

The Lee McIntyre Newsletter

17th March 2008

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1. 7 Steps to Online Profits

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Some of the so called 'experts' out there have a lot to answer for...

But before I get into that can of worms let me ask you a simple question first. Do you have a profitable internet business?

The reason I ask is that most of the people who contact me for help would answer NO to the question above.

And a lot of the time I'm not surprised either...

You see, there's a lot of 'experts' out there spouting a pile of rubbish about how to make money online and the stench is getting unbearable.

So am I surprised when people come to me frustrated and fed up at never having earned even a single cent online? Absolutely not!

I mean, what hope do some people have when so many 'experts' hand out misleading information to beginner marketers day after day?

Running a business can be tricky anyway, but it starts to get double tough when people start dishing out bad advice that's almost guaranteed to take you blindfolded down a dead end alley.

The terrible advice out there stinks and I'm sick of it....

Do you want to know the best way to make money online? You create a product that fulfills a need and then you drive traffic.

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And that's it!

Sure, there are other ways to turn an income, but I can't think of any that will give you a bigger return on your time and money than creating and selling your own products.

But you'd never know this if you listened to any of the 'experts' of course...

Make a product of your own? Not a chance! All you have to do to become insanely wealthy is to buy their product and hope for the best.

Here's something to think about....

'Bob' tells you that you can get rich with Squidoo. 'Simon' says you can do the same with Myspace. 'Shane' is telling you to use 'Craigslist'.

And what do all three of the shady characters with made up names have in common? Yep, they produce and sell products of their own!

Have you ever heard the saying 'do as they do and not as they say'? Well I'd apply that VERY literally when dealing with some marketers that I've come across...

Let me shatter all this nonsense once and for all. If you're truly serious about making a giant income online then the fastest way is to create your own products. The end.

Books on Myspace, Squidoo, and Facebook can be a GREAT resource as a way of driving traffic to your product.

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But as standalone strategies that will make you rich? Not a chance!

Whenever anyone comes to me frustrated and fed up, do you want to know the first thing I ask them? I ask them to show me their product so I can see what they might be doing wrong.

And guess what? 95% of those who come to me because they're failing online don't yet have a product to sell.

Can you guess what I tell them they must do starting today? Make a product that's what!

Below is 7 steps to follow to build a profitable online business.

If someone comes to me for help I ask them to tell me which of the 7 steps below they're current on.

The answers? Most haven't even got to step number 1 due to being distracted by all the daily nonsense and hype that pollutes their inbox.

Have you made an online profit yet? If not then I'm willing to wager that you've not yet followed all the steps below....

(1)Identify a need that you can solve.

What problems do people have that you can provide a solution for?

In the teaching niche a problem that I identified was that beginner teachers didn't have access to the resources they needed for the first day in the classroom.

They also didn't know how to control their classes to the extent they wanted.

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These were pretty big needs that people wanted fixing and I knew I could provide a solution.

What needs can you identify that you can help provide a solution for?

(2) Create a product that solves the need.

This isn't rocket science. Once you've found a need in the marketplace you create a product to plug the gap.

Do you think people need help setting up Wordpress blogs? Then create a product! Do you think people need help clearing their acne? Then create a product!

And don't think you have to be a great writer either. You can grab some free screen capture software and have a 'how to' video product made by the end of the day.

(3) Package your product for profits

Your product needs to be packaged in a way to add value. You also need a compelling sales letter that encourages people to take action and buy your product.

First you identify a need. Then you create a product. Then you present the product in a way that makes others want to buy it.

(once you've got to this point you're almost half way there)

(4) Put your selling systems in place

You'll need a way to collect payment and deliver the product.

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If you're selling digital item then you can use a humble Paypal button which redirects to the download page.

Or if you want a better solution that's affordable check out e-junkie.com.

If you're selling DVD or CD products? Then check out Kunaki.com for a turn key way to produce and deliver products fast.

(5)Generate traffic

Do you remember the film where it was said that 'if you build it they will come'? Yeah well forget about that!

You need to actively go out there and generate traffic. If you want fast results to test your marketing then use Adwords and you'll have visitors by the end of the day.

If you just want to invest your time, rather than your money, then commit to an article writing schedule and submit 3 a day.

If you want the best quality traffic you can find then recruit JV partners and affiliates.

The point is to do something. You've got to get out there and work hard for the traffic or it's game over before it's begun.

(If you have a product with a sales letter that converts and you generate traffic then you WILL make a profit – it's impossible not to and it's as sure as night following day)

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(6)Produce more products to sell

By this stage you will now have sold a few products, and you'll have the contact details of a group of hungry buyers.

So what do you do now? Yep, you produce more products to sell to the group of prospects and customers you worked so hard to find in the first place.

Too many people get to this stage and they rush off and enter another niche, or try another strategy.

But you've worked hard to generate the traffic needed to pull in the prospects, and you've worked hard to turn a percentage of those into customers.

When you get to this stage you need to leverage your previous efforts by producing related products that your existing customer base wants to buy.

Why go out and find new customers in another market when you have a ready made pool of qualified prospects who would be eager to purchase follow up products that you might produce?

Imagine you're in the dating niche....

Maybe you start with a \$27 ebook explaining how to make yourself irresistible!
Maybe you then sell an \$97 instructional DVD where you show specific techniques on camera.

Perhaps you could sell a toolkit containing resources that would help anyone find that special person.

The point is that you keep on producing products that your customers will want to

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buy from you.

(and you make sure that every product that you sell is packed full of VALUE so that people want to buy from you again in the future)

(7)Build leverage with systems

Does Bill Gates still design all the Microsoft product range? Does Richard Branson still do all the marketing at Virgin?

Of course not, and if they did then their businesses would be so small that we would never have heard of them.

When you get to this stage you need to create systems and processes that allows your business to function and grow without your daily involvement.

Let me give you an example from my business...

I know that submitting articles will generate traffic and I did this for a LONG time. Do you still think I spend hour after hour submitting dozens of articles per week.

No way! I do it once then I record an instructional video and then I have someone else do the task for me.

Why? Because this allows me to gain leverage and to focus on the tasks that deliver the most value and which earn the most money.

Every business will eventually reach a point where its growth is limited by the resources at its disposal. Well the limiting resource in most fledgling IM businesses is the time of the owner.

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After all, there really are so many hours in the day!

If you can create effective systems then you'll be able to have multiple versions of you running your business while you concentrate on what you enjoy or what produces you the biggest online income.

(how do you like the sound of watching a football game or sitting by the beach while others do YOUR work for you?!))

So there you have it....

Is your internet business profitable? If the answer is no then it's likely that you've not completed all 7 steps above.

You need to review where your business is currently at and then move through the steps one at a time. Will it be easy? Of course not!

Will it be worth the time and effort? Absolutely!

If you want to enjoy the financial freedom that your own profitable internet business can provide then you need to take action on the steps above....and you need to start today.

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2. One on One Mentoring LIMITED Openings

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Do you remember last month when I launched my mentoring program for the first time? Well let's just say that I won't be forgetting in a hurry...

Despite the fact that there no build up, and I launched it as a complete surprise, the mentoring SOLD OUT in less than 3 hours!

I actually felt extremely bad as lots of people emailed me asking if I could squeeze them in.

(the answer is always no....if you say you'll only accept a certain number then you really do need to stick to your word)

Well the good news is that I've now decided to take on another small group of mentoring clients. Once again I'm restricting myself to just 9 clients and I'd expect this to sell out fast.

Here's the detail....

I'll be emailing with the full information and the order link at 11am EST/ 16:00 GMT on Wednesday 18th March

Interested? Remember that the last time I offered this it sold out in 3 hours so you'll have to be quick...

I'll be in touch on Wednesday! :)

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3. Did You Miss This?

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Have you been keeping up with my blog? If not why not!

I'm constantly posting valuable free information so you really should check it out often.

(in fact, why don't you bookmark it now and subscribe to the RSS Feed so that you never miss out on a freebie again?)

In case you missed them, here's a few valuable articles that I recently posted...

Article #1

<http://www.lee-mcintyre.com/blog/3-golden-rules-for-email-marketing-success>

Article # 2

<http://www.lee-mcintyre.com/blog/do-you-need-a-squeeze-page>

Article #3

<http://www.lee-mcintyre.com/blog/low-cost-way-to-get-1000-workers-today>

Enjoy! :)

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4. And the brand new freebie is....

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Do you remember all the cool freebies I've sent over the past few months?

We've had the Big Fat eBay Lie, 500 Dollars Only, Six Months of Magic, loads of videos and articles, and much more too!

If you're a long time reader you'll know that I seriously overdeliver when it comes to exciting free content that no one else would provide.

Well.....let's just say the next freebie that I have lined up for you blows all the rest out of the water!

I can't provide the full details yet as I still haven't finished it off and I don't want to promise one thing and then deliver something else.

But I can say that Lee McIntyre subscribers are going to be able to gain access to more than 5 hours worth of training videos and it won't cost you even one cent

I'm pretty excited about this and I think that you should be too! :)

More to follow very shortly indeed....

(I'll probably be posting about this at <http://www.Lee-McIntyre.com> over the next few days so you'll want to keep visiting daily)

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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.

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