

# 2 Reasons Why The Guru's Won't Make You Rich

By Gordon Bryan

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The gurus.

Those lads and lasses that make a gazillion dollars a week online, and Will show you how you can too, if you pay them \$47.

So here's a question...

'If it's as easy as the 'gurus' make out, how come we're not all rich?'

Ooh, good question.  
There's a 2 part answer to this.

Firstly, if everyone copies the step-by-step 'copy this exactly' model provided by the 'guru', this will just result in a crowd scene of identical sites, all selling identical products.

Consequently the demand is diluted and divided amongst the identical sites, leaving them scrabbling around for the odd sale here and there.

For the second part of the answer, it's back to good ol' human nature, and here it is.

Hardly anyone follows through the advice anyway!

For every 100 people that buy the plan, how many make a go of it do you reckon?

Two, probably, maybe three at a push.

The other 97/98?

They weren't prepared to invest the time, effort and personality involved, they wanted all that to be done for them.

They thought that paying the \$47 was all the effort required, and that they would wake up with a case crammed full of dollar bills sitting by the front door.

Within a fortnight, they will be onto the next product, the next guru who'll \*really\* show them how to get rich.

Does that sound glib?

Maybe, but human nature is fairly predictable!  
It all boils down to a big foundation of my 3 favourite focuses.  
You know them, c'mon out loud, self improvement, goal achievement, wealth creation!!!

And the big foundation to all of these?

Responsibility.

If you believe you are worth the effort, take responsibility and put the effort in - no-one else will do it for you!

So if a guru doesn't make you rich, ask yourself if one of the 2 reasons apply to you before you move to the next guru!

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