

The Lee McIntyre Newsletter

15th July 2007



Proudly Published By The Author of the Wildly Popular...
"Auction Profits Unleashed"

Available For Download at:
www.AuctionProfitsUnleashed.com

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1. The Social Experiment Is Under Way!
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It seems that last week when I announced the launch of the Lee-McIntyre.com 'social experiment' I really hit upon something.

Judging by the bucket load of responses that I received it seems that I'm not the only one sick of huge set piece product launches that lock out the little guy.

Take the recent 7 figure launch for example. Mike Filsaime is an absolute genius, and a great guy too, and the way he generated an electric buzz and motivated his affiliates was something to behold.

But it's hard for the little guy to grab a piece of that particular pie when the product is being pushed so hard by the giants of the industry.

If you take a quick peep at some of the bonuses that were offered you will know what I mean. The legendary Willie Crawford, for example, was offering as a bonus a private and personal telephone consultation that he normally sells for thousands of dollars.

The super successful Brad Callen also offered a mega bonus. To anyone who bought via his link he was offering one of his premium software packages for free.

Now I'm not complaining. These guys are the best in the business and they know exactly what they are doing. And they do it VERY well too, and we can all learn a lot by watching them at work.

But the little guy with a Squidoo Lens, and a small Wordpress blog, can't compete when it comes to these grand product launches.

In fact, I was teaching Economies of Scales to my Economics class this week and I used this situation to highlight my point.

The gurus have built up massive assets which they can use as barriers of entry to the market. They use their traffic, their software, their reputation, their brand, to make sure that the bar is so high that you can't even see it.

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I mean, who's going to buy the 7 Figure Code off you when they could buy off the legend that is Willie Crawford and grab 2 hours of his time for free?

What could you possibly offer that could compete with this?

And this is the exact reason that I've launched the Auction Profits Unleashed social experiment.

I'm tired of seeing the little guy locked out of the biggest and most profitable events online. It's time to turn the tables and give YOU a chance to finally get in on the ground floor of a piece of internet marketing history.

You see, Auction Profits Unleashed has come from nowhere to become THE most talked about eBay marketing guide online today.

And the success of my little ebook could be a case study in how David really can succeed against Goliath.

And now that Auction Profits Unleashed is causing a stir they all want in on the action. Now that they know that this pie is juicy they want a piece too....

But I'm not going to let them in. You see, I want the Clickbank launch of Auction Profits Unleashed to be all about the little guy.

I want it to be about you and me, and how we can succeed if we work together.

Right now my blog is getting hammered with people searching for terms like Auction Profits Unleashed and Lee McIntyre. And yet the Google search results are wide open.

There really has never been a launch like this before. This is finally YOUR chance to grab a huge slice of the sweetest pie in the kitchen.

When we go live on Clickbank, with your help we're going to storm up the rankings step by step. And that means the number of people searching for Auction Profits Unleashed will rise by the day.

And who's going to benefit from that the most? Yep, you with your blog on the front page of Google when you're cashing your 60% commission checks week after week.

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The pie is going to get bigger and sweeter by the day, and the person who takes the biggest action today is going to get fat....

If you want to make money for months to come then get a blog or Squidoo Lens up TODAY in preparation for the Auction Profits Unleashed Clickbank launch tomorrow (Monday 16th July) at 1pm EST.

The work you do now will make you money for months and years to come....

Sign up as an affiliate below

www.AuctionProfitsUnleashed.com/affiliates

And have a sneaky look at our exciting new affiliate tools at the link below

www.AuctionProfitsUnleashed.com/affiliates/affiliates.htm

Get promoting now, and get in touch if you need anything at all.

It sure promises to be an interesting couple of days!

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2. Simple Trick To Grab More Subscribers Fast
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The money is in the list! Yeah, I know you're sick of hearing people tell you that but it really is true!

Now, I love data and I love crunching the numbers. Yeah, okay it's not as much fun as watching the football, but it all becomes worthwhile when you end up with more money crashing into your account.

And today I have some very private Auction Profits Unleashed test data to share with you....

The A.P.U system works best when you're getting the maximum number of people to sign up for your list post eBay sale.

I've experimented with a lot of different ideas over the past month or so. Some have worked well, and some not so well.

And the idea below seems SO simple, but it's boosted my post eBay sale opt in rate by 5% to a whopping 93%.

Okay, that might not seem a lot, but it means that I'm now getting another 5 customers into my funnel per 100 eBay sales. Multiple that over the course of a year and it starts to become BIG bucks.

So what did I do to produce this increase? Well it was simple!

I changed the text on the subscribe button from "sign up to my newsletter" to "register my purchase NOW!".

Offer an opt in box which offers free updates, and a benefit exclusive to buyers, and then use the words "register my purchase now!", and there's a good chance you'll boost your post sale conversions.

Test it for yourself and then send me the results....I'd love to share them with other readers of the newsletter :)

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3. The Real Planet SMS
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You probably all know about Planet SMS. Of course you do. I mean who doesn't?

This is a guy who's making piles of money from the trenches day in and day out.

He's not sat in some ivory glass tower somewhere supping cocktails. This is a real person just like you who works damn hard.

He gets stuck in and does the dirty work and gets his rewards. In fact, the way he's managed to go from selling a few ebooks on eBay and turn that into a mega profitable business really should be an inspiration to anyone out there.

You see, Planet SMS inspired me a long time before we ever exchanged a single email. In fact, I bought my first ever ebook from him about 11 months ago.

Back then I barely knew the difference between eBay and an Elephant or a backend from my backside!

But it's safe to say I now know a little bit more...

And since we've been exchanging emails he's given me some incredible advice. I'm talking the kind of advice that has already made me hundreds of dollars.

And that was all down to one email asking for his advice!

The good news is that you're now going to get to ask him any questions you want too as part of his hot new program.

If you haven't already done so then you owe it to yourself to check out his monthly mentorship program at the link below.

== >> www.lee-mcintyre.com/recommended/planetsmsmentoring

And at his current stupid price this really is a no-brainer.

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There's more too...

You see, I have a very special FREE bonus for all Lee-McIntyre.com readers.

I've put together 3 very HOT videos that lift the lid on Planet SMS and his whole business operation. And the best part is you can have them for FREE!!

Simply order John's package via my link and then send your receipt to reply@lee-mcintyre.com. I'll then send these exclusive videos completely free of charge within 24 hours.

These are brand new videos that I made this week exclusively for this offer.... you will not find these anywhere else!

Hit the link below now and then send me an email and I'll have the videos in your inbox in no time at all....

== >> www.lee-mcintyre.com/recommended/planetsmsmentoring

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4. Product Creation the Easy Way
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One of the things that I enjoy the most about my internet business is product creation. I love writing and get a real buzz out of seeing a finished product on my hard drive ready for release.

In fact, if I hit a brick wall and end up getting stressed out with some technical issue I can't resolve, I'll often shut everything down, open up Word and just start writing.

It's what I enjoy and I think it's what I'm good at too.

But I also know that a lot of people out there don't enjoy the process of product creation. Which is why I have a FREE special report for you.

Product Creation The Easy Way was written by a prolific writer called Nathan, and outlines the basics of creating killer products.

And the best part is I've managed to secure the rights to offer it to you completely FREE of charge.

== >>www.Lee-McIntyre.com/freereports/productcreation

Hit the link above and download now. You see, it pays to be a Lee-McIntyre.com subscriber!

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5. Past issues available & How to subscribe
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Do you want to learn how a 27 year school teacher cracked the internet marketing code and finally started to make real money online? Well, that's exactly what you'll discover in this action packed weekly newsletter.

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Feel free to pass this email to a friend....and tell them to grab their own too at www.Lee-McIntyre.com

To reply to this email send me a message via my support desk or drop by my blog :)

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I look forward to hearing from you!

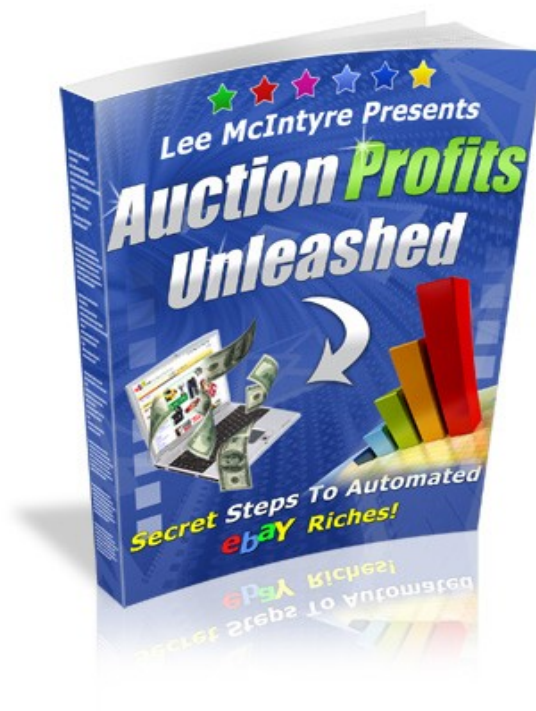
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