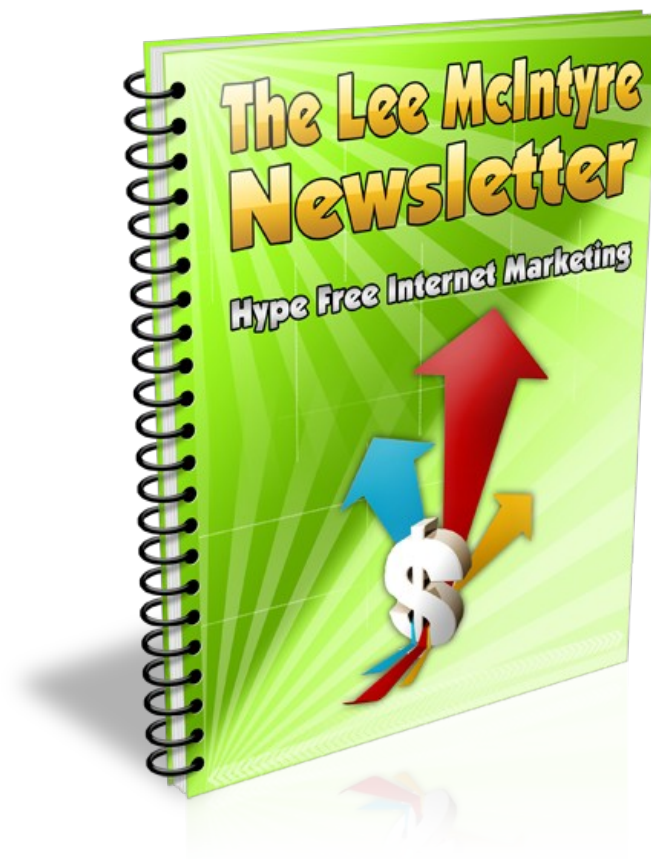


The Lee McIntyre Newsletter

18th December 2007



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

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

In this newsletter:

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1. The Real Reasons Why People Read Your Emails
2. The \$10k Videos and a Special JV Request
3. Always Do More Than What is Expected
4. Your Goals and Your Future
5. Past issues available & how to subscribe

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Tell them to grab their own future copy for FREE at

<http://www.LeeMcIntyreNewsletter.com>



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1. The Real Reasons Why People Read Your Emails

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Each day I get almost 100 newsletters in my inbox, and do you know how many of them actually contain more than a drop of valuable content?

Well, let's just say that you can count the figure on one hand!

Many marketers have now gotten into the habit of sending nothing but promotions and they've long since stopped blasting anything that doesn't give them an immediate payback.

And I'm not surprised either.

You see, a schedule of nothing but promotional emails with a single call to action MIGHT earn you more money in the short term.

But each time you hit 'send' and blast off another promo, with your last content filled email a sad and distant memory, then you're using up the goodwill that you generated in the past and soon you'll be running on empty.

And this is the key point.....

Think of your newsletter like a brand new 4x4 that you've just got your hands on.

Each time you send out some amazing content then it's the equivalent of topping up the tank with some Diesel.

And each time you send out a string of aggressive promotions with a single and strong call to action?

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Well now you've got the pedal to the metal and the tank is emptying fast.

You see, each time you send out a promo you burn a little bit of oil and each time you send some quality free content you top up the tank.

And we all know what happens when you keep on driving without topping up the tank!

The marketers of today who fire out promo after promo might think that they're no longer getting the response they once did due to email deliverability crashing around us, or market saturation.

But actually nothing could be further from the truth, and the results I achieve with my newsletters prove it.

These marketers are simply experiencing a poor response because they've been driving flat out for too long and have now run out of fuel....

Yes, their aggressive promotional schedule might have worked when they still had gas in the tank, but now they're well and truly running on empty.

And let me tell you this. It's a lot easier to keep your tank topped up with the good stuff than it is to push your car to the nearest garage and have them fill it up for you.

And it's the same with email marketing too.

Those marketers who think they can abuse their list today with nothing but aggressive promotions just so that they can have a nice holiday and then they'll send nothing but freebies the month after will be in for a shock.

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Do that and they might find themselves with a burnt out list like you'd have a burnt out engine if your tried driving around for a month with no oil or water in the engine.

Everywhere I look I see marketers with tumbling open rates and spiraling unsubscribe figures.

And from where they're sat it's no wonder they're left scratching their heads and complaining to anyone who will listen that email marketing is dying a slow and painful death.

Well, it might be dying for them if they send nothing but aggressive promotions, but for those of us who are nurturing a relationship with our subscribers then email marketing is alive and well thank you very much!

And I'm not just talking about giving away free content and never selling either.

I mean, if you kept on putting petrol into your car you wouldn't get to your destination and you'd end up with a tank overflowing from every side!

Of course you still have to sell to your subscribers, but you have to blend your promotions with the content you provide or pretty soon you'll be the only one clicking your links.

Just think about this for a second. Would you sit down to watch TV if it was nothing more than three hours of adverts?

Of course not and you'd switch the thing off after about five minutes of informercial pain.

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Does that mean you're completely adverse to TV adverts, and that each time one pops on you'll run a mile?

Nope, but it does mean that the TV company has to give you ANOTHER reason to watch if they hope for you to stick around for the commercials.

Everyday, millions of people sit glued to the TV screen absorbing the advertising messages that are sent their way simply because they've just been busy watching great TV.

What do you think would happen if the quality of the TV shows tumbled? Or even worse, what would happen if there were no TV shows at all?

People watch TV to see good content and not to view the adverts, and in the same way people read your emails to receive the information that you're sending and not to be pitched to the whole time either.

The point I'm making is that whatever niche you're operating in it's important to remember three things...

- 1) People come online to find information and not to view adverts, and this line of thinking should influence all the promotions that you do.
- 2) The response to your mailings is relative not just to the size of your list, but also to the relationship you have with your subscribers as individuals.
- 3) It's important to take decisions based upon the long term impact of your business, and not just for short term gain.

Right now I see plenty of marketers who have used and abused the goodwill of their subscribers and are now left walking around in a daze wondering where it all went wrong.

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Yes these marketers ARE struggling despite their outward confidence. But they're not struggling because email deliverability has gotten to the point where it's no longer possible to turn a profit.

They're not struggling because of on overwhelming cynicism in the market.

They're failing because they've forgotten that it's the RELATIONSHIP with your subscribers as individuals, and not just the size of your list, that is a key ingredient for your online success.

They're failing because the goodwill they built up with their subscribers has long since been used up, and now they don't have the imagination to fix what has been broken into a thousand pieces.

In short, they're struggling because they thought they could change the rules of the game so that it became all about THEM and their JV circle, and not about YOU.

Not everyone has made this mistake of course, and it doesn't take long to find stacks of clever marketers who know exactly how to provide value to their newsletter readers and profit from it too.

As the internet becomes ever more connected it will be these marketers who will enjoy the most future success from their email marketing.

If you're serious about making money in any niche then building a list should be your top priority. But remember that it's relationship AND size that counts, and never forget to give your subscribers plenty of reasons to keep reading your emails.

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Because if you get to a stage where your subscriber base actually looks forward to opening your content then the subsequent results of your promotions really will blow you away.

And trust me when I say that this is actually a lot easier to do than it sounds and I'm going to continue to show you exactly how in the coming weeks and months!

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2. The \$10k Videos and a Special JV Request

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Well, the feedback to the bonus videos that I produced for those who bought John Thornhill's Resale Rights Blueprint through my link has been stunning and I'm over the moon!

I put so much into creating these bonus video packages which is why it's so fantastic when people seem to enjoy them so much.

I see a lot of people out there who cobble together tired old bonus packages full of dusty old products, but you know that's not how we like to do things around here.

You see, I have a major dislike for these kind of boring second hand bonuses which is why I always make sure that my bonuses are 100% original and deliver fantastic value too.

In fact, my bonuses are usually so fresh that I usually just finish making them seconds before I have to send them out!

Well, the good news is that my bonus videos for John's Resale Rights Blueprint course are still available if you order now.

These videos total more than 30 minutes of content and reveal exactly what it takes to grab profitable JVs with big name marketers, even if you're a complete beginner.

In fact, I even throw in a PDF copy of the exact JV request that I sent to John earlier this year that resulted in him sending me over \$10,000 worth of business in

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Paypal receipts alone.

John's course is full of excellent content and is a steal at the current price too and you can check it out at the link below.

==>> <http://www.lee-mcintyre.com/special/planetsms>

To grab your free bonus videos simply download John's fantastic course from the link above and then send your receipt to reply@lee-mcintyre.com with the phrase "the 10k bonus videos have landed" and I'll send them over within 24 hours.

You might want to hurry though as John currently has a very special discount in place which is due to expire VERY soon.

Hit the link below and then don't forget to grab your bonus too!

==>> <http://www.lee-mcintyre.com/special/planetsms>

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3. Always Do More Than What is Expected

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By now you'll probably know that I firmly believe in the power of giving excellent free content to your prospects.

It took me a long time to understand this, but giving away great content with no expectation of anything in return really can have a hugely positive impact upon your business.

Well I practice what I preach, which is why a week or so ago I wrote a post on the Warrior Forum explaining how I had gone from zero to \$20,000 a month in just 161 days and I carefully outlined how you could do the same too.

If you've not yet read the post then you can read it at my blog below...

==>> <http://www.Lee-McIntyre.com/content/warriorpost>

I wrote this post expecting to receive nothing back in return but the result was astonishing!

I received hundreds of optins and made loads of sales too. I didn't expect any of this when I made the post of course, and I simply wanted to give good content as a way of saying thanks for the support.

The response to this post was overwhelming but I'm not going to stop there and I have something even more exciting planned!

You see, I firmly believe in always trying to do more than what is expected of you which is why I have something very special for you coming very soon indeed.

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I've basically written a report fleshing out my forum post and explained in a LOT more detail the steps that I've followed to take my business from zero to \$20,000 a month, and best of all it's going to be completely FREE!

It's just my way of saying thanks for sticking with me, which is why you can have it without even paying a cent.

I can't go into too much detail but expect to hear more about this over the coming days and weeks. Keep your eyes on your inbox as you're really not going to want to miss this one!

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4. Your Goals and Your Future

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Well, 2007 is coming to an end and from a professional standpoint it has been the most exciting and rewarding year that I can remember.

As a teacher, the students that I took to the summer exams got some FANTASTIC results, and a huge number massively exceeded their target grades.

I put a lot of work into getting these students ready for the tests, and the fact that they did so well really brings a smile to my face most days.

And who would have thought that I would have then followed my dream and become a full time marketer working from home?

Certainly not me and definitely not my friends and family who thought I was crazy for even trying!

2007 has been a great year for me but I want 2008 to be even better too.

And that's not all as I want 2008 to be a fantastic year for YOU as well.

I have a deep passion for internet marketing which is beaten only by my passion for teaching, which is why I'm going to do whatever it takes to help as many people as possible achieve their goals this year.

Do you want to become a full time marketer? Or do you just want to earn some extra money on the side?

Either way, I want to help you!

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You see, enjoying some success at this stuff simply isn't enough for me and now I want to help you achieve your goals too.

Hit the link below to head over to my blog and let me know what YOU want to achieve in 2008....

==>> <http://www.Lee-McIntyre.com/comment/goalsetting>

I simply wouldn't have become a full time marketer if I hadn't set clear goals for the future and then worked super hard to achieve them.

Drop by my blog now and let me know what you want to achieve this year and you'll find that publishing your targets in a public place will really help you stay on track during the most difficult moments.

I'm waiting for you at the blog now and I can't wait to hear what you really want to achieve during the coming weeks and months!

==>> <http://www.Lee-McIntyre.com/comment/goalsetting>

That's the end of this issue of the Lee McIntyre Newsletter and I certainly hope you found some value here.

If you've enjoyed this issue then please send to a friend as I'm sure they will enjoy it too, and don't forget to drop by my blog as I love hearing from my subscribers!

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Sara Brown's License to Quit...Your Job

Discover a simple yet powerful system that allows two under the radar marketers to make thousands of dollars each and every month like clockwork.

== >> <http://www.lee-mcintyre.com/special/sarabrown>

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Before You Go....

Auction Profits Unleashed

Do you want to discover how to build a super responsive list simply by leveraging the enormous power of eBay?

In this hot selling eBay profit guide, Lee McIntyre breaks down the barriers and reveals the real truth behind eBay profits!

And when Jim Cockrum and Planet SMS both think this product is great, then you really can't go wrong.

Hit the link below now to get the full story and to download!

www.AuctionProfitsUnleashed.com

Auto Auction Income

Do you want to build an eBay empire? Haven't a clue where to start? Well don't panic, because Lee McIntyre has you covered!

Auto Auction Income is a point and click guide to eBay profits. At 64 pages, this profit manual is packed full of value.

Hit the link below and start building your eBay empire today!

www.AutoAuctionIncome.com

Standing Start Profits

Ever wondered if it really is possible to earn huge profits from scratch? Well, with these revealing videos Lee McIntyre shows you exactly how you could earn \$7,230.95 in just 30 days.

Join the site now, and you could be chatting with Lee and getting killer marketing advice on the exclusive mentoring forum in seconds!

www.StandingStartProfits.com

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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 at LeeMcIntyrenewsletter.com.

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6. Copyright Information

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