

The Lee McIntyre Newsletter

13th September 2007

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The Lee McIntyre Newsletter

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1 The Importance of Good Content
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There are lots of different ways to make money online, and it's obvious that I have my favorites. I like to produce ebooks packed with killer content, and then sit back as positive word of mouth kicks in and people rush off to download.

And if you've read my newsletter for any period of time, you'll know that this method is starting to work VERY well for me indeed.

But of course, while I concentrate on producing knockout products, there are plenty who make money doing other things too.

Some create content rich sites and pick up traffic from the search engines, and then convert this into Google AdSense cash.

Others create high traffic blogs, and then sell advertising space. There are those who create Squidoo Lens' and promote products as an affiliate.

Sure, I think product creation is the fastest way to online income BUT there are a 101 other ways to make money on the internet.

And do you want to know what the common strand is that runs across all of the different ways to make money?

Give good content!

I know I keep saying it, but it really is true. It doesn't matter if you're a Blogger, or a service provider, or whatever.

If you don't give your users good content, then you're always going to struggle. Yes, you might find a loop hole and discover a way to produce thousands of trashy article pages and still get picked up by the search engines.

And yes, you might get lucky and score a big JV and earn thousands.

But unless you're consistently producing valuable output that serves a purpose, then ultimately you won't have a long term future in any business.

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I was chatting on MSN to a marketer friend yesterday, and he was telling me about his latest and greatest idea.

I won't go into the detail (he wouldn't be my friend for long!), but it basically involved taking advantage of a Squidoo loop hole he had found.

Would his plan work? Probably. Would he make lots of cash? Maybe. Would he still be making money from this two years from now? Not a chance!

If you look around and analyze the most successful people online, you'll find that they all give good content on a consistent basis. Okay, one or two might get lucky and earn millions simply by exploiting the system, but most won't.

If you're not yet making serious money online then it's time to evaluate your business plan. Are you concentrating on giving good content first, or are you too focused on trying to sneak your way to marketing success?

I spent a long time going around in circles, disorientated and confused. I couldn't understand the business, and I didn't have a clue where to start.

And the reason? I was too busy looking for quick ways to make it all happen.

The moment I realized that the real key to achieving online income is to give good content first, and receive second, was the moment my whole world turned upside down.

Whatever niches your involves in, the moment you stop trying to 'sell' to your customers, and instead start serving their needs by over delivering with the good stuff, will be the moment you set off on the path towards your goals.

I released Auction Secret Profits last week, and according to my schedule (and that of my bank manager!) it was two weeks late. I could have released it two weeks ago, kept my bank manager happy, and made a pile of cash, but I didn't.

I didn't because I wanted to over deliver with amazing content. I also could have charged the full launch price of \$47 (or more), but I didn't because I wanted to give back and serve my market.

Others watching from the sidelines think that this is crazy, but I don't care! I think they're crazy!

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Take a step back and ask yourself are you serving the needs of your market, or are you serving the needs of yourself.

If the answer is the latter then it's only a matter of time before the wheels fall off your business. If they were ever on in the first place that is!

Ignore what everyone else says about how you should 'squeeze your list until it squeeks' or about how 'carpet bombing' your list is the way to go.

Follow my lead, and serve your market through consistently good content and the rest will take care of itself.

And to show that I'm not all talk and no action, Auction Secret Profits is STILL available below at the silly pre launch price.

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

You'll have to hurry though as I expect to be putting this on Clickbank at \$47 very shortly indeed!

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2. Quick Tip For Hands Free Income

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One of the things that I'm not particularly strong at, is monitoring the effectiveness of all aspects of my marketing. I like to track and test a lot, but I'm never particularly thorough when it comes to testing everything that I do online.

If I'm honest, I'll end up testing one aspect to death, and then ignore the bits that I'm less interested in.

I know that I'm not supposed to tell you my flaws in my newsletter, but it's important that you see what I do well, and what I do BADLY!

If you only saw the good stuff, what hope would that give you if your business was struggling?

All marketers have difficulties with their business, it's just that most keep it hidden from view!

I'm working hard though to be more thorough in my marketing, and am in the process of setting up as many systems as possible to make sure that I give every aspect of my business the fullest attention.

Since Lee-McIntyre.com took off I'm ashamed to say that I've neglected my teaching niche. It all runs on autopilot, but I just haven't been spending the time to move the business forwards.

Recently, I was reviewing some Aweber data and noticed that there was a huge percentage of people who were opting in, but not confirming their email address.

In other words they were stuck in the system and so I was losing money!

I quickly set up a 'thanks for subscribing' page, and the user was given instructions on how to confirm their email address.

The result? A huge increase in opt in confirmations.

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I then looked at the data some more, and I could see that a One Time Only Offer (OTO) that I had set up converted really well, but I just wasn't getting traffic to the page.

I rushed off to Aweber and added the OTO to the confirmation page, so that as the user clicks the link to confirm their address, they then get to see this killer special discount.

The results were astonishing!

The OTO still converted well and now I was getting a ton more traffic to it as well. The prospect gets a great deal. I get more sales. We all won! Tremendous!

This week's quick tip is don't get hung up on always trying to come up with new products, and new ideas. Spend some time reviewing your current marketing operation, and see where you could quickly make some improvements.

These small changes can often be more valuable than you think....

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3. Ultra Fast List Building And FREE Video
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Without a doubt, my biggest source of income comes from this newsletter. Yes, it's becoming a bit of cliché, but the money really is in the list!

Once you have a list of subscribers eager to listen to what you have to say, you can hit the send button and watch the money stream in.

This isn't the kind of sugar coated sales hype that you might get on some of the more aggressive sales letters out there. We don't do hype around here!

Owning your own responsive list really does give you the ability to make a LOT of hands free income.

But it's building the list in the first place that's the hard bit!

Well, don't worry, as I've just got my hands on a red hot piece of software that I've been playing with all week. To say I love this puppy would be an understatement and a half!

It's called the Boomerang List Builder and it allows you to build a responsive mailing list on complete autopilot.

You can find out more at the link below...

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

I get a lot of products sent to me here at Lee-McIntyre.com, and with most I barely get chance to get past the first couple of pages.

Well, that's certainly not the case with this one!

I've been playing with it all week and I love it. In fact, I love it so much that I made a video showing you how it all works. Hit the link below now to head over to my blog to see this in action.

==>> www.Lee-McIntyre.com/free/boomerangvideo

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

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Just promise not to complain about my accent. Take my word for it when I say that I'm trying to talk slower, but when you have a piece of kit in front of you that is this exciting, it's hard to slow down!

Pop over to my blog now, and make sure you leave a comment too.....

==>>www.Lee-McIntyre.com/free/boomerangvideo

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4 It's All About Branding
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If you want to maximize your earnings online then you really need to brand yourself as an expert in your niche.

Whether you're marketing to teachers, or doctors or marketers, the benefits from being perceived as a leader in your field are enormous.

Which is why I was delighted to be included in the best of eBay event this week.

If you're not familiar with this fantastic little occasion, the world's top eBay experts all get together and donate one of their best products for free!

The customer then gets given the opportunity to buy 12 great products at a stupidly low price. Everyone wins Fantastic!

And here's where it gets really exciting this year.....

==>> <http://www.lee-mcintyre.com/recommends/bestofebay>

Hit the link above and have a look at this year's panel of experts....

If you look really closely you'll see that I've been included! This is fantastic news for myself, and for my business too.

Branding myself in this way has already given my products increased exposure, and I've sold many more as a result.

Not to mention the JVs that I've secured on the back of taking part in this fantastic event. Sure, I have to donate one of my best products into the prize pool, but the benefits are large enough to make this one a no brainer!

So my question is this. What are YOU doing to brand yourself as an expert in your niche? If you're doing nothing then you really are leaving a pile of money on the table.

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It doesn't matter if you're a beginner or an expert. Taking the time to establish yourself as an authority in your market place will ensure more sales, and more traffic.

Get onto the relevant forums and offer advice. Answer questions on Yahoo Answers. Comment on people's blogs.

Do whatever it takes to make sure that people instantly perceive you as an expert at what you do.

On the Standing Start Profits Forums we have a member called Colm Butterly. He's a great guy who is going out of his way to help people with all topics Web 2.0.

The result? Well everyone recognizes him as an expert in his field, and so when he subsequently comes to release a book on the subject, it has a much greater chance of success. (I hear he has something in the pipes by the way and it sounds great....You heard it here first!!).

Have another look at Best of eBay below and think about how much this exposure is worth to my business. I've come from nowhere, and yet three months later people recognize me as an authority in my niche.

[==>> http://www.lee-mcintyre.com/recommends/bestofebay](http://www.lee-mcintyre.com/recommends/bestofebay)

If you work hard at this then you could do the same!

IMPORTANT NOTE: A price rise is imminent for the Best of eBay package, so if you haven't yet grabbed your copy, now is your chance!

The price is going up shortly, and in a few days it will be gone forever. Hit the link now to check it out.

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

Oh yes, and I nearly forgot.....I have a red hot freebie coming your way next week. Keep your eyes on your inbox as this will be BIG! And 100% FREE too!

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Before You Go...

If you're looking to start an online business, then you might be interested in the Lee-McIntyre.com products below...

Magic Auction Words

Discover proven power words that will turn your online auctions into automated profit machines.

[Download Magic Auction Words Now!](#)

Mailing Lists From Start To Finish

This insightful little manual gives you the A to Z of newsletter profits. Highly recommended and at only \$7 it's full of value!

[Download Mailing Lists From Start To Finish Now!](#)

Peel Away Adverts

Want more optins? Grab the hottest innovation since the invention of the popup! Hit the link below for a HUGE discount on the retail price!

[Download Peel Away Adverts Now!](#)

The Big Fat eBay Lie

These eBay lies really make me mad! Discover why you should be angry to. Download the Big Fat eBay Lie now....for FREE!!

[Download The Big Fat eBay Lie Now!](#)

Auction Secret Profits

Discover the shocking truth about how people are cashing in on eBay without even running an auction. Be prepared to be shocked!

[Download Auction Secret Profits Now!](#)

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

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

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