

# The Lee McIntyre Newsletter

## 21st November 2007

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

Auction Secret Profits

[www.AuctionSecretProfits.com](http://www.AuctionSecretProfits.com)

Auction Profits Unleashed

[www.AuctionProfitsUnleashed.com](http://www.AuctionProfitsUnleashed.com)

Auto Auction Income

[www.AutoAuctionIncome.com](http://www.AutoAuctionIncome.com)

Standing Start Profits

[www.StandingStartProfits.com](http://www.StandingStartProfits.com)



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3. Giveaway Profits
4. Onward and Upwards
5. Past issues available & how to subscribe

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**1. Mailing Lists Unleashed and Spine Tingling Nightmare**  
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I can't believe it's happened already! Less than one week after the pre launch release of Mailing Lists Unleashed and the complaints have started already...

Not from my customers of course. In fact, I don't think I've ever released a product that's been so well received.

It's not even officially launched yet, and already hundred of copies have been sold, and I've received dozens of grateful and heartfelt testimonials.

So why the complaints? Well, it's a good question and it's left me scratching my head too!

You see, those who are complaining about Mailing Lists Unleashed are not those who've actually bought and enjoyed the book. The people complaining are other marketers who say that I'm sucking the value out of the market by selling this too cheap!

Have they gone completely bonkers?!

Stop selling your ebooks so cheap they shout, and instead sell them for a launch discount of \$77 rising to \$97 within seven days.

I got one particularly 'expressive' email from a well know marketer telling me that I was doing everything wrong and that I really should change my pricing strategy.

And it gets better too!

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Apparently I should change my attitude as well and start to understand the value of joining his JV group instead of bashing it.

Of course, I have to promote his shoddy products first and then he 'might' have a look at promoting Mailing Lists Unleashed.

I'm getting angry just writing this down!

He says that if I carry on down this path then I might make a few dollars here, and a few dollars there, but the real money is in JVing with the 'big dogs', and doing whatever it takes impress the gurus.

And here's the thing....

In this guy's world it's more important to impress his big name JV partners than it is to impress his customers.

Heck, he doesn't really give a damn about anyone who buys one of his products and he practically said as much word for word too. And his JV partners? Yeah, well that's a different story.

He'd probably walk over broken glass bare foot if that's what it took to secure a mailing from one of his idols. He doesn't care about you, and he certainly doesn't care about me.

But put a 'big name' marketer in front of him and he'll be like a puppy dog begging for a bone...

Okay, if that's the way he wants to run his business then I'll leave him to it, but I certainly won't be listening to his advice.

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But what makes me more than a little cross is that he thinks that the only way to make money in this business is to creep your way to the top. He thinks that anyone who is actually trying to build a real business by delivering quality products at a fair price must have a screw loose.

Well, my screws are all firmly in place thank you very much, and if I want to release a 79 page report for a massive pre launch discount then that's exactly what I'll do!

And what's it got to do with him anyway?

I'm sorry for sounding a bit angry this week, but it upsets me to see so many marketers out there deliberately trampling over the dreams of their subscribers just to grab their 12 pieces of silver at the end of the rainbow.

Mailing Lists Unleashed has been a huge success, and the feedback that I've received and the sales that I've secured, has proved that content and value really are the new currency in this every changing market of ours.

Whisper it quietly but I heard that the marketer who gave me an ear bashing only sold two copies of someone else's book during a very recent Tuesday launch.

He sold two copies, and yet he's in my ear telling me that I'd get better results by providing less content while ripping open your wallet with a sledgehammer.

What planet is he living on anyway?

Do you want to know how many copies of Mailing Lists Unleashed I sold to my tiny list with ONE email? I'll tell you, but I really don't think it's important.

141 sales to date and still counting!

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Now, I measure the success of a project by the quality of the testimonials that I receive, and by the difference my products make to people's lives, BUT it seems this guy is all about the sales....

So let me ask you this.

Would you rather listen to this guy who is creeping and crawling his way to the top, while knocking over anyone that gets in his way, and who STILL can't make more than \$50 per email despite being best buds with some of the biggest names in town?

Or would you rather do it my way by giving people solid information at a price that's more than fair while making thousands of dollars in the process?

The game has changed, and while the smart marketers are now playing chess he's still playing Snakes and Ladders. And he's all out of sixes too...

And how's this for a spine tingling nightmare...

Imagine if you had spent thousands of dollars on a pile of high end home study courses, all telling you that the key to the top was placing your JV partners interests above those of your subscribers.

Imagine if you've built a business based on shoddy products and the tired old JV network roundabout, and then one day people stopped opening your emails.

Imagine being famous for having a 50,000 list, and then suddenly your open rate tumbles and you're left red faced as you send a promo and you sell ZERO copies.

Imagine the feeling of helplessness as the market changes around you and you're

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completely powerless to stop it happening.

No more sales, massive unsubscribe rates, and opt in rates tumbling by the minute.

Heck, it's no wonder that people bang on that Internet Marketing is dying. Well, what these people don't see is that it's not dying but it is changing in a way that they cannot comprehend.

Sure, I could have earned more money by selling Mailing Lists Unleashed for \$77 or more, and that's why this marketer is so confused.

He just doesn't get it, and I doubt he ever will either.

The point I'm making is this. Put value and content first, and the rest a distant second. Sure, you'll get some 'hot shots' telling you're making a mess of things, but that's because they can't see things quite as clearly as you can.

You've got 20/20 vision and you're seeing the future as well as the present. And the 'hot shot'? Well, I think he needs to open his eyes and see the new reality that he's facing or he'll soon be extinct....

Stand firm in your beliefs and the rewards will surely follow. And if any soon to be extinct 'big shot' tells you that you don't have a clue, just smile smugly in the knowledge that his under delivering, over pricing ways, might have worked wonders in 2005, but that his time is slowly coming to an end.

2008 is going to be all about value, content, and honest marketing that actually delivers. I'm ready for the change. Are you?

**Please Note:** To show that I practice what I preach Mailing Lists Unleashed is still

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available at a massive pre launch discount until midnight EST Sunday 25<sup>th</sup> November.

Hit the link below to grab this valuable package now.

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

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## **2. Quick Tip: The Real You!**

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If you're trying to make money online then it can be tempting to pretend that you're something that you're not.

You see dozens of other marketers all 'faking it until they make it', and it's natural that you might think that making yourself appear bigger than you are is the key to success.

And yes, this can work and there are some really high profile examples of people who've managed to 'fake' their way to the very top of the tree.

But marketing is all about standing out, and you don't have to pretend that you're the most successful person at everything in order to catch people's attention.

In fact, it can often be much easier to stand out by doing the exact opposite...

I mean, take the internet marketing niche for example. If you look around you'll find a thousand wannabes all bragging about their new sports car, or their exotic holiday.

Yes, this will catch some people's attention, but imagine for a second if some of these people lowered their guard and showed the real person behind the hype.

Would they sell less? Would others think less of them? Would people refuse to JV with them?

Of course not!

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In fact, removing the hype and showing the person underneath can actually be a much more effective way of getting people to take notice of you in such an overhyped market place.

Before I released [Mailing Lists Unleashed](#) I produced a video where I gave away glimpses of my not so 'glamorous' lifestyle.

You can see the video that I'm talking about below....

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

The impact upon my business was simply astonishing and it was fun to make too!

I received a pile of emails thanking me for my honesty, and of course I sold more copies of Mailing Lists Unleashed as well.

This week's top tip is to have fun with your marketing and never be afraid to show the real you.

Tell people about your life no matter how mundane you think it is. Let people know what you got upto at the weekend, even if it DIDN'T involve jetting off to some exotic location.

Lift up the curtain and let people take a peek. You can do this in any niche and you'll enjoy a better relationship with your subscribers and you'll make more sales as well!

And above all else, you'll be making money by being YOU, and you'll have a more fun with your marketing too!

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### 3. Giveaway Profits

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If you've bought [Auto Auction Income](#), then you'll know that customers are able to use the script provided to sell the book through their own Paypal account and keep 100% of the commissions.

Heck, one of my affiliates has already sold more than \$1,000 worth of this book and he got to keep it all too!

Well, last week I was reviewing the stats and I noticed that lots of new affiliates were registering sales. Normally there are about 10-12 people who make sales every week, but to have so many new people making so many sales was odd to say the least.

And I noticed that I got a load more members of [Standing Start Profits](#) AND [Auction Profits Unleashed](#) started flying up the Clickbank rankings as the sales started coming in too.

So how had they achieved this? How had all these new affiliates jumped onto the scene and started making sale after sale.

Well, the answer is more simple then you'll be expecting!

They simply bought one of the products that I'm selling with Master Resell and Rebranding rights, added their affiliate links, and then distributed like crazy!

Now, my good friend Mark Pointon, who works with me sometimes, also rebranded these books. Being a (self proclaimed) 'marketing genius' who is soon to be starting a newsletter of his own, I expected him to make a fortune by getting

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these books 'out there'.

In fact he made nothing from them because he never actually got around to distributing them in any way shape or form.

If you're looking to start earning some quick online income, then you could do worse than rebranding my Essential Squidoo..

==>> [www.Lee-McIntyre.com/essentialsquidoo](http://www.Lee-McIntyre.com/essentialsquidoo)

Or my 500 Dollars Only Report...

==>> [www.500DollarsOnly.com/special](http://www.500DollarsOnly.com/special)

But once you've added your own links don't just sit back and expect the magic to happen.

You need to get out there and do whatever it takes to get YOUR version of the book swirling around the net...

Sell it on eBay, or advertise it in your forum signatures. Write articles that link back to a squeeze page where you give it away for free.

Send it you your list. Or just give it away for free.

Do whatever it takes to get your rebranded version buzzing around the net and you WILL make sales. And if your book keeps on flying around then you could be making daily sales for a LONG time to come too!

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#### **4. Onwards and Upwards!**

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Well, it's been a pretty incredible last few months here at Lee-McIntyre.com towers, and I couldn't be more happy with the way things have gone.

I've started a new home business, which is prospering, and I've received a lot of positive feedback thanking me for my books and my newsletters.

It's been a dream and I'm loving every second!

And if you think the last few months have been good then wait until you see what I have in store for you next...

In fact, I've got a load of exciting freebies up my sleeve including a useful training report on how to organize your emails for maximum profits and productivity AND a sure to be controversial freebie called the 'Honest Marketer Manifesto'.

I can't say too much now but you're going to want to get your hands on these freebies!

And that's not all either....

Soon I'm going to be launching an exciting new membership site that will give you THREE ready made profit pulling products a month, and which will be available at a price that will make the gurus weep!

You're going to love this and you'll think I've gone mad when you see how much content will be included too.

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I've already said too much but you'll find out more very soon indeed!

That's the end of the newsletter for this week and I hope you've enjoyed reading it as much as I've enjoyed writing it. :)

There's a high quality original freebie heading your way early next week that you're not going to want to miss....so keep your eye on your inbox!

And don't forget to keep checking the Lee McIntyre blog too as I'm working hard to keep it jam packed with new content daily. I'll speak to you soon!

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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!

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### **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!

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