

The Lee McIntyre Newsletter

29th January 2008



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

The Lee McIntyre Newsletter

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1. Why the Money is NOT in the List

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You don't have to hang around Internet Marketing forums for long for people to start telling you that you need to build a list.

Heck, it seems that everywhere you turn there's another person ready to tell you that the money is in the list.

Well let me share with you the REAL truth about making money from email marketing...

The money is NOT in the list!

There I've said it, and I don't care who grumbles about it either.

It seems as though a whole industry has built up around the myth that having a big list is the key to online wealth.

Let me shatter this silliness right now and tell you that a big list doesn't mean you're going to get rich beyond your wildest dreams.

Too many people sell you the hope that if you can go out there and pile armfuls of subscribers into your Aweber account then you'll magically be able to push a button each week and out will pop thousands of dollars.

I mean...cripes!

If I hear one more person say this then I'm going to start poking myself in the eyeballs. Owning a big subscriber list alone doesn't mean you're going to get rich

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beyond your wildest dreams.

Why? Because the money is NOT in the list, it's in your RELATIONSHIP with your subscribers.

Sure, owning a big list can give you the potential to earn huge money. But if you don't also build a relationship with your subscribers then you're not going to hit the jackpot.

If the money were in the list then you could head off today and buy an email list of 1 million addresses from some dodgy site and be filthy rich by the end of the day.

Sure, building a big list gives you a shot at the big bucks. But if you don't grow a relationship with your subscribers, then your shot is going to go high, wide and over.

OK, you might get a few sales here and there. But then you're not really in this business for the scraps now are you?

To truly profit online you've got to understand that the size of your list is only half the equation.

It's a huge mistake to devote all your focus to list building while neglecting spending time building relationships with your current subscribers.

Here at Lee-McIntyre.com towers, my subscribers come first, no matter what. Yes, I try and build my list, but that plays second fiddle to looking after my current members.

Let me give you a practical example....

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Before Christmas there were tons of giveaway events and it seemed like everyone on the planet was promoting them.

Now, I'm quite confident that I could have taken part in a few of these giveaways and added 500, 600, 700, or even more subscribers to my list.

So why didn't I?

Well, I was too busy creating free content and negotiating discounts to give to subscribers like you!

Now I know what you're thinking...

You're probably thinking that I'm crazy to turn down the chance to add 700+ brand new subscribers just because I want to deliver some incredible free content to my current subscribers.

You probably think that I'm bonkers and you won't be the only one to think the same!

But concentrating all of my efforts on delivering amazing content free of charge to my list members is the exact reason I've been able to explode my business so fast.

Okay, if I had enough time then it would have been better to build a relationship with my subscribers AND take part if the giveaway.

But given a choice? Well, I'll choose to spend my time handing my subscribers golden free content on a silver platter.

The point I'm making is that you shouldn't become side tracked by a desire to build some huge list that you hope will earn you thousands.

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Don't let the HYPE about the 100k lists pull you in.

And if you don't believe me let's close with some real numbers from Lee McIntyre towers (i.e. My messy bedroom!)....

Case Study #1

\$1,180.79 profit and 3rd place in a JV contest from one email to a list of just 603 people.

Case Study #2

\$3,095.35 profit from one email to 3,034 people selling a \$19.97 ebook.

Case Study #3

\$2,361.10 from two emails to my tiny list promoting two separate products just three days apart.

Now I'm not telling you any of this to brag. But I am telling you for a reason.

Look, switch your focus from 'how do I build a massive list?' to 'how can I look after my subscribers and build a relationship with them?' and the profits will flow faster than you ever thought possible....

How to profit wildly from the smallest of email lists is the exact topic that I'm going to walk you through inside Project New Web.

This is unlike anything else that you'll be taught by any other marketer out there, and if you're interested in replicating the results in the case studies above then

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you're really going to want to check this out.

Hit the link below to check this out now (don't delay: do this now).

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

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

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2. In Case You Missed It...

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Since I started Lee-McIntyre.com a few months ago I've released a LOT of free ebooks.

I mean, when you remember them all the list gets pretty big....

- 500 Dollars Only
- The Big Fat eBay Lie
- A JV That Worked
- Niche Domination
- Six Months of Magic

And I'm sure there are a few others that I can't think of right now too.

That's not a bad list of freebies for a newsletter that's less than 7 months old don't you think?

Well, it's all just my way of saying thanks for being a subscriber and you can rest assured that I have plenty more good stuff in the pipes over the coming weeks too!

And in case you missed this month's freebies the links are below....

Six Months of Magic

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

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

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And 28 Marketing Tools that Don't Costs a Cent

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

Just follow the links on the blog and you'll find three posts stuffed with the best no cost marketing tools around.

And while we're on the subject of free stuff don't forget to keep visiting my blog daily too.

I've really packed in the good stuff over the last couple of weeks so you're really going to want to check it out.

Enjoy the free content and clear some space on your hard drive as there's plenty more where that came from!

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3. Where do YOU sit on the honesty line?

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Here's a question for you....

What would you do to close a sale? How far would you push the marketing envelope to get what you wanted?

In other words, where would you stop?

You see, the reason I'm asking is a few days ago I read a pretty revealing discussion on a marketing forum.

People were talking about honesty in marketing, and I've got to say that people's opinions shocked me a little!

Basically it went like this....

"Marketing is all about the survival of the fittest. You gotta do what you gotta do in order to close the sale. It's business and not the playground. And that means it's got to get brutal."

I don't want to get sued of course, so I've paraphrased a little...but you get the gist!

Now personally, I think this is crazy talk for two reasons.

#1 Who the heck wants to look themselves in the mirror in the morning, knowing that they've crossed the ethical line once too often?

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#2 Dishonest marketing is just plain bad business. Like I talk about in Project New Web, if you do good online, then good things come to you. And if you do bad? Well you better be prepared to start flipping burgers two years from now.

Look, I'm not saying that you shouldn't market aggressively from time to time.

But doing whatever it takes to close the deal is only going to hurt you in the long run.

Let me sum it up like this...

Dishonest marketing might make you more money today and tomorrow, but it's no way to build a long term business.

Who says that you have to push the rules if you want to make money online anyway? I'll tell you this though....

The net's getting more connected by the day. And while someone who got ripped off used to tell their offline friends, they're now just as likely to spread the fire through the social networks.

And you know what that means don't you? Yep, it's burger flipping time for our good friend Mr Unethical.

Stick to what you believe in, and you'll end up with a LONG term business to be proud of.

Oh yes, and you'll have more fun and sleep better too!

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4. And the winner of the prize is....

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Do you remember two weeks ago when I ran an 'ask me a question' contest?

Well it seems plenty of people do, because I've received about 20 emails about it in the last 7 days alone!

Last week I answered 12 of the best questions in the ebook Six Months of Magic, and today I'm going one better.

You see, my friend who was helping me with the contest has finally chosen a winner!

Drum roll please....

OK, enough of the cheesy suspense because the winning question is below.

"Did you have many failures/flops when you first started out and how did you find the courage and conviction to keep on trying?"

You can see this question, and all the others, on my blog at the link below.

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

I too thought this was a great question, and I really enjoyed answering it.

Congratulations to Pippa, and I'll be sending you an email shortly asking for your Paypal details so I can send you the \$172.67 prize money.

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And don't worry if you didn't win either. I have lots more exciting contests in the pipes which you're really not going to want to miss...(and the prize might just be a bit bigger too!)

That's the end of this month's newsletter, and I hope you enjoyed reading it as much as I enjoyed writing it.

I've got some more cool freebies coming in the days and weeks ahead, so keep your eyes on your inbox as you know I hate for you to miss out on the good stuff!

And if you haven't already done so, head over to Project New Web now to see what special content I have lined up for you (you won't want to miss it!)

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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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