How Taking The Road Less Traveled By Has Made Me A Different Kind of Marketer

I bet you thought when you were growing up that your life was going to be pretty near perfect. We all did, right? I mean, no child envisions a life of doom and gloom. We all have aspirations and dreams and think that if we are good and don’t break many rules and put forth a fair amount of effort, things will go our way. Right?

It never occurs to us when we are kids that some greater power could throw a wrench in the works. But sometimes this happens. Sometimes you are skating along in your life and everything is going just great – and then you are blindsided by something so unexpected that it literally knocks the wind right out of you. **You suddenly find yourself at a life changing crossroads.**

This is what happened to me. And I often think of the famous poem by Robert Frost when I think back of that moment in my life.

> “Two roads diverged in a wood, and I – I took the one less traveled by, and that has made all the difference.”

The moment for me occurred when I learned that my beautiful baby daughter Meaghan had severe learning problems and was probably autistic. Well, talk about knocking the wind out of your sails. Here I had always envisioned the perfect family, with Meg and I enjoying the typical Mother-daughter stuff together. I had dreamt of all those special moments – her first day of school and birthday parties surrounded by lots of friends. Then, as she grew older, she and I would go shopping together and exchange confidences; she would graduate with honors, of course, and make a beautiful bride to some wonderful man and...

But now I knew none of that was going to happen. Meaghan would probably not be going off to a regular school, nor would she ever have any friends. It was questionable whether or not she would ever be able to talk to me at all. And, of course, graduation and marriage were not even to be contemplated. **So... in one minute... my life’s vision had to alter irrevocably** and instead of going down the more popular path, the safe and familiar road that almost everyone else was going to be using, I **had to embark on the road less travelled by.**

At that time I was heartbroken. I am not going to lie to you. But I could not dwell on the heartache, because I had a young child to raise and... I was up against a clock. I thought, and the thinking has since been borne out to be true, that if I could only give Meg more stimulation, more training, more interaction, she would get better – maybe even break out of her autism. So I worked with her every waking moment. I enrolled her in early intervention. And she did improve, but she was still way behind where she should have been.
So I continued down the road less travelled. And as the years began to pass and I began to accept my daughter’s special needs, I started to look around and notice the scenery. You know, it really wasn’t all that bad. It was different. It was not what I had envisioned as a child, but there were actually some wonderful things about it.

For one thing, for someone who had a tendency to be a worry wart, I totally stopped sweating the small stuff. I mean when you have a BIG PROBLEM to worry about, you now see all the trivial concerns that once mattered so much to you in the proper perspective. And this is very liberating really. It frees you up to take risks and chances that you might not take if you continued to worry about every little thing.

And then there is the whole coming to terms with life on the outside bit. Because I had always thought with a mainstream mentality, I had never expected to feel “out of place” in typical, everyday social situations. And I have to say that this “odd man out” type of feeling is perhaps only true for those with autism and those who are closely associated with them. But, the thing is, my husband and I had nothing — or very little — in common with other parents who were raising typical children — when we were struggling to cope with Meaghan.

And I mean “cope.” Because, although they look adorable and at times they can even act close to normal, autistic children are like ticking time bombs. They are particularly like ticking time bombs in public or social situations — when you would like them to be at their best. So, wherever you go, you just wait for the explosion. Or maybe they don’t explode, they just grab food off of plates, flop to the floor, make loud noises or engage in some other unexpected or odd, self stimulatory behavior that predictably causes a scene.

Now... you would think that this would be a bad thing, but actually for me, it helped me to gain self-confidence. I used to be easily embarrassed by the slightest little thing, but no longer. Meaghan’s behavior (none of which was her fault) embarrassed me so much for so long, that after a while, it just stopped mattering to me. I simply came to accept it. Hey, it was part of who she was and not something she or I had any control over. (Yes, behavior therapy helped, but still, her ever present anxiety always lurks just beneath the surface and anything can trigger it, which in turn can trigger the time bomb.)

When you are raising a child with autism, you live a life constantly on the edge, because you never really know what your child is going to do next. While it is true that we all are creatures of impulse to some extent, their impulsivity is not governed by any rationality, so you have got to watch them every second of every day — and I mean that literally. If they feel like leaving the house at any time, day or night, no locks or bolts on the doors or windows are going to stop them. And of course, they have no concept of danger so, if they leave the house on their own, their life is at stake. You have to live with this constant fear always.

We had numerous close calls with Meaghan, one in particular I will never forget, when she ‘escaped’ and wound up running wildly down a nearby highway in the midst of rush hour traffic! It is a miracle that she survived, and a credit to a saint of a driver who dared to grab hold
of the sleeve of her jacket and pull her over to the side of the road to safety. How he did this, with all the cars whizzing by, I will never know. All I know is that by the time I caught up to her (and believe me I was running as fast as I could with my 3 year old son in tow), she still in his grasp – utterly oblivious to any danger, he was completely bewildered and I had never felt such immense relief in my entire life.

It was at that moment that I knew, without a shadow of a doubt, that this less travelled road I had embarked on, what the utterly right one for me. The very last of my regrets of what might have been vanished and in their place came a renewed determination and commitment. This little girl had been put into my life for a reason. I had been entrusted to love and care for her for a reason, and that reason was that I could do the best job possible, if I put my mind to it.

From the time she was a toddler, I had worked with Meaghan daily to teach her to talk and play properly. But now I redoubled my efforts to not only teach her to expand her words beyond basic rote responses, but also to teach her to read and write. This feat was complicated a bit by the fact that, in addition to being autistic, Meg also had some apraxia, which made it difficult for her to motor plan her speech. But this did not deter me from my determination to get her to use words to communicate and, for sixteen years, we worked together towards this goal.

Picture Helen Keller and Ann Sullivan at their worst knock down drag out and you have an inkling of what it was like in our daily sessions before Meg settled down and I was able to get her to attend sporadically to what I was trying to teach her. This was hardest thing I have ever done, but it was worth the effort because now Meaghan does use language to express herself. In fact, at times she talks so much that sometimes we wish I hadn’t succeeded quite so well:-).

So... why am I telling you all this? I mean, why aren’t I telling you about my various websites and how much money I am making and how I failed in business at first but now I am succeeding against all odds? Well, I could do that. That certainly seems to be what everyone else is doing.

Rich Schefren always tells the story of how at the age of 22 he took a failing clothing company from 1.5 million to 6.5 million in three years. Then, at the age of 26 he started a hypnosis center that grew into a 7.5 million dollar business in less than four years. After that, he was off and running making millions left and right in internet marketing with just about every big name you can drop, a feat that has earned him the well deserved reputation as “the guru’s guru.”

At the opposite end of the spectrum you have Frank Kern who likes to come off as a total slacker, anti-guru type. Most of us are familiar with his back story of early struggle but then making a fortune online, only to be sued by the FTC and lose it all. But then, like the phoenix rising, he came back and made millions again with his Underachiever Method and its sequel. And now, he is the undisputed “master” of multi-million dollar product launches.

I could go on and list just about every marketer worth his or her salt on the internet today – and the one thing ALL of their stories would have in common would be – they would all be about their various business successes and how much money they have made. And there is
absolutely nothing wrong with this. After all, these guys are in the business of marketing and in marketing, money talks!

But... when I think about my business, and the reason I am in business and why you should trust me and do business with me, it really has very little to do with money. Because, quite frankly, money has never mattered all that much to me. Sure, it is nice to make enough money to live comfortably, but beyond that, I would rather be known as someone who consistently strives to over-deliver quality products and service to her customers.

And how can I convince you that I do this? Certainly not by bragging to you about how much money I make. That might convince you that I am successful, but the fact that I am successful does not mean that you will be. I am not trying to convince you how smart I am. I am happy to teach you what I know, which is actually quite a bit, but I will gladly give you this information for free. And you can read it and judge for yourself its merit. What I am trying to do here is show you who I am, so you will feel comfortable doing business with me.

I hope that by telling you a bit of my background, you feel that you know me and understand my values a bit more. I don’t claim to be the greatest, richest or most influential marketer on the internet today. And the very last thing I aspire to be is a Guru!

I am just a regular Mom from Boston, Mass, with a great husband and two terrific children, one of them ‘typical’ and one of them not. So, I have actually travelled two roads in life – I guess you could say that I have experienced two different life journeys. But the one that has shaped me into the person I am today, has been the road less travelled by.

This road has made me a better human being than I might have otherwise been. It has made me exceptional – now before you think that I am getting all ‘big headed’ on you, please know that by that word I do not mean fantastic – I mean unique or different. I am not at all afraid to buck the system, to go out on a limb and do my own thing. I have actually been doing it for years. I am not at all afraid of taking risks and trying something new. I have big dreams, not just for me, but also for you, and I am not in the least bit shy about going after them.

One of those dreams is NEB or Niche Empire Builder. It was actually a dream built out of the needs of my WOW Content Club subscribers. Shortly after I launched the site, I was receiving comments like: “Well, now I have all these great products, but I am not really sure what to do with them.” Or, “I am brand new to this, and I really want to start a niche business, but I am not sure how to go about it. Could you please help?” Or, “I am a stay at home Mom and I really want to start my own business, which is why I love all this content, but now I am stuck as to how to set up a website.” There were lots more emails along these same lines.

All of which got me thinking that what was needed clearly was an easy to use niche site building solution that would incorporate content. At the time, there was NOTHING at all like it online. There still isn’t. So... I decided to build it... well outsource it, of course. Nothing unusual about this story so far.
The unusual part is that this was two years ago... the project is still ongoing!

If you are wondering why, the answer is simple. EVERY possible thing that could go wrong with a project went wrong with this one. It has had more ups and downs, more rotten luck, more tragedy, more setbacks than you would ever believe any one project could ever endure.

Now, you have to realize that what I am attempting with this software has NEVER been done before, and that it actually is a compilation of more than thirty different tools in one, but still, the sheer extent of the bad luck has been amazing.

To detail all of the disasters – deaths, divorces, diseases, disappearances, endless delays, more missed deadlines than you can count – even political uprisings, well, it would take pages and frankly, even though I consider myself a fairly good writer, there is no way I could adequately convey the months and months and months of taking two steps forward only to take four back over and over and over again.

Suffice to say that NEB has been restarted twice and is now being completed – finally – by the third coder I have hired to work on it. (The first vanished and the second contracted a serious case of typhoid fever and nearly died!)

Anyway... the point I am making is this one. I know that I could have said at any point, STOP. Let’s just get this software finished and out there and then we can add in all the extra stuff as upgrades, but I didn’t. This would have been the EASY way out, but easy is not always the best way. Remember, I am the one who takes the road less travelled by, who does things differently. Most other marketers rush their products to market because their primary concern is money. This is their motivation and bottom line. But this is not what motivates me.

In fact, it is costing me a fortune to keep going on this project, but I have a strong vision. For me there has never been any question of hanging in there and seeing NEB through to completion. Because I know there is a REAL NEED for NEB. I have over 1500 people on the waiting list. I will not let them down. Nor will I give them a product that is not 100% complete from Day 1.

I know that there have been others who have attempted to build something along the lines of NEB in the last year or so. Whether they got the idea from our sales letter (which has been posted since June of 2006) or not, I will never know. But the fact remains that none have succeeded. And I think I know why. Because it has NOT been easy. It has not been easy for the developers and it has not been easy for me.

As you read above, there have been LOTS of disappointments, setbacks and frustration. I have had to start over twice. It has been tough going, almost from the start, but... so was raising my autistic daughter. And I have to tell you that, in comparison to that, this takes a distant second place. The bottom line with both is, where there is a will, there is a way! Nothing new about those words, but you need to have the strength and motivation to apply them if you are going to succeed in this business:-)
I hope that this document will give you the inspiration and incentive to go after what you desire most in life. **Remember, there is nothing you can’t achieve if you believe...**

Kind Regards,

*Gail Buckley*

P.S. If you enjoyed reading this document and feel it might benefit others, please feel free to pass it along.

P. P. S. If you would like to read my free ebook, *The Missing Link To Making Your First Million Online*, a document I promise will be one of the most important, eye opening and life altering works you will ever read, please click here. No charge. Not catch. I promise:-)

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[Diagram of search engines and marketing strategies]

**Find out What The Missing Link is and How All These Pieces Fit Together into An Unbeatable Profit Making Formula For Your Future Success!**