

The Lee McIntyre Newsletter

30th August 2007

Proudly Published By The Author of the Wildly Popular...

"Auction Profits Unleashed"

www.AuctionProfitsUnleashed.com

"Auto Auction Income"

www.AutoAuctionIncome.com

Introducing.....Standing Start Profits!

"To Receive Personal and Private Lee McIntyre Mentoring and to Discover How a 27 Year Old Teacher Earned \$7,230.95 in Just 30 Days Then Check Out Standing Start Profits NOW!"

www.StandingStartProfits.com



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

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The Lee McIntyre Newsletter

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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 All Change at Lee-McIntyre.com!
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Last week I gave you two choices regarding the future of the Lee-McIntyre.com newsletter.

I sat back and asked what YOU wanted from this newsletter. After all, you're the ones that read it, so it makes sense that I should give you what you want!

I gave the readers of this newsletter two choices.

1. This newsletter each and every week like clockwork.
2. This newsletter every other week, with a great original freebie every other week too.

Do you want to know the results? A whopping 86% voted for option 2!

And remember, this isn't a newsletter, it's a community where we all have a say. So from this point onwards the Lee-McIntyre.com newsletter will slam into your newsletter every other week.

And then the week after you'll get a GREAT Lee-McIntyre.com original freebie.

I'm excited about these changes, and I already know EXACTLY what freebie I'll be sending you next week.

Over on the Standing Start Profits private forums, the members are taking part in a killer contest. Each contestant is submitting to me a set of interview questions, with a view to creating a GREAT resell rights product.

The winner will be judged by the fantastic Tony Shepherd (one of my favorite marketers!), and then I'll answer the questions and make it into a book!

And guess what? You will get the book for FREE.....and I'll chuck in master resell rights too. How's that for over delivering?!

Every Wednesday you'll get a great freebie like this so keep your eyes on your inbox.

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Do I know what the freebie after the interview will be? Of course not! I mean, I'm not THAT organized, but I do know that it will be FANTASTIC.

I'm thinking of giving the freebie day a special name for branding purposes, like 'Wicked Wednesdays'. But since I'm always late with my newsletter it will then have to change to 'Thrilling Thursdays'....

And then as the months roll on by it will only be a matter of time before I get even more late and it has to change its name to 'Fantastic Fridays'!

So let's leave the name for now, and just celebrate the fact that you're going to get some brilliant freebies. I'm excited already! Are you? You should be!

And that's not the only thing that's changed this week here at Lee-McIntyre.com. In fact, there have been some HUGE changes which you need to be aware of.

Lee-McIntyre.com was started just over 8 weeks ago. And in that time my list in the Internet Marketing niche has gone from 0 to just over 2,000.

Now, I don't care what anyone says, that's FAST growth!

However, as great as this growth spurt has been, it has also caused a few teething problems.

I know you probably saw the picture of my desk last week and now think I'm some kind of mega organized superhero. Well, I'm not!!

In fact, I'm as disorganized as it gets. And it sure becomes hard to stay on top of things when you receive hundreds of emails a week!

Now, I'm not saying that I don't want to receive so many emails. There's nothing quite like the nice emails I get from my subscribers and it's sure to put a HUGE smile on my face for days at a time :)

But I can't carry on managing my emails in the same messy way. Unless I build some structure into my business, I'm going to miss some very important messages, and I'm not going to be able to provide the best help to my subscribers.

After all, it's hard to provide help and guidance when you're drowning in a choppy sea of unfiltered emails!

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So, in order to provide the best support and the best service possible, I have a brand new shiny helpdesk which has just gone live.

I also have a couple of customer support assistants (they are great!) who will be manning the support desk, meaning that I can now offer even better support.

Basically, this means that the support assistants will be able to help with things like lost passwords, and dead download links – leaving me free to give you the best freebies around and to provide detailed help and guidance where needed.

This is actually quite hard for me to do, as it's the interaction with my subscribers that I LOVE the most about running Lee-McIntyre.com.

But I really think that the new helpdesk will allow me to give better quality advice and support to those who need it, and in a more timely fashion too!

If you want to check out the brand new helpdesk you can hit the link below. It's brand new though so please try not to break it :)

== >> <http://www.AskLeeMcIntyre.com>

You'll also notice that at the bottom of each email I send there is now a little link saying 'Reply to this email'.

If you want to reply, then simply hit that link and it will take you to the fantastic new helpdesk (provided no one has broken it!!).

Making these changes has been hard to do, BUT I firmly believe that this will help me give you better quality support, freebies, and more!

Oh yes.....and I have some more exciting news too!

On my blog I've been receiving some FANTASTIC advice from my subscribers about my personal future, and the future of Lee-McIntyre.

Thanks to everyone for the great advice!

Well, this has all been resolved in a way that I didn't think would be possible at the time.

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I have some exciting news, but I can't share this with you until it's all signed, sealed and delivered.

But I think that you'll be excited about it too. I'll email as soon as it's all official.....and sorry for being cryptic!!

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2. Quick Tip on Building Customer Loyalty

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You're probably sick of people telling you that the money is in the list, but it really is true!

And when you hear that statement repeated every other day, what does it make you want to do? Well, it probably makes you want to build a big list!

Surely if the money is in the list, then the bigger your list the more money will be in your pocket?

Well, this is EXACTLY what I thought before I set up Lee-McIntyre.com and entered the Internet Marketing niche.

But the statement is DEAD wrong!

Yes the money is in the list. But it's the responsiveness of the list that is the most important factor, and not just the list size.

I've done a lot of JVs with partners promoting Auction Profits Unleashed to their subscribers. And you would assume that those with the biggest lists would sell the most wouldn't you?

Nope! In fact, the biggest seller of Auction Profits Unleashed only had a list of 6k yet still outsold a JV partner with a list ten times bigger.

Sure, a big and responsive list is the ultimate goal. But when you're first starting out concentrate on the responsiveness of your list and NOT the size, and you will see increased profits.

So how exactly do you do this?

Like in any business, give your customers what they want and OVER DELIVER in everything that you do and the profits will follow.

If you send your list tacky affiliate link after tacky affiliate link for dodgy products with no value, what do you think will happen?

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Yep, they'll stop opening your emails and instead start opening someone else's.

Put yourself in the mind of your subscribers and ask yourself what do they want, and then give it to them.

Does this mean that you shouldn't sell to them? Of course it doesn't!

I mean, if you don't sell to your list then you're not going to be in business for long. But it does mean that selling to your list shouldn't be your only motivation.

Instead, concentrate on serving your list, and the rest will follow.

Sometimes serving your list will involve giving them a freebie. Sometimes it will involve negotiating a discount for them. And sometimes it will just be alerting them to a great product that you think they will like.

Let me give you an example. If you look at the Lee-McIntyre.com blog you will see a great peel away advert in the top right corner.

I've just installed this and I love it. I paid \$37 for this great little script.

I loved it SO much that I thought it would be something that my subscribers would like too.

I felt that by emailing my list about this I'd be serving their needs by alerting them to a cool script that seems likely to add more optins to my funnel and ultimately make me more money.

I could have fired off an email yesterday, and earned a nice percentage of the \$37 sales price.

So why didn't I? Well, I always like to add the most value possible, so I went off to find out if I could negotiate a special discount for my newsletter readers.

Sure, this takes time, but grabbing you a big discount is time well spent as it means that you'll be more likely to open my emails in the future.

While others spend their time growing their list, I spend my time serving mine.

It makes me feel happier....it makes my subscribers feel happier!

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I get a more responsive list and my subscribers get more value. It really is win win for everyone.

Fantastic!

This week's quick tip is spend less time worrying about growing your list, and more time serving your current one. Do this and the rewards will follow.

And the peel away adverts?

Well, I couldn't negotiate a discount so I just went ahead and bought a reseller license!!

Sure, it cost a lot, but this means that I can now offer it to my subscribers at the lowest possible price!

I paid \$37 for this cool little script, but the license that I bought allows me to charge all the way down to \$17.

Can you guess what price I'm charging members of the Lee-McIntyre family? Yep, you guessed it.....the lowest price possible!

That's just how we like to do things here. Hit the link below to get the full story and to download.

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

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

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3 Auction Secret Profits – Your Decision
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There is a touch of electricity in the air, people are on the edge of their seats, wide eyed and expectant!

No, it's not the start of a Manchester United game.....it's something EVEN better!

Now, I know what you're thinking. How can anything be better than a game of football involving Manchester United?!

It's a good point, but trust me when I say that this IS even better.

Do you remember when I launched Auction Profits Unleashed? The reaction was crazy and it generated a real buzz.

Real life eBay legends like John Thornhill and Jim Cockrum gave it a thumbs up, and the 600+ who bought it in pre launch all loved it.

In fact, I'm still getting grateful emails about it today!

Well, Auction Profits Unleashed was nothing when compared to what is coming soon.....

You see, the follow up is called Auction Secret Profits and you're going to love it. It was finished about 2 weeks ago, but I just can't stop myself adding more and more killer strategies!

I even woke up last night with an idea for ANOTHER chapter. How sad is that?!

Anyway, Auction Secret Profits is going to be HUGE, and you're going to want to get in on the ground floor.

Last week you voted on which design you preferred. And the results? Well, it was tight but the majority went for design B.

Head over to the site now and you can see the design that members of the Lee-McIntyre.com family chose for my biggest project to date.

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

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== >> <http://www.AuctionSecretProfits.com>

Remember, it was YOU who chose this design, so if no one buys it on release day you're to blame!

== >> <http://www.AuctionSecretProfits.com>

Okay, here's the details....

This puppy will officially launch in a few weeks and will cost \$47. And at this price it's great value too!

But you're a Lee-McIntyre.com subscriber which means you don't need to pay the full price.....

You'll get an email next week offering you a deep DISCOUNT if you act FAST.

This will be a huge discount off the launch price, but will of course only be available for a limited amount of time.

So what day will this puppy go into pre launch? What day will you get the special invite email offering you the discount!

Well, I still haven't 100% decided but I guarantee it will be one day next week. So you better keep your eyes on your inbox as you're not going to want to miss this one :)

== >> <http://www.AuctionSecretProfits.com>

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

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4 The Real Lee McIntyre?
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It seems that last week's behind the scenes pictures from here at Lee-McIntyre.com towers really grabbed your attention :)

I've never received so many emails about the same topic before!

Well, the good news is that I'm pulling back the curtain a little more today to show you the real Lee McIntyre.

On my blog I've got a few more pictures showing you where I work, and I how I spend some of my time.

Hit the link below to have a good nosey, and please post any comments on the blog itself.

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

I love receiving feedback on the blog so get posting!

That's the end of this week's newsletter. I've really enjoyed writing it, and I hope you've enjoyed reading it too.

I've got a lot of good stuff heading your way in the coming days, so please keep your eyes on your inbox :)

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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>
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- <http://www.lee-mcintyre.com/newsletter/newsletter-0006.pdf>
- <http://www.lee-mcintyre.com/newsletter/newsletter-0007.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 newsletter please visit the link below

<http://www.AskLeeMcIntyre.com>

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

[Mentorship Monthly](#)

[Auction Profits Unleashed](#)

[Standing Start Profits](#)

[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](#)

Recommended Software

[Peel Away Adverts \[HUGE DISCOUNT\]](#)

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

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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!”

>> Download Auction Profits Unleashed NOW <<



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