

The Lee McIntyre Newsletter

1st November 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. Why Listening to the Experts Could be Fatal!
 2. Competition Time: Are You In?
 3. A Quick Tip – Give, Give, Give!
 4. How I Doubled My Niche Profits In Less Than a Month
 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 to a friend** NOW and tell them to grab their own copy at
[LeeMcIntyreNewsletter.com](http://www.LeeMcIntyreNewsletter.com)!



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

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

=====
1 Why Listening to the Experts Could be Fatal!
=====

Why is it that 95% of those who try to make money online actually end up failing? Is it because they're not talented and determined enough, or is it because of some other reason which is hidden from view?

I mean, there's tons of information out there showing people how to build a successful business, yet the vast majority of people never get out of first gear.

I was stuck in neutral just a few short months ago and I know how horribly frustrating this position can be.

So why do so many people fail to make the grade online? What's the real reason for this?

Well, one MAJOR reason why so many people fail is because they're just given dreadful advice by the so called experts.

There are tons of great marketers out there giving fantastic advice via awesome newsletters. And there's also a huge pile of cynical marketers who hand out lectures on a platter, but who don't actually know what they're talking about.

It's called 'faking it until you make it' and it's happening all around us!

You get a few marketers repeating advice they've heard somewhere else, in a twisted attempt to try and convince others that they really are super successful.

Hey, if they say something works then it must do right? Wrong!

Have they tried the advice for themselves? Nope. Do they know for sure that it produces results? Can they back up their claims? Not a chance.

But they repeat this over and over to anyone who will listen in an effort to brand themselves as an 'expert'.

I'm not talking about all marketers here of course, but there's a minority out there who have no experience with what they're talking about.

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

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

The Lee McIntyre Newsletter

And yet they still hand out broken advice like candy in a shop.

The only problem is that the sweets have got bits of glass sticking out of them and they can be doubly dangerous to your health....

The advice they give is often damaging the aspirations of honest and hardworking people who are simply trying to make their mark online, and it sucks.

Let me give you a quick example.

I've read countless times that you need to train your list to be buyers, and not freebie seekers, and that you should never give a book away for free.

They say that this discourages people on your list from buying your future output. They mumble something about it putting people on your list into the mindset that such things can be gained without handing over dollars and cents, and so on.

What a load of rubbish!

If you were a guru, and had a list of 250,000, and got 5,000 new optins per week, then would you need to keep your list happy by sending freebies?

Probably not. If some get burned out then there's plenty more to take their place, and they'll actually come looking for you.

Sending offer after offer, with zero content, might work for these marketers due to the assets that they have in place. But is it a fun way to run a business? Not for me it isn't.

This might work for those with the big list, and the new subscribers, but what about the beginner marketer with the tiny list?

What if this marketer doesn't get 5,000 new optins per week on the strength of name recognition and big time JVs?

Can this person afford to neglect their list by banging out over hyped offers and no content? Of course not!

And if they did they would end up with a list that didn't read their emails, and ultimately didn't want to listen to anything they had to say.

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

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

The Lee McIntyre Newsletter

You see, we get a ton of advice about how to run our business, but the model given to us is completely flawed. The model of success that we're presented with is based around what works for the gurus at the top, and not for the little guy at the bottom.

Now, I'm not guru bashing here, but I'm not surprised so many people fail when they try to copy and paste the marketing model of someone who has a list of 250,000, and a never ending stream of new subscribers.

If I set up a car making company tomorrow, what do you think would happen if I tried to copy Ford's production methods by making an exact replica of one of their top selling cars?

Do you think I'd be able to make the car for the same price that Ford could? Could I sell as many? Would my marketing have as much 'reach'?

Of course not!

If I started in the car manufacturing business tomorrow it would be crazy for me to try and replicate Ford if I had no existing assets of my own in the industry.

Does this mean it would be impossible for me to be successful? No, but it does mean I'd have to be a bit more creative in my method.

So why do so many marketers enter the Internet Marketing niche and try to make money by copying the exact same email marketing methods of those with 100k+ lists?

Well, I'll tell you why....

People do this because that's what they're TOLD to do by those who are faking it until they're making it.

I know of one supposed big name marketer who has had a big launch in 2007.

The launch went well, and he found himself with a nice list of buyers who were eager, and ready to listen to what he had to say for himself.

The problem is they're still waiting!

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

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

The Lee McIntyre Newsletter

You see, this 'big shot' marketer pumped them with offer after offer, copied and pasted from the affiliate area of all the latest big launches.

Sure, he made a few sales to his list to begin with. But a few weeks later? Not a chance!

His list is now completely dead and he's stuck with no new subscribers and no income.

Here's my point....

People fail online for many different reasons, and one big one is that they're actively encouraged to copy the marketing of those with the big lists.

Does this work for those with the massive newsletter, and guaranteed future optins? Yes of course.

Does it work for the beginner and intermediate marketer who is just copying what they've been told. Absolutely not.

But here comes the good news....

All those who say that the Internet Marketer well has run dry are talking hyped up crazy waffle.

Yes, there might be nothing left in the tank for the copycat marketers who are content to treat their subscribers like dogs to be trained. BUT there's plenty of juice for the rest of us.

The days when you could network, build a list on the back of some JVs with your new buddies, and then blast your list with a dozen promos and no content are over.

And thankfully they're not coming back either!

But let me tell you this. Things have changed and this means there's a huge opportunity right now for smart marketers to fill the void.

The industry has changed and overdelivery, value, and trust are now what's important in this market place.

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

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

The Lee McIntyre Newsletter

Forget trying to rob and steal from your list with sub standard products that don't do what they say they say on the tin.

Forget trying to squeeze your list until it pops, and forget trying to network to the top by agreeing to promote pants products just so you can inch up the greasy pole.

The greasy pole has come loose and it's going to fall over at any moment. And trust me when I say the last place you want to be is creeping up it inch by inch when it finally starts to wobble!

Look after your customers and treat them as you would want to be treated. Deliver amazing content at a price that's right and don't bombard people with offers.

It's time for an 'over delivery' revolution and if you join now then the rewards will surely follow....

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

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

=====

2. Competition Time: Are You In?

=====

I can't say too much at this point, but my next book is now finished and is ALMOST ready to be released to the world!

And if you thought my others books were good well then you haven't seen anything yet!

It's taken what seems like forever to write, but trust me when I say that it has been worth every second. This is without a doubt my best work yet, and I'm sure that you're going to love it!

It's called Mailing Lists Unleashed and it's going to be with you VERY shortly indeed...

I can't reveal the actual date of release at the moment due to a few things in the background that need tidying up. But when did a little mystery ever hurt anyone?

Rest assured though that it's going to be available sooner rather than later...

And of course you're going to get your usual deep discount just as my way of saying thanks for being a subscriber!

I know you're probably sick of hearing it, but the money really is in the list. In Mailing Lists Unleashed I'm going to show you EXACTLY how to start and run a profitable newsletter from scratch in ANY niche.

And the best part is you'll be able to start the second you finish the book too!

I expect Mailing Lists Unleashed to cause a bit of a stir as well. In parts I really do go against what the 'experts' tell you that you should do, so I guess I'll take some heat for it.

But this stuff works incredibly well for me and I'm sure it will work for you too!

But first I need your help....

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

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

The Lee McIntyre Newsletter

You see, the title is Mailing Lists Unleashed, but I just can't decide on what should be the tag line.

For [Auction Profits Unleashed](#) I came up with a tag of 'Secret Steps to Automated eBay Riches' right away. But for my new book I've been thinking for days now and I've still got nowhere!

So if you can spare a second I need YOUR help....

If you hit the link below you'll be taken to Lee-McIntyre.com and I want to hear YOUR suggestions for what the tag line for Mailing Lists Unleashed should be.

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

And here's the exciting bit....

Whoever comes up with the best entry will win a gigantic bumper back of products worth \$200+, and they'll also get a free link on my blog too!

So I guess it's over to you. Mailing Lists Unleashed is coming but first I need your help.....

Hit the link below now to head to my blog and get posting your ideas. It will be great to hear what you think!

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

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

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

=====
3. A Quick Tip – Give, Give, Give!
=====

It's now been a week since I gave away the popular '500 Dollars Only' report absolutely free of charge.

And trust me when I say that the effect on my business has been nothing short of sensational!

I've added hundreds of new subscribers to my list and this one free report has now earned me way in excess of \$1,000 dollars.

And more importantly than all of that, I've made a lot of people very happy and received a ton of incredible feedback too!

If you listen to many of the experts they will tell you that giving away this kind of content for free is actually a bad idea, and even counter productive.

Well, you know what I think of the experts now don't you?!

If you already have a website or product, and you're struggling for traffic and sales, then giving away a product for free can be a great way to generate interest in what you have to offer.

If the content is good then people will want to find out more, and a percentage of people will go out of their way to buy more of your products too.

This week's quick tip is to stop trying to 'sell' all the time, and instead spend some time 'giving'.

If you make a massive effort to give great content free of charge, then there's a good chance you'll get more back than you thought possible.

Things are changing online and trying to 'sell' 24/7 just doesn't cut it anymore.

Adaptability is crucial, and those who over deliver with great content, and give things away for free now and then, will be the ones who survive.

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

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

The Lee McIntyre Newsletter

Plus you'll end up with happier customers and subscribers, and you'll be able to sleep a lot more soundly at night too.

Look after your subscribers in the form of great freebies and killer content, and they'll look after you too. This sounds so simple, but if you do it right it really can have an incredibly powerful effect upon your business!

As a side note, you can still download '500 Hundred Dollars Only' completely free of charge. Hit the link below now to download if you haven't already done so.

==>> <http://www.Lee-McIntyre.com/newsletter/500free>

And if you want to have a ready made product that you can give away today to keep your subscribers happy, then hit the link below to grab the master resell AND rebranding rights.

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

You can't get the rebranding rights from anyone else, and this will allow you to keep your customers happy and to earn future backend affiliate commissions too!

In fact, in the rebrandable version above you get to rebrand several links to four of my products, and the fast movers are already making significant affiliate commissions just by giving this report away for free!

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

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

=====
4. How I Doubled My Niche Profits In Less Than a Month
=====

Those who I work closely with online know that my friend Mark Pointon has been working with me for the past few weeks.

Because my business has grown so rapidly, I really needed an extra pair of hands.

I didn't really have time any more to look after some of my niche projects, and so Mark has joined my business to project manage a few things.

And in truth it's great to have a friend to bounce ideas off during the day too.

I was worried about taking on Mark at first, as I wasn't sure if I could justify the extra costs for the business.

All I can say is that it's been one of the best decisions that I've ever made online!

He has basically gone through my niche projects and tidied them up by adding a few upsells, and a few one time only offers.

Just by tweaking around the edges he's managed to more than double the profits of two sites, and this alone has almost paid for his wages!

You see, I know there are loads of things that I could change that would massively increase my profits. So why haven't I? Well, it's usually because I just don't have the time.

The beauty of having Mark join my business is that he has been hunting down these sloppy areas on my niche sites, and then fixing them up so that they produce more profits.

If you find yourself not having enough time to get things done then asking someone to lend a hand can be a great way to get your business off the ground.

If you can't afford to pay them a wage then give them projects to do and offer them a profit share.

This is also a fantastic way to bring skills to your business that you don't already

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

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

The Lee McIntyre Newsletter

have. If you're not the best writer, then consider striking a deal with a friend who is. If you're rubbish at html, then grab a family member who knows it inside out.

We're all at different stages with our business, and you may not think you're yet in a position to bring a friend on board to help you out.

Well, I felt exactly the same before Mark joined the business, but I now wish I'd asked him to join me when I was a struggling beginner.

If you work on a project with a friend, and agree to share all the extra profits with them, what have you got to lose?

It's win-win as you're only sharing new money that you wouldn't have made without your friend's help.

I'll keep you updated about the progress Mark makes and I'll try and post some pictures to my blog too.

I keep telling him to start his own newsletter documenting what he's doing in the niches and on eBay, but he says he's not quite ready.

Watch this space I guess!

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

Keep your eyes on your inbox for your time limited Mailing Lists Unleashed discount, and don't forget to leave me a comment on my blog!

=====

This Week's Newsletter Was Sponsored By...

Small Changes Big Profits

Discover how a few small changes to your business can increase your profits by 200%, 300%, or even more!

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

=====

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

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

Before You Go...

Pro Marketing Graphic (Subscriber Discount)

Do you want to bring your pages to life but don't want to pay for a designer? Download this mega high value graphics pack now and make your pages sparkle!

[Download Pro Marketing Graphics Now!](#)

Small Changes BIG Profits (Subscriber Discount)

Discover the how a few small changes can leave to profits increases of 100%, 200% or even 300%. This book is 120 pages along and will change your marketing forever!

[Download Small Changes BIG Profits Now!](#)

Peel Away Adverts (Subscriber Discount)

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- FREE Download!

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!](#)

=====
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 at LeeMcIntyrenewsletter.com.

=====
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! <<<