

The Lee McIntyre Newsletter

28th September 2007

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

"Auction Secret Profits"

www.AuctionSecretProfits.com

"Auction Profits Unleashed"

www.AuctionProfitsUnleashed.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>

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

In this newsletter:

- =====
1. Never Stop Over Delivering
 2. Treat Your Affiliates Like Gold!
 3. Auction Secret Profits is Live!
 4. Help Others And Make Money
 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.LeeMcIntyreNewsletter.com>

PLEASE NOTE

Tell your friends about this newsletter. Tell everyone and do it now!

Send **this a friend** NOW and tell them to grab their own copy at
LeeMcIntyreNewsletter.com!



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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

=====
1 Never Stop Over Delivering
=====

As most readers of this newsletter will know, Auction Secret Profits has just finished a wildly successful Pre Launch phase. I knew that it would do well, but the actual results have simply blown me away!

In just two weeks I sold 170+ to my newsletter subscribers, and another 31 as part of a small WSO. That's a lot of sales and I'm obviously delighted!

But of course, the sales don't end there and I was able to sell another 400+ via Pre Launch Joint Venture partners too.

And as you already know, I don't just measure the success of a project by the amount of money earned. I'm interested in delivering value and content, and so I look to see if people actually enjoy my product, and whether it actually helps them achieve their online goals.

Well, that was certainly the case with Auction Secret Profits and my inbox is BULGING full of thank you notes!

I enjoyed record sales and my subscribers enjoyed a great product. It's win-win which is FANTASTIC.

Yes, the money is great, but to have so many people emailing with notes of gratitude really puts a smile on my face. I simply love the feeling of knowing that people actually appreciate my work, and it really does make it all feel worthwhile.

I could never be one of those marketers who heavily push their latest offering for \$97+, and which is completely devoid of value and content. Obviously, I'm not here to bad mouth others, but just how do they sleep at night, knowing that the product is rubbish and that it offers very little help to their subscribers?

That's not the Lee-McIntyre.com way, and I'm sure you know that already!

I get a lot of JV requests, and it goes without saying that I always examine each one closely before even thinking of giving it the Lee-McIntyre.com seal of approval.

First I look at the inside of the product, and then I decide what would be a fair

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

price. I then look at the actual price, and if there's a difference, meaning my subscribers aren't getting value for money, then I won't promote.

It really is as simple as that!

Now, many marketers much richer than I am would tell me that I was naive. They would say I was foolish, and that I was denying myself opportunities for online riches by taking this kind of attitude.

In fact, I got an email saying EXACTLY this about a week ago. I can't name names (I don't want to be sued THAT badly!), but I refused to take part in a recent big launch.

Why? Because the content was rubbish and there was no way I was going to recommend such tat to my subscribers!

You, like the rest of my subscribers, are all part of the Lee-McIntyre.com family. This means I think very carefully before I sell anything to you.

If it's not good enough for my granddad, then it's not good enough for you. End of story.

Anyway, I refused to take part in this launch, and told the marketer the reasons. He seemed fine with it, but then a few days later I got an email from his affiliate manager basically saying I was an idiot!

I'm sure you can guess what I told him!

Now, this affiliate manager, and others like him, probably think they're SO clever and I'm SO stupid. And to be honest, I really don't care what they think.

Yes, I could have taken part in the launch. And yes, if I would have pushed it hard I could easily have made \$1,000+

But is that over delivering? Is promoting tat to my list helping others achieve their online goals? Of course not!

When I put Auction Secret Profits into Pre Launch the positive feedback was simply stunning. People loved it because the content was solid, and the book was packed full of value.

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

And because I over delivered, this means that I know that my next book will sell even more copies. People know that I produce quality stuff, and so they will buy it based on my reputation.

Do you think the marketer who does a lousy launch will be able to sell his next product quite so easily?

Some will say that it doesn't matter as he will make enough from this launch to set him up for life. And maybe they're right, and maybe I AM naive, BUT it certainly feels a lot more comfortable sat on this side of the fence!

Have you ever noticed how many of these marketers brag about their success in terms of how big their house is, or how many cars they drive? When was the last time one of them bragged about actually helping people or delivering content?

The sad part though is that I'm in the minority on this issue, and many are just out for the quick buck. They don't care about you and the rest of their subscribers, and they're simply interested in the short term financial bottom line.

IF you're really serious about building a long term business, then say no to Internet Marketing as you know it. Say no to 'carpet bombing' your lists.

Say no to 'squeezing your subscribers until they squeak' and all the rest of that garbage.

Instead concentrate on over delivering in everything that you do, and the results will surely follow. Say yes to value, and say yes to content!

Treat your subscribers like members of your own family, and never promote anything unless you were comfortable sitting down with your aunt, uncle, or cousin and recommending it to them.

I've learned a lot of important lessons since I founded Lee-McIntyre.com, but what I've just shared with you is the single biggest key to my success.

And if you follow my lead and say no to the nonsense, then it could be the key to your success too!

Over deliver in everything you do and the rest will take care of itself.....

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

=====
2. Treat Your Affiliates Like Gold!
=====

This week's quick tip is to treat your affiliate like absolute gold. In the pecking order of your business you should look after your customer, then your affiliates, then your prospects, and then you!

Yes, you come a distant last, and you certainly come a long way behind your loyal affiliates.

So what do I mean by 'treat your affiliates like gold'?

Well, about a month ago I did a JV with my good friend James Penn. He had set up a special discount (a silly discount really) for my subscribers, and I recommended it to my newsletter readers.

His book is fantastic, and it was a pleasure to recommend it to members of the Lee-McIntyre.com family. The JV went well, and of course, my subscribers were delighted by the deep discount I'd negotiated for them.

James sent my payment a few days after the JV....and included in the amount was a significant additional bonus. Obviously I was confused about this so I buzzed him on MSN.

He responded by saying that he'd had a link to a second product on the thank you page, and that he'd sold a lot via this link, and that it only seemed fair to offer me half of these sales!

How's that for looking after your affiliates!

I was gobsmacked and truly grateful as well. He had given me an extra \$200+, to which I had no entitlement, just because he thought it was the right thing to do.

Now, some reading this might look at this and think he's crazy! Actually though, he's very smart, and I'm quite sure he has already got his \$200 back.

This act of kindness and generosity made me feel incredibly appreciative, and I was desperate to help repay him in the form of more sales. I pushed his product hard (it's a great product) and continued to make him sale after sale.

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

I was due to end the promotion of his product that week but this act of kindness meant that I asked him to keep open the discount so that I could keep on selling , and keep on earning him more money.

The lesson here is to do whatever it takes to look after your affiliates. If you do a big JV, and you owe a your partner \$491.98, just send them \$500.

If you make sales off the thank you page, give them a cut. Don't quibble over small amounts and treat your affiliate like a king or a queen!

Yes, these actions might cost you in the short term BUT you will make a lot more back in the long term.

Give and you'll receive more back. I love that statement and it's so incredibly true, and I see the effects of this each day I'm online.

Next time you're involved in a Joint Venture, or you have a high selling affiliate, go out of your way to make them feel special. Follow this quick tip and you'll make ten times more money back in the long term.....I guarantee it!

NOTE: I know that I'll get loads of emails about this so it makes sense to address this here. James' product was called Short Report Profits and yes, after our recent negotiation, the discount is back.

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

Hit the link above to check it out now.

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

=====
3. Auction Secret Profits is Live and a PRIZE!
=====

After an incredibly successful Pre Launch, Auction Secret Profits is now live on Clickbank!

This is a BIG deal for anyone who is interested in being one of the first to promote a mega high converting product and make a ton of cash....

If you were around for the Clickbank launch of Auction Profits Unleashed then you'll remember that those who moved first were the ones who made the maximum number of sales.

Well, this launch will be exactly the same for one very important reason. I kept the Clickbank launch date secret, and so far I've not told anyone else!

My newsletter and blog readers are the only people who know that this puppy has now gone live, and so you really could be the FIRST to act. At the time of writing there isn't even ONE affiliate link out there for Auction Secret Profits.

Could your affiliate link be the first? This is a HUGE opportunity for anyone prepared to take massive action fast!

And to sweeten the deal, I have an extra special cherry on top too....but first the details.

I've been running tests all week, and Auction Secret Profits is converting extremely well at \$47. It's on fire, and I can see this selling a LOT at this price.

Remember what I said earlier in the newsletter about treating your affiliates like gold? Well, because I want to look after you so much, I'm using the same Clickbank account for Auction Profits Unleashed and Auction Secret Profits.

This means that if anyone clicks your link for Auction Secret Profits, you will still get paid even if they go on and buy Auction Profits Unleashed.

This will mean a LOT more sales for all of my affiliates.....it really is there for the taking for whoever acts first!

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

And it gets even better too.....

I've slashed the price of Auction Profits Unleashed to just \$27! The test results from a small Adword campaign have been STUNNING, and at this price it's literally flying off the shelves.

And that was before I did a sales letter rewrite which is sure to improve conversions even more!

And I've not even yet told you the best bit!

I've gone a bit crazy and decided to increase my affiliate commission for both products to a WHOPPING 75%!

Yes, you're going to get paid three times as much as me!

And here comes the cherry on top....

If you hit the link below you will see a full range of brand new affiliate tools.

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

The Auction Secret Profits banners are so new that even I don't have them on my sites yet. In fact, I don't think anyone has ever displayed these banners, which is where the cherry comes in.....

I like contests which is why I'm going to run a small one now!

The first five people to display an Auction Secret Profits AND an Auction Profits Unleashed banner on their site are going to get a killer prize.

I'll give you a free link on my VERY high traffic Lee-McIntyre.com blog AND I'll give you a FREE copy of my next book too!

Now that's a fantastic prize, and all you need to do is add two banners to your site and then keep them there. Simply post a comment at the link below with a link back to the banners on your site, and the first five will win this brilliant prize

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

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

Hurry though as it really won't be long before someone beats you to it!

I'll see you on the other side.... and I look forward to sending you a juicy affiliate check too!

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

=====
4. Help Others And Make Money
=====

One of the things that I enjoy the most in life is helping others achieve their goals. People thought I was crazy when I left Law school and decided to become a teacher in a tough school, rather than a corporate lawyer, but it was the buzz of helping others that gave me the most satisfaction.

And it's exactly the same online too!

I love teaching and sharing with others, and there's nothing like the feeling of seeing someone enjoy some success based on what you've told them.

I don't know how the gurus manage to keep their secrets to themselves as I just can't resist sharing mine! Maybe I'm silly, but as soon as I discover something that works I just can't keep it to myself.

I love what I do, but if I'm honest I do miss being in the classroom a little. I miss the kids, and I miss sharing what I know on a daily basis. I'm doing a lot of volunteering, but it's not the same when you don't have your own classes.

Anyway, I've obviously been getting my 'fix' of helping people over on the Standing Start Profits forum, AND I have a new project to help me get over the fact that I'm missing school a bit.

A lot of my friends have seen the success that I've been having with Lee-McIntyre.com, and it's inevitable that they want to learn how to do the same. I always go out of my way to show them of course, but most give up before they've even started!

Well, I've been spending a lot of time helping a friend called Mark, and he's the first to have not given up by this stage!

He's a bit lazy (a LOT lazier than me), but he's having some real success with some niche marketing that I've been helping him with.

We met at university, and have know each other for years. He's recently had some changes in his life, so it's great to actually be able to help him set up his own business from scratch.

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

Helping Mark reminds me of why I love this business so much, and it also shows me how much potential there is as well.

We only first discussed Mark getting involved with some niche marketing stuff about 3 weeks ago, while watching a football game, and at the time he knew practically nothing. He's bright though, and in the space of 3 weeks he's grasped the basics and has made some decent money too.

Okay, not enough to live on (yet) but he has a few hundred dollars in his account, and he seems happy enough with that, although I think this is just the start.

Helping Mark got me thinking about the Flick Switch Income video that I posted to my blog last week.

The systems that I talk about in the video DO make me a lot of money each and every day, but it's important to remember that most marketers want more basic information about how to make several thousand a month, rather than how to turn several thousand a month into \$20,000 a month.

You won't hear many other marketers saying this, but when you're so heavily involved in your business each and every day, it's easy for me to forget how little I knew when I first started out.

Helping Mark has helped me remember exactly what I wanted to know when I first tried to establish my own online business, and that's EXACTLY what I'm going to focus on with my next product.

The Flick Switch Income method is a fantastic method to take your business forward, and it will be a great read for marketers off all levels. But it's a long way from being finished (we're talking months here!), so in the mean time I'm going to concentrate on first helping people get their business off the ground.

And trust me when I say that I have something really EXCITING in the pipes!

This newsletter alone made me thousands and thousands of dollars last month, despite my list being TINY compared to most marketers.

Well, in my next book I'm going to show you how you can do the same in any niche....and why you have to ignore EVERYTHING that you've been told in order to achieve this.

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!

The Lee McIntyre Newsletter

My methods go completely against the grain, but I just don't care!

I'm going to give you the complete A-Z on how to start your own EXTREMELY popular newsletter, and how you can out gun the gurus, even with a tiny list.

I'll keep you posted as the project develops.....but rest assured I won't even think about releasing it until it's absolutely packed full of value.

More to follow.....

That's the end of this week's newsletter. It's been fun to write and I certainly hope it was fun to read too!

I have another SIZZLING freebie coming your way next week.....so as usual remember to keep your eyes on your inbox!

I'd hate for you to miss it.....

=====
5. Past issues available & How to subscribe
=====

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.leemcintyrenewsletter.com/pastissues>

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

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!**](#)

=====

6. Copyright Information

=====

Copyright 2007 Lee-McIntyre.com

This newsletter may be distributed, but the content must be left unchanged.

>>> Please pass this newsletter on to a friend NOW! <<<

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

Discover The Best Kept Marketing Secrets at THE Internet Marketing Blog!