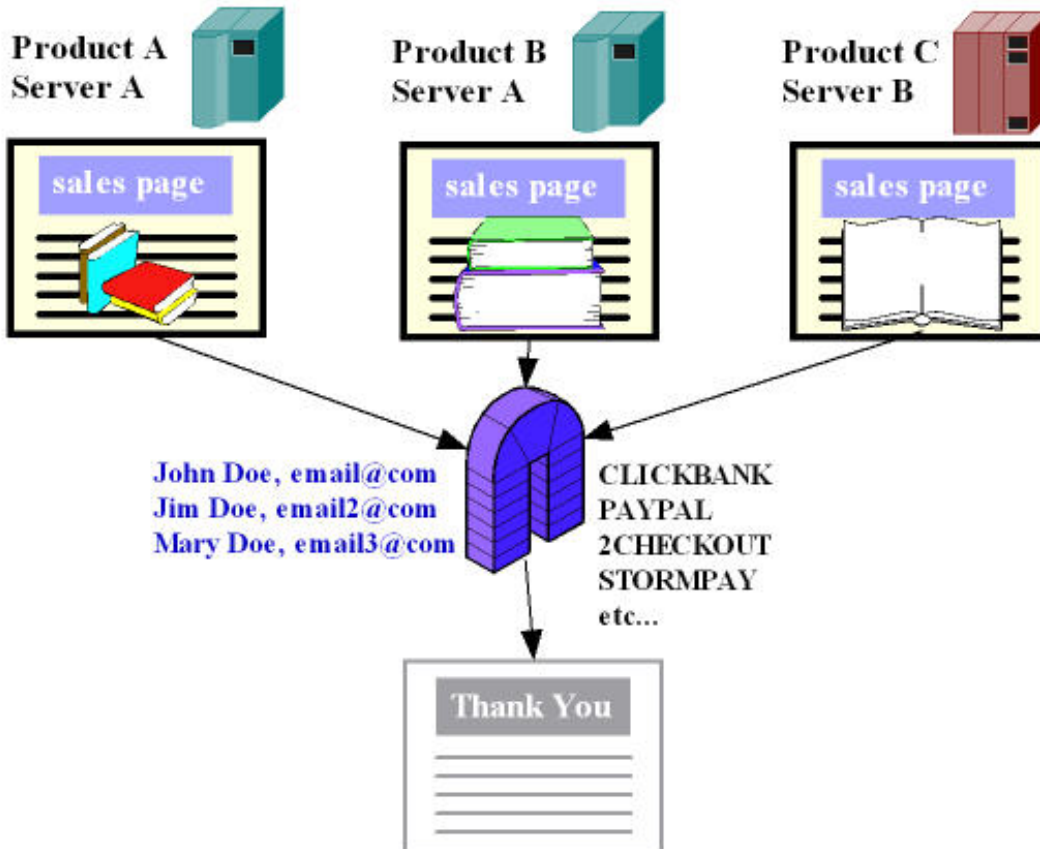
Eventually you WILL use centralization.

The images below explain a small part of what centralization can do for you in regard to payments and customers' management.

Without Centralization



With Centralization



WITHOUT CENTRALIZATION	WITH CENTRALIZATION
Multiple records with customers' data through receipts of different payment or management systems.	Customers' data are saved on your server so you can follow up.
If the payment gateway is unavailable you lose the order & the customer.	Multiple payment gateways for the same product; if 1 of them is unavailable, customers can select through another one.
Paypal® and 2checkout® orders are not easy to be automated.	Instant Delivery of products upon the completion of the order no matter what payment gateway is used.

So what centralization means?

Centralization is the practice through which you use one system for:

- Offering ALL of your products/services.
- Accepting ALL orders for your products/services.
- Offering & maintaining your affiliates & affiliate program/s.
- Delivering your digital property online without any intervention whatsoever.
- Tracking all sales and crediting the appropriate affiliate/s with the correct commissions, instantly sending all messages to thank them for their referral/s, storing customer's information into an online management database for following up with them in the future.
- Partnering with the “Big Guys,” offering them all the tools they need to promote your business effectively for THEM and making them feel SAFE with your business.
- Allowing you to contact with ALL: customers, affiliates and JV partners..
- etc.

Yours,

John Delavera

p.s. The concept of Centralization is applied to [JVManager](#)'s development. [Check this offer](#) until February 7, 2005 and if it's still there, you can give a boost to your online business today!

