

# **“The Ultimate Success Secret”**

The “Missing-Link” That Gives Some Guitarists An Unfair Advantage Over Those Who Don’t Know This One, Little, Life-Altering “Secret”

By

Dan Denley

<http://www.amazingguitarsecrets.com/launch>

**Dear Fellow Guitarist,**

I'm going to say this only once. What you are about to read may shock you. It may offend you. May disturb you. But if you're savvy enough "read between the lines" it *will* make a major, life-changing difference in your guitar playing... *forever*.

So, consider yourself warned...

I could write the "secret" down on a 3x5 card and mail it to you. In fact, I could write it down on the back of a matchbox.

And, in fact, you probably already know this "Secret." But, I'm not going to "spill the beans" just yet...

I know that you'll appreciate this secret a lot more if you ferret it out yourself, versus me just "giving" it away. So, I've decided to give you three stories, each of which gets right at the heart of become a great guitarist. Each story contains the "secret." But you're going to have to read-between-the-lines before you "get it."

### **“Ultimate Success Secret: Story #1”**

This little story was written by Dr. Orrison Swett Marden. And it goes like this (I'm paraphrasing)...

"A Lobster, washed ashore, left high on the rocks, doesn't have the energy to work his way back to sea... Rather, he waits for the sea to come to him.

If it doesn't, he dies.

Even though, slightest effort would allow him to reach the waves, which are just a few yards away...

**The world is FULL of human lobsters.**

Men stranded on the rocks of indecision, procrastination, complaining, making excuses, who, instead of putting for their own energies, wait for some stroke of 'luck' to set them afloat."

Let me ask you a question...

**"Are YOU a human lobster?"**

I don't mean to be offensive. Please forgive me, if I've offended you. That's not my goal.

I just don't want you to think that there's some "Learn How To Play Guitar

In 10 Minutes" fix that going to come in and suddenly "set you afloat." That just ain't going to happen.

So, there you have it. Story #1. I've just revealed the "Ultimate Success Secret." I hope you didn't miss it. Because this "secret" is what separates those guitarists who are *wildly* successful from those you aren't... or worse, those who eventually give up.

## **"Ultimate Success Secret: Story #2"**

I remember coming to a nasty realization when I was 21-years-old at one of the world's premiere music conservatories -- Eastman School of Music in Rochester, NY.

The realization was this: A teacher never taught me anything.

I repeat. "A teacher never taught me anything."

Now, you might be thinking, "What! Has Dan completely flipped?"

Let me explain. I remember walking down the halls of this amazing, 100 year-old music school founded by George Eastman (Yeah, as in the guy who started a little company called "Eastman Kodak".)

And I was there with musicians from every walk of life, from every country in the world, who played nearly every instrument imaginable. (My roommate was a Jazz percussion major, my dorm neighbor was a marimba major. Go figure.)

Anyway, I was there with kids who's parents were professional musicians. Whose granddad was the principal conductor the Cleveland Symphony, whose aunt was on 15 different records in the library. Ya-da, Ya-da, Ya-da.

*I was this red-neck, country boy, from Mississippi whose father was in construction, who was deer-hunting and riding four wheelers while my peers were learning to play their first Beethoven sonata.*

But here was the curious thing...

Very often these kids, many who were much more talented than me, who had 10 times more training than me, who had grown up listening to Mozart, Schubert, and Rachmaninoff, would NOT make nearly the progress I did.

It was puzzling. I noticed that for the most part the playing field began to level. We all took the same classes, had pretty much the same teachers in Theory, History, and Aural Training. And we each got to choose our teacher for private lessons.

But for some reason I kept out-performing many of them. And then it hit me like a grand piano falling from a 10-story building...

**I worked HARDER than 95% of them.**

I was the kid in the 55 degree practice room (Yes, it gets a little chilly in the winter on lake Ontario... -50 degree wind-chill) at 7:00AM working on my scales and songs. I was kid who got in 3 hours of practice BEFORE class began. Then after class I grabbed a cup of coffee strong enough to roll your socks up and down, and headed BACK to the practice room.

And you know what? I started to surpass these ultra-talented kids from prestigious backgrounds. What was my secret? Well, heck. I just worked my fanny off. AND I began to realize who the REAL teacher was. It was ME!

Let me explain.

I began to realize that when I went to my weekly, 1-hour lesson that my teacher was just there to guide me. She was really just there to say, "OK, what did you practice for 40-hours since the last time I saw you?" She would just kind of re-direct me if I was going astray. She would correct any bad habits that were forming. She would caution me about certain things. She would keep me focused, motivated, sharp. She clarified what I had been stumped on. She exposed certain tricks or techniques.

But here's the BIG, "success secret" that I "discovered" there. She never really taught me anything. I taught myself! What she did was point me in the right direction, but it was COMPLETELY up to me to 1) write down my assignment and 2) go practice and train myself to incorporate what she had just taught.

And THERE lies the mega, life-altering difference. I actually went and put into practice (put it in the concrete, so-to-speak) all the theory that I was learning.

Now, obviously, when I say, "A teacher never taught me anything," I say that somewhat for dramatic effect. But, it illustrates the point...

**YOUR PROGRESS (OR LACK THEREOF) IS COMPLETELY IN YOUR HANDS.**

Knowledge is all I can give. What you DO with the knowledge is up to you.

I just don't want you to think that a teacher, namely me, can do everything.

I can't. No one can. It really is up to the student to go and practice, struggle, and make progress. It's up to you to take out your books practice the chord progressions, learn the scales, etc.

But what if you don't understand something? Well, you *start over*. You dig your heels in, roll up your sleeves and *try harder*.

So, there you have it. Story #2. I've just revealed the "Ultimate Success Secret" again. I hope you didn't miss it. If you did, here's one more short story to help you "get it..."

### **"Ultimate Success Secret: Story #3"**

Your *determination* is absolutely essential to your long-term success as a guitarist. Many people just want to learn the "quick and easy" way. Well, I hate to break the news to you... but honestly, there is no "quick and easy" way. Learning to play the guitar is labor of love. You've got to *want* to learn. You've got to have the *will* to make progress. And you've got to make the time to practice.

#### ***How important is talent?***

That's a great question. And I'm not sure I really know the answer. What I do know is that I've seen a lot of musicians (not just guitarists) who were mega-talented, but never amounted to anything. Why? Well, because they were missing the most important ingredient... *determination*.

In fact, if I had to choose between talent and determination, I'd take determination any day. Now, it doesn't hurt to have both.

**But here's the point:** *you can go a long, long way with your playing if you have only a smidgeon of talent and big, heaping portion of determination.*

I've seen far too many super-talented musicians who were just plain lazy, who had all the talent in the world, but no self-discipline who have all but given up playing altogether.

On the other hand, I've seen people with only a small amount of talent but who worked their fannies off, go places. Big places, under the lights in front of 10,000 screaming fans.

#### ***A true story about "lack of talent"***

When I was a mere seventeen years of age I played in a rock band. Three of the four members of the band were classically trained. I had taken classical piano from the age of five, and I also studied operatic voice. The lead guitarist in my band had studied classical guitar at the Howard Vance Guitar Accademy from the age of six. He was a *brilliant* musician. The drummer played Beethoven sonatas and Chopin etudes in his spare time. He went on to study at the collegiate level. And the bassist? Well, he was just one of those guys who practiced about four

hours a day. He could play anything. And I mean *anything*. Any style, any genre, any lick.

We were *tight*. I mean we practiced about three times a week. And we played the other days. We played every major venue in Memphis at the time, including a regular spot at the New Daisy Theater on world-famous Beale street.

It was a blast. We had a loyal following. Wrote ninety percent of our songs. Were one of the hottest band in town at the time (especially for a bunch of high-school kids). We also played school dances (mostly for the money). We were, in our little world, big time.

We had various bands open for us. But there was one band that I remember in particular. Boy, we gave them a *tough* time. They all kind of looked up to us. (Even though they were older). I suppose it was that whole “superior” musician thing. My guess is that they were somewhat intimidated by the fact that we were not just a bunch of “rockers.” We were, for all intents and purposes, real, trained, semi-professional musicians. And all of us planned to make music our career.

I’m ashamed to say that I remember sitting back stage as this band was opening for us. We would just sit back and laugh. And I mean laugh hard. We *hated* their songs. We thought their guitar solos were horrible. The singer couldn’t sing. The guitarist knew about five chords. The drummer was terrible. We had a name for this band... the “anti-talents.” We were ruthless to these guys (behind their back, of course).

Anyway, time went on. My band eventually broke up. We went our separate ways. And life moved on.

*Fast forward four years.* I had recently married. And my wife and I were at a prominent outdoor shopping mall in one of the ritziest areas of town. As we strolled past this record store, a poster caught my eye. I looked up in amazement. I couldn’t even speak. I couldn’t move. I just stood there. In shock. My world was spinning. I wouldn’t have been more surprised if someone would have thrown a brick in my face.

As I stared at the poster of these rockers, mostly dressed in black, earrings, makeup and the whole bit, a flood of memories came rushing upon me. I was stunned.

It was the band the used to open of us. The guys we had made fun of for years. The guys we called the “anti-talents.” Their faces were plastered all over one the biggest music stores in town. Their newly-released album was stacked fifteen deep inside the store. They had made it.

I still remember that day, like yesterday. I had a profound effect on me. And taught me several of life's lessons. Mostly, it showed me that the *will* to succeed is a very powerful force.

Oh, yeah... And the band? They're called "Skillet."

So, there it is again...

I just revealed the "Ultimate Success Story" once again. Are you starting to see what all these stories have in common? I'm sure you're starting to "get it" by now...

But let me sum it all up into one, word for you...

**"ACTION."**

That's it. **That's the big, "secret."** It's sooooo simple, right? Well, trust me. It may be simple... But it's NOT *easy*.

**In story #1**, the lobster could have easily gotten back in the water and lived, if had just taken action and tried to climb back...

**In story #2**, I told you about how even though I was an ignorant, country-boy from Mississippi, I started to pass up my "ultra-talented" peers at the conservatory... What was my "secret"? **Action**. I just ignored all those people who said "I couldn't." I headed off to the practice room while the rest of my friends we're heading out to party... I took action.

**In story #3**, I told you about the "anti-talent" band that I used to make fun of. Geez. Now, they're laughing all the way to the bank. How'd they do it? They ignored everything and everyone that told them they were terrible. And much like the tortoise in the "tortoise-and-the-hare" story, they just kept going... despite constant failures, pit-falls and set-backs. And they FINALLY made it... because they took, steady action.

So that's the big, big difference. As soon as you stop. As soon as you let yourself slip into "just staying the same," you're dead – musically speaking.

You've got to discipline yourself to make steady, controlled progress. Because no matter how much you may want to fool yourself, you can't avoid it -- when you stop making progress, you hit a brick wall. You get bored. Discouraged. And you start playing less and less. And eventually, you'll quit.

How do I know? Because I quit playing for a long time precisely because I stopped making progress – I stopped taking *action*.

*So let me ask you a question...*

## “Why The Heck Do You Want To Play Guitar?”

- Do you want to play in a band? At church? At a beach-party?
- Do you want to play along with a group of musicians? A local coffee house?
- Do you want to learn how to play solo guitar? Rock, Jazz, Country?
- Maybe you just want to do something besides play video games and watch TV?
- Maybe you're looking for a father-son, or father-daughter activity?
- Or maybe you want to be the next Kirk Hammet, Steve Vai or Eric Johnson?
- Or maybe you want to be the next Metallica, Green Day or STP?

Or maybe you've got other goals. Things that are important to you. Whatever your goal, let me ask you a very serious question...

## “Do You Have A Plan To Achieve Your Goals?”

I sat in a restaurant in Wichita, KS for three hours one night listening to a former, Marine (a water-combat instructor) explain how important “recon” and “battle plans” are for soldiers of war.

It was absolutely *fascinating*. I sat there and looked deep into this guys eyes. And listened for three hours (practically without saying a word) to him explain how the U.S. military plans battle attacks. Let me just say, that when U.S. Marines prepare for battle, there's practically no freakin' way they're going to lose. Sorry, it that upsets you, or whatever. But it's true.

These guys have “Plan A.” Then there's “Plan B, C, D, E, F and G.” Oh, yeah.. and that just if “this” particular thing happens.

They rehearse. They practice. They prepare. Then they drill. And drill. And then drill some more.

He told me things that I had to three beers just to be able to listen to. It was incredible. Hell, it scared me half-to-death just hearing this guy go on-and-on.

But here's the point...

The reason they have to prepare like that is because *people's lives are at stake*. If someone screws up, somebody could die.

Well, obviously with guitar it's not a life-death situation. But the concept is the same...

If you don't have a plan on how you're going to get from point A to point B, you could end up a dead, too. (Musically speaking).

So, you need to get a "strategy." You need a step-by-step "plan-of-attack." That's really the ONLY way you're almost guaranteed success... And that's *exactly* what my Amazing Guitar Secrets course gives you... A step-by-step, *method* of learning how to play guitar, regardless of your individual goals...

So, with all that said, I want to give you a few more details about what my new course is all about...

## **Here's Your Step-By-Step, "Battle Plan" For Mastering Guitar...**

### **The "Amazing Guitar Secrets™" Course Includes:**

- **2 DVD's With 4-Hours Of One-On-One Instruction:** (These are physical DVD's that will be mailed to you.) These are the "heart" of the entire course.
  - **How to tune your guitar with and without a tuner**
  - How to hold your guitar
  - **How to string your guitar**
  - How to select the right size strings when you go to the music store
  - **How to play the most common chords: C, A, G, E, D**
  - How to form a "power chord." What it is, how to play one and why they're incredibly important to writing "big, hard-hitting riffs"
  - **How to use an electronic tuner**
  - How to use a metronome
  - **How to form and play your very first chords**
  - How to play a "Barre chord"

### **Then I quickly move into...**

- **Right and wrong picking methods**
- Right and wrong hand positions
- **Right and wrong wrist positions**
- How to read tablature
- **How to tune your guitar using harmonics**
- How to form the most commonly used major and minor open-tuning chords
- **How to play major and minor barre chords**
- How to quickly and easily build finger strength and dexterity using simple, daily exercises
- **How to increase your picking speed, almost instantly with this little trick**
- How to avoid the "same old" licks and riffs and write new ones with ease

### **After that I launch right into the "good stuff"...**

- How to identify ALL the notes on the fretboard
- **What scales are and why they're so critical?**
- How are scales formed
- **The "secret formula" to creating any major scale, in any key... even if you've never heard of it**
- How to recognize what key a song is in by listening to the last two chords of the song
- **How to play the major scale in the "Caged" and three-note-per-string system**
- How to play the A Major scale in all seven positions
- **How to improvise a simple solo using the major scale**

### **Then I jump in head-long and reveal exactly...**

- **How to form the Natural minor scale in any key**
- **How to play and use the Harmonic minor scale in any key**

- How to form the Melodic minor scale (often used in Jazz) in any key
- **How to play and use the Pentatonic major scale**
- How to improvise with the Pentatonic minor scale
- **How and when to use the Blues Pentatonic scale**
- **Scale degrees:** what they are and why you MUST understand them BEFORE you can play complex chord structures
- **Intervals:** what they are, how they're formed, how to identify them and why it's crucial to "get this" before you can really understand chord progressions
- Major, minor, augmented, diminished intervals... what they are and how to identify them

**Then I move on to...**

- **Complex chord structures**
- How to form ANY chord, in any key, even if you've never heard of the chord before
- **How to add color to your song writing with extended intervallic harmonies like: minor/major 9ths, 11ths, 13ths, etc.**
- Chord progressions, how to use them and identify them with ease

**I also cover articulation tricks, techniques and tactics...**

- **Bends: ghost bends, unison bends, double bends**
- Slides
- **Trills**
- Wide vibrato
- **Tapping with and without a pick**
- Narrow vibrato
- **Hammer ons**
- Pull offs
- **Double hammer ons**
- Double pull offs

### ➤ **16 Video Tutorials:**

- How to read chord charts and diagrams (Parts 1-4)
- **How to read and play barre chords**
- Movable C major barre chord
- **Movable A major barre chord**
- Movable G major barre chord
- **Movable E major barre chord**
- Movable D major barre chord
- **Minor CAGED chords**
- Dominant 7th chords
- **Major 7th chords**
- Minor 7th chords
- **Intro to music notation part 1**
- Intro to music notation part 2

### **You Also Get These 7 Course-Books**

- **The Amazing Guitar Secrets™ Companion Guide:** This is the **140-page**, Ultimate, No-Holds-Barred, Hands-On, Step-By-Step, Here's-How-You-Do-It, Method For Making Massive Progress On Guitar. It gives you all the tab and standard notation and movable patterns for everything I cover in the DVD's. This is your guide to help you get the absolute most of the DVD instruction.
- **Guitar Theory Made Easy:** Discover The Essential Concepts That Every Serious Guitarist Must Know! In this 22-page, you'll learn the basics of music theory for guitar.
- **Mastering The Major Scale:** No More Guesswork! The Hidden Secrets Of Building Chords And Playing Solos With Major Scales Revealed, Step-By-Step. In this 18 page book I explain exactly what the major scale is and how to use it.

- **How To Solo With The Major, Minor And Blues Pentatonic Scales:** Underground Secrets That Rock-Legends And Blues-Masters Use To Play Eye-Popping, Ear-Exploding, Mind-Melting Solos. The pentatonic scales, exposed in all three forms! In this 40-page book, I show you how they're formed and how to play a solo your very first day!

And there's more...

But, this has already gotten too long.

Let me just say that there are going to be **3 bonuses for the first few people that order** AND 3 *additional* bonuses that I can hardly believe that I'm giving away (and I don't have time to get into, now).

Let me just say this...

It's going to be a tremendous value. And the people who order first are going to be rewarded handsomely for taking quick *action*.

We're going to launch the website at 12:00PM, Central time tomorrow (Tuesday, Nov 15<sup>th</sup>). I will send you a "launch" email just to remind you.

Take care, God bless.

Cheers,

Dan Denley

**Here's the link for the launch, Nov 15<sup>th</sup>:**

<http://www.amazingguitarsecrets.com/launch>