

# The Lee McIntyre Newsletter

## 23rd August 2007

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**The Lee McIntyre Newsletter**

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**In this newsletter:**

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1. Lee-McIntyre.com: YOU Decide!
  2. Quick Tip For Increased Profits
  3. A Great Deal – For Charity!
  4. The Big Fat eBay Lie – The Inside Scoop
  5. Past issues available & how to subscribe
- =====

**Please email this newsletter to a friend NOW!**

Tell them to grab their own future copy for FREE at  
<http://www.Lee-McIntyre.com>

**PLEASE NOTE**

This Newsletter is 16 Pages Long and Contains NO Affiliate Links!

Tell your friends. Send to a friend NOW and tell them that Lee-McIntyre.com doesn't care about affiliate checks.

All I care about is you and YOUR online goals!



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**1 Lee-McIntyre.com: YOU Decide!**  
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Did you know that it's been less than eight weeks since Lee-McIntyre.com was born? I ask because when I realized this the other day I was shocked!

From where I'm sat it feels more like eight years!

It has been the most stressful and difficult time of my life. Forget the sales copy hype about sitting drinking cocktails on the deck of your boat.

This business is tough, and it isn't getting any easier either. But it has also been the most exciting, rewarding and exhilarating eight weeks of my life too.

Sure, it's been TOUGH. But boy has it been fun!

And I wouldn't swap one second for anything.

When I first started marketing online I had grand visions of a gold plated sunny lifestyle. Sat in the garden drinking imported beer, sending emails, in my shorts while phoning up Paypal to alert them to a massive flood of impending funds.

Is it really like this? Not a chance!

I doubt I'll ever forget the day I sent an email advertising Auction Profits Unleashed to my teacher list, and then winced as I got unsubscribe after unsubscribe.

And I certainly won't forget the day I hit delete instead of back up in the Amember Standing Start Profits database.

But despite the late nights and the incredible lows, it has all been worth every second.

I probably shouldn't say this out of fear of embarrassment, but I print off EVERY nice email, blog comment, or forum post I receive. I print them off and put them in a file in my desk.

Helping people is what motivates me, and whenever I have a stinker of a twenty

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hour day, where everything goes wrong, I have a quick flick through this file, and it perks me back up again.

Helping a class of 30 students is an incredible experience. But helping thousands of people online via my newsletter is something else altogether.

It's the feedback and the support of my subscribers which has made it all so worthwhile. And because of this I want to involve the Lee-McIntyre.com family in as much of the decision making process as possible.

This isn't just a newsletter. It's a community, and that means we have a two way dialog. This is a conversation and that means I listen to you too.

Many of my subscribers are a LOT more successful and talented than I am, which is why I want your input on as many decisions as I possibly can.

You'll remember that last week I emailed asking which design I should use for my upcoming Auction Secret Profits books. You voted and I listened, and I went with the majority view.

I'll be publishing the results to your vote on the Lee-McIntyre.com blog in a few days time.

This week however I have an EVEN bigger question for you. It's a question that goes to the very core of our community, so take a moment to get it right!

You know by now that I try and send out the best newsletter around. I put my heart and soul into these puppies, and the feedback I get shows that it's all worthwhile.

But I've been wracking my brain as to how I can deliver the most possible value to the Lee-McIntyre.com subscribers, and I finally think I have an idea.

This is a community though, and that means that I'll go along with what YOU think we should do!

I'm going to give you two choices. Take a second to decide which you think is the best for you, and best for the community aswell, and then VOTE!

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**Option #1** – We stay as we are, with the Lee-McIntyre.com newsletter packed with content and value delivered to your inbox each and every week.

Hit the link below to vote for this option.

==>> <http://www.lee-mcintyre.com/vote/optiona>

**Option #2** – The Lee-McIntyre.com newsletter once every two weeks AND an exclusive Lee McIntyre freebie every other week.

With this option you will the get this newsletter on weeks 1 and 3, and then on weeks 2 ad 4 you'll get a brand new freebie. The freebie will be something I've made that week, and won't be available anywhere else

Hit the link below to vote for this option.

==>> <http://www.lee-mcintyre.com/vote/optionb>

This newsletter has received RAVE reviews from subscribers and gurus alike. But I'm not happy to rest on my laurels!

I want to make it even better in the future. Let me know which option you prefer and I'll set the wheels in motion.

And never forget that the Lee-McIntyre.com newsletter is YOUR community, and your vote counts. I look forward to hearing your opinions!

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**2. Quick Tip For Increased Profits**  
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I've spent a lot of time in the last few weeks reviewing my stats to try and see where my business is doing well, and where it could be improved.

I track all of my links using different pieces of software, and constantly monitor them to see if they could perform better.

I used to start the email version of the Lee-McIntyre.com newsletter with links to my products, before getting into the content.

When I checked my stats I noticed that the clickthroughs on these established links, while quite high, were dwindling with each passing week.

Last week I removed these links from this spot, and placed at the END of the newsletter instead.

The results? A huge increase in clickthroughs to my site!

When people see the same links in the same places, they almost become blind to them. A great quick tip, that will earn you money almost instantly, is to switch your links around.

This simple swap sent my clickthroughs soaring, and I had quite a few extra sales as well.

If I left the links in the same place, then over the coming weeks another blind spot would develop and clickthroughs would tumble.

And this quick tip doesn't just apply to your newsletter either.

I've tested this in my teaching niche with some viral PDFs that I've been distributing.

Recently, I've just not been devoting enough time to this niche, and the clickthroughs of the links inside my viral output was starting to get worryingly low.

People in this niche are used to seeing my output, and I think they've become so

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accustomed to seeing the links in the same spot, that they just switch off.

They become blind to them, which obviously means that I'm not maximizing my available revenue streams.

On a PDF that I've released very recently I've changed the link placement on the inside in dramatic fashion.

The anchor text, the color, the position, and the destination of the link have all been changed. And I think you can guess what happened.

Clickthroughs soared and I made quite a few unexpected sales too!

Whether it's links in your newsletter, or on your blog. Or links in your forum posts or on your Lens. It's crucial that you rotate the placement of the links to keep them looking fresh.

Do this and your clickthroughs and your profits will rocket!

More quick tips to follow in the weeks ahead.....

<http://www.lee-mcintyre.com/blog>

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**3 A Great Deal – For Charity!**  
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Regular readers of the Lee-McIntyre.com newsletter know that I like to help people as much as I possibly can.

While others cram affiliate link after affiliate link into their emails, I try and do my bit to lend a helping hand.

Sure, the money is great, but helping others is even better!

Now, I could put an affiliate link here for a great product and earn hundreds. I could offer a bonus and earn even more.

But this is the Lee-McIntyre newsletter and we like to do things differently around here!

Which is why there are no affiliate links inside this newsletter (again!).

But there is going to be a link to a sales page. But trust me when I say that it's a sales page with a difference!

You see, Dr Mani has just launched a global firesale in an attempt to give some children a life saving operation.

This is serious stuff, and it's a pleasure to help out. These children REALLY do need our help. Each operation costs \$3,000. And Dr Mani being Dr Mani, he doesn't just want to help one child. He wants to help 50!

This means that he needs \$150,000 in order to save the lives of 50 children.

Sure this is a GREAT cause, but Dr Mani isn't just going to ask you to reach into your pocket. He knows that most people just aren't in a position to donate regularly, no matter how good the cause.

This is why he has decided to offer you incredible value in exchange for your very generous donation.

You see, if you decide to help save a child's life you're going to get that warm

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feeling from knowing you've done something good.

The same feeling that I get from ditching an affiliate promotion and running an endorsement for a worthy charity instead.

You will get this great feeling AND you will get some fantastic products too.

Dr Mani is having a firesale, and in exchange for your donation, you will also get a whole pile of great products too!

I'll let you check out the details yourself at the link below.

==>> <http://www.Lee-McIntyre.com/charity/drmani>

All I can say is this. If this wasn't for charity I'd be biting Dr Mani's hand off to get all these great products at once. And the fact that this is for charity makes this a no brainer.

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**4 The Big Fat eBay Lie – The Inside Scoop**  
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You've probably noticed that this week I shook things up by running a free Warrior Special Offer. Included in this WSO was a free copy of 'the Big Fat eBay Lie', and a free bonus video too.

So why did I do it? Why did I ruffle a few people's feathers by running the free WSO, and by giving away one of my books with resell rights?

Well, the biggest reason is that I'm extremely proud of my output. I'm proud of all of my books, as well as each and every newsletter that I produce.

I believe that what I produce is of an extremely high quality, and the more people that see this the better.

People in the Internet Marketing niche are jaded, and they really don't expect marketers to produce consistently good output.

Well that's exactly what I'm doing and I want everyone to see!

The primary purpose of the free WSO was to show as many people as possible the quality of what we produce here at Lee-McIntyre.com

As well as the Big Fat eBay Lie getting positive comments from those who downloaded it, I also got a ton of emails praising the past issues of the Lee-McIntyre.com newsletter.

In the download file for the Big Fat eBay Lie I included all previous copies of this newsletter, and so some people were reading them for the first time. And judging from the feedback that I received people liked them!

Giving away the Big Fat eBay Lie has so far brought about 350 new subscribers to this newsletter. Each and every one gets to see the quality of current, future, and past newsletters, and so is more likely to buy one of my ebooks.

What a great win win relationship!

I get to add more subscribers to my newsletter and help yet more people, and

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others who would previously never have heard of this newsletter get to benefit from being part of the Lee-McIntyre.com family. Fantastic!

If you haven't yet downloaded the Big Fat eBay Lie for FREE then do so below now.

==>> <http://www.Lee-McIntyre.com/auctionlies>

I had one subscriber emailing this week congratulating me on what he considered to be a fantastic freebie, but lamenting the fact that it all came too easy to me.

He said that nothing that he tries works, and that he's fed up of watching successful marketers enjoy success on a platter.

I nearly popped!!

Trust me when I say that the added stresses of producing the Big Fat eBay Lie have made running Lee-McIntyre.com a bit of a challenge this week to say the least!

I'm not complaining (I wouldn't change anything!) but I am making an important point.

When I was struggling as a beginner, I looked at those who seemed to enjoy such success and tried to figure out why they found it all so easy.

Of course, the truth is far different to this, and interacting with some successful marketers over the past few weeks has shown that the most successful ones work super HARD on their business.

Never think that it comes easy to others, and because you find it all so hard, it is impossible to achieve.

All successful marketers find it hard too, it's just that you never get to see the stress, the lows and the panics that go on behind the curtains every single day.

It's normal to experience lows with your business. It's normal to want to give up. Heck, I want to give up almost every day when something goes wrong!

And believe me when I say that something nearly goes wrong every single day.

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Keep fighting, and remember that success is just a few steps beyond the last failure.

Producing and distributing the Big Fat ebay Lie has been hard. But if you're not afraid of hard work then you can do exactly the same too.....and I'll be here to hold your hand every step of the way.

Now, like I said, when I was a beginner I thought that all successful marketers were online versions of Superman. Cut them and would they bleed?

Well, I wouldn't yet class myself as a successful marketer, but to show you what actually goes on behind the curtain I've taken some photos to show you where I produced the Big Fat eBay Lie.

==>> <http://www.Lee-McIntyre.com/newsletter/pictures>

Hopefully this will lift the curtain a bit, to show you that I'm just a very tired (but still enthusiastic!) guy, sat in his spare bedroom trying to make a bit of money.

And if I can do it then so can you!!

==>> <http://www.Lee-McIntyre.com/newsletter/pictures>

Have a look at the blog post and please leave a comment too.

That's the end of this week's newsletter. It's been fun to write, and I hope you enjoyed reading it too!

If you haven't already done so please make your voice heard in the vote at the top of the newsletter. I want to hear what you think is best for the Lee-McIntyre.com family.....and I promise to go with the majority decision!

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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.

If you miss an issue you will be able to grab past copies using the links below.

<http://www.lee-mcintyre.com/newsletter/newsletter-0001.pdf>

<http://www.lee-mcintyre.com/newsletter/newsletter-0002.pdf>

<http://www.lee-mcintyre.com/newsletter/newsletter-0003.pdf>

<http://www.lee-mcintyre.com/newsletter/newsletter-0004.pdf>

<http://www.lee-mcintyre.com/newsletter/newsletter-0005.pdf>

<http://www.lee-mcintyre.com/newsletter/newsletter-0006.pdf>

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

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

<http://www.Lee-McIntyre.com/support>

<http://www.Lee-McIntyre.com/blog>

I look forward to hearing from you!

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**6. Recommended Resources**  
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**Digital Delivery Software**

[E-Junkie](#)

[DLGuard](#)

**Advice and Guidance**

[www.AutoAuctionIncome.com](http://www.AutoAuctionIncome.com)

[Mentorship Monthly](#)

[Auction Profits Unleashed](#)

[StandingStartProfits](#)

[The Big Fat eBay Lie](#)

[The Big Fat eBay Lie - PLR](#)

**Product Creation**

[Short Report Profits](#)

[Niche Domination](#)

**Writing Headlines that Grab Attention**

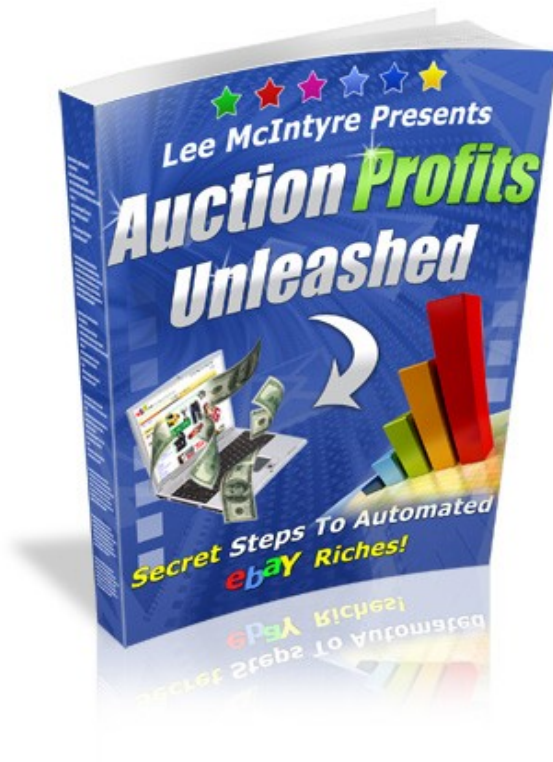
[Magic Auction Words](#)

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**“Discover My Proven Step By Step System Detailing How To Steal From eBay And Explode Your Income In Any Niche on Virtual Auto Pilot!”**

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