

The Lee McIntyre Newsletter

10th October 2007

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

"Auction Secret Profits"

www.AuctionSecretProfits.com

"Auction Profits Unleashed"

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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!"

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The Lee McIntyre Newsletter

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1 Low Cost High Profits
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If you spend a bit of time on any of the busy marketing forums, one discussion which seems to pop up over and over again relates to the merits of selling low priced information products.

The consensus is usually that only BAD marketers compete on price, and that selling information products for a low dollar amount is actually a terrible tactic that will undermine your credibility and lead to financial ruin and then starvation....

Okay, maybe they're not THAT emphatic, but when this argument rages the majority of marketers usually have a pretty low opinion about those selling cheap ebooks.

They look at other marketers selling products for anything less than \$50 and they just shake their heads in disgust.

Now, my opinion about marketing forums is that an awful lot of posturing goes on.

People are trying to market to other marketers, and this involves trying to appear more knowledgeable than they actually are, in an effort to convince others that they know what they're talking about.

People hear one piece of advice, and then they rush off and repeat it 12 times in an effort to appear like an expert, and before you know it it's accepted as 'fact'.

And the nonsense that you should avoid selling low priced information products is one such 'fact' that is often bandied around the internet so much that eventually everyone starts to believe it.

If you've been reading this newsletter since the beginning, you'll know exactly how I like to launch a product. I offer it to my subscribers at a HUGE discount, selling bucket loads in the process, before eventually putting it on Clickbank for a much higher price.

I did exactly this when I recently launched Auction Secret Profits, and I got several emails from well wishers telling me that I was making a big mistake by charging so little.

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One experienced marketer even said I was sucking the value out of the marketplace, and that I was contributing to a decline in the number of people wanting to buy high ticket items!

What a load of rubbish!

Can anyone guess what I said in reply?!

The people who bash selling anything for less than \$20 obviously have never tried it. I say this because I can make FAR more money selling a product at \$17 than I can if I sell the same product for \$47.

When I first released Auction Profits Unleashed it was available for just \$17. Because the price point was so low, I was able to sell this in MASSIVE volume, even though I had no existing list in the niche.

Before the price increase, the conversions were around 16%, and I sold 600+ in a week, making a nice amount of money in the process.

BUT the real profits from the project came at the backend, and were completely invisible from view.

You see, the people who paid \$17 for Auction Profits Unleashed were delighted with the content and the value that I was providing. They knew that they were getting a killer deal, and that enabled me to establish a rapport with them.

Selling at a lower price had allowed me to get more customers onto my list AND to build a better relationship with those customers.

If someone sold you a \$20 steak for \$50 would you listen to what they had to say in the future?! Of course not....

But what if someone sold you a \$20 steak for just \$5? Well, I think you'd want to go and eat in that restaurant at least once a week!

I think you get my point....

Selling in volume meant that I built a list fast, and so when I promoted other people's products I enjoyed massive success, and earned more backend income than I ever thought possible.

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The idea that you can't make money by selling low priced information products is just plain wrong, and this one piece of advice could seriously damage your business.

The money REALLY is in the list, and if you think of everything you do online as a mechanism to gain subscribers, and then build a relationship with those subscribers, you're going to make more money as a consequence!

Don't just eyeball the upfront profits that you can make, and instead work hard to build a big list and then offer your list a mega discount on future products.

Forget about trying to make all the money at the front end by selling your product for a high price, and instead focus on selling in volume so that you pull more people into your marketing funnel and earn significantly more backend income.

If someone gave me a choice between selling 1000 copies of my next book for \$19.97, or 500 copies at \$67, it would be a complete no brainer.

I'd choose to sell more products for the lower price as this enables me to get more subscribers AND I end up with happy customers who are ecstatic with the value that I've provided.

If you want to make big money online, then building your list is the way to do it.

And if you want to build a fast and responsive list, selling low cost information products is a super effective way to achieve this.

My next product is out VERY soon (more later), and you can guarantee that I'll be offering you a significant discount.

In other words, it will be the equivalent of selling you a \$100 bottle of imported fine wine for less than the cost of some fizzy pop.

More to follow....

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2. A Quick Tip or Ten!

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One of the hardest things about trying to make money online is mastering all of the different skills that you need in order to be successful.

There's so much that you need to learn and it can all be a little daunting at times!

When I'm working on a project that involves learning lots of new skills I still get completely overwhelmed by everything that needs to be done.

To be successful as an internet marketer you initially need to be a jack of all trades, and able to master a great deal of diverse skills and ideas.

There's a lot to learn and it can be more than a little frustrating sometimes!

Well, I've done my bit to try and help you out over the past few weeks by providing some quick tips for success.

Of course, in a one page section of my newsletter there's only so much I can cover by myself though. I mean, I know I waffle on a bit sometimes, but I really don't ramble that much do I?!

Anyway, the bad news is that there's no quick tips from me this week.

But the good news is that there's quick tips from TEN other marketers instead!

You see, over at the Standing Start Profits forums we've been running a contest over the past few weeks, and the latest 'event' was to create a short report giving a beginner marketer some advice that would help take their business forward.

The entries were simply stunning, and the advice they gave was brilliant!

And here comes some more great news....

I've taken all their fantastic quick tips for success, and compiled it into a killer 59 page ebook. Now, there aren't many books on the market that contain such diverse advice as this, so I really think I could have sold this for a decent price and made a bit of money too.

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However, you know by now that's not my style, which is why you can access this brilliant 59 page ebook for FREE!

It's just my way of saying thanks for being a subscriber, and thanks for sticking with me.

I'm chucking in master resell and giveaway rights too, meaning you can use this as a list building bonus, or give away with your existing products too.

In fact, you can do anything you want with this book as long as the content remains unchanged!

I'm really grateful to the entrants for helping produce such a brilliant book, and I really think you're going to enjoy it.

Normally I give you one quick tip, but this week you're getting ten! How's that for overdelivering?!

Hit the link below and download this great freebie now.

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

I told you it pays to be a Lee-McIntyre.com subscriber didn't I!

And if you think this freebie is good, wait until you see what I have waiting for you sometime VERY soon indeed.....

It really will knock your socks off (more later in the newsletter).

Enjoy the free book :)

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3. Exciting News and a Bright Future!
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It seems like only yesterday when I released the first edition of the Lee-McIntyre.com newsletter.

I was reading through the past issues yesterday and I was SHOCKED to discover that the first issue was actually published on the 8th July.

That's makes this newsletter a whopping three months old!

I'll never forget the day I wrote and released the first issue – I was so nervous and hesitant, and I was genuinely worried in case people just didn't like what I had to say.

A lot has happened in this time, but I really do owe it all to my subscribers. I couldn't have done any of this without you, and I want to say a massive thank you.

Each person who has read this newsletter, or bought one of my products, has contributed to my success, and this is something that I'll never forget.

I just hope that I can repay your faith in me by helping you achieve your online goals too.

It's the readers of this newsletter like you who've helped me achieve a small measure of success, and for that I say a HUGE thanks.

Your support has given me the confidence to really chase what I believe in....which is why I'm going to turn things upside down a bit.

You see, I'm sick of people telling me that I have a 'hot' list and that I should sell to you more.

I'm fed up with people telling me that I'm wasting 'opportunities' by not pushing more high price products.

I hardly listen to them anymore but it still gets on my nerves!

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I'm going to do things my way around here, and I really don't care what anyone else says....

Which is why I've got an important announcement to make.

You see, you probably know that I'm hard at work creating a killer ebook showing you exactly how to create your own mega profitable newsletter in any niche.

This book is going to be my best one yet.....

I was thinking of releasing it this week but I'm still not quite happy with it. In fact, I've opened it up again and added another two chapters over the past few days and I want to add even more still!

This book is not leaving my hard drive until it offers the most stupid amount of value around, and that's final!

But that's not going to stop me shaking things up a bit....

You see, I'm ready to ruffle the feathers of some of the 'experts' which is why I'm going to do something that they will HATE!

My new newsletter book (name to be decided!) isn't quite ready for release BUT I have another book that is....

It's called 500 Dollars only and I think you're going to love it!

I won't say any more yet (don't you like surprises?!) but I will tell you that it's going to be 100% FREE!

If they get angry about me selling ebooks for \$17 then they're going to go mental when they hear about this...

I'm not sure when it will be released, but you'll be the first to hear about it!

Keep your eye on your inbox, and keep checking the blog too. I must be bonkers giving this book away, but since when has being sensible ever been fun?!

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4 Integrated Marketing: A Worked Example
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One of the things that I love the most about internet marketing is the fact that I learn something new each and every day.

I love learning new things, and the fact that each day brings new discoveries is one of the key reasons why I love what I do so much.

Being a marketer is brilliant and love every second of it!

I've very recently discovered the MASSIVE power of integrated marketing, and I've realized the huge impact that it can have on my business.

If you're not sure what I mean by integrated marketing then don't worry as I didn't know until very recently either!

And I certainly didn't know how powerful it was either.

Don't worry though as I've just uploaded a short video explaining what I'm talking about, and if you hit the link below you can watch it now.

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

Just remember to leave a comment on the blog....it would be great to hear from you!

That's the end of this week's newsletter. I've had a blast writing it, and I certainly hope you enjoyed reading it too!

'500 Dollars Only'is coming SOON, so keep your eyes on your inbox to make sure you get it the second it's released.

And did I mention it's going to be 100% FREE?!

Fingers crossed that you're going to love it!

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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.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/>

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

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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!

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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!!

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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!

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