

# The Lee McIntyre Newsletter

## 30th April 2008

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1. Double Your Profits Starting Today?
2. How I made \$4,925 BEFORE I'd even created the product?
3. The REAL power of online video
4. This newsletter needs YOUR help!
5. Past issues available & how to subscribe

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<http://www.LeeMcIntyreNewsletter.com>

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

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## **1. Double Your Profits Starting Today?**

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Do you want a quick and easy way to double your profits? Of course you do, but first let me tell you a quick story...

Before I became a full time marketer I was a stressed out high school teacher. My training year was a blast and I loved every second of it...even though they worked us to the bone!

Anyway, some people in my class were TERRIFIED of public speaking.

The thought of standing in front of a group of students made them shiver, and my friend Tim used to have cold sweats even when he thought about it!

Now I know what you're thinking...

Why the heck was this guy training to be a teacher if he felt sick at the thought of standing up in front of moody teenagers?

Well Tim was DESPERATE to become a teacher.

It's all he wanted in life, and he wanted to conquer his fears so that he could stand in front of a class without turning into a nervous wreck.

So what did he do? He went and bought some books!

He bought everything and anything related to public speaking and being more confident. He bought some relaxation audio tapes from Amazon too.

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Blimey, it seemed that he would buy almost anything he could get his hands on that he thought would provide him with a solution.

Now, this is a long time ago but I know he found one book on public speaking that he loved.

Did it make him an amazing speaker overnight? No way!

Yeah it was a great book but you're usually not going to find all the solutions, to all the problems, hidden in 110 pages now are you?

But it did give him some seeds of confidence so that he no longer trembled when speaking to more than 5 people at once.

He loved that book and he took it everywhere he went!

Now what do you think would have happened if the author had released a DVD where he shared some advanced tips?

What would have happened if the author had released an audio CD set containing recordings from his last speaking tour?

Or if he'd have then put together an advanced level workbook?

Well Tim would have bought every single product and would have been DELIGHTED to do so!

You see, Tim had a problem and he wanted to pay for a solution.

Yeah he bought one book for \$9.95, but does that mean he didn't want MORE solutions? No way!

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This guy had a BIG problem that he needed fixing which is why he was ready to spend again and again.

So why am I telling you this?

You see, if you're in the information selling business then you're in the business of providing solutions to people's problems.

So let's say that you're in the weight loss niche and you sell a \$47 ebook....

Now your book might be AMAZING, but has every person who bought it now become slim? Not a chance!

Do some of these customers still feel as though they have problems? Yes and they'll STILL be willing to pay for more solutions too.

Do you see where I'm going with this? When you sell an information product you're providing a solution.

But never forget that there's 'no one size fits all' answer out there. Some people might not like ebooks. Some might not like DVDs.

Some might just WANT to buy multiple solutions. Others might feel they NEED to buy more products.

So don't just stop at one product in your niche. Don't just stop when you produce one solution to the problems that people have.

If you currently sell an information product here's what to do...

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Go out there TODAY and create another product which solves some more of the problems that your customers will have.

Make a DVD. Record an interview. Host a Webinar.

Do something!

And here's something powerful to think about too...

Would Tim have been upset if the author of his favourite book started offering him DVDs, coaching, and CD sets? Not a chance!

He had a deep problem and he would have been delighted at the OPPORTUNITY to grab more solutions.

Blimey, he probably would have been more annoyed if these solutions had NOT been released.

Don't fall into the trap of thinking that the one ebook you sell will solve every problem for every customer. It won't!

You'll need multiple products for that...

Go out there now and create more products in your niche. You'll increase your profits and your customers will thank you for it too.

Tim was desperate for help, and he would have paid big money for it too.

Do you have customers like Tim? Give them what they want by creating more products that solve their problems and you'll double or triple your profits. I guarantee it.

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**2. How I made \$4,925 BEFORE I'd even created the product?**

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Do you want the full scoop on how I made \$4,925 before I'd even created the product?

Or would you like to know how I increased my monthly profits by \$100 in less than 5 minutes?

Then you need to be a member of Standing Start Profits!

You see, not only do we have a VERY active private underground mentoring forum AND cutting edge new video training month after month....

We now also have private posts just for the members where I reveal intimate details about my online business.

Why would I do this?

Well it's just my way of creating as much value as I possibly can for the members who place a great deal of trust in me.

(I don't even mention these exclusive and private posts on the sales page...it's a 100% unadvertised bonus to say thanks for the support)

Do you want to read the two password protected posts below? Then you need to be a member and you need to join today...

<http://www.lee-mcintyre.com/ssp/protected1>

<http://www.lee-mcintyre.com/blog>

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<http://www.lee-mcintyre.com/ssp/protected2>

Standing Start Profits is having it's monthly update on Friday 2<sup>nd</sup> May and that means that the code for the two posts above will be removed.

Next month members will get ANOTHER two private posts to read...but if you want to read the two above you need to join now.

(I should also add that this Friday ALL the April videos on how to build your list with Joint Ventures are also being replaced)

Here's the link...

<http://www.lee-mcintyre.com/ssp/join>

Do it now before this content is removed forever. And don't forget to come and say hello on the forums too! :)

I'll see you on the other side...

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### **3. The REAL power of online video**

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I was almost getting sick of listening to people telling me how powerful online videos is as a sales medium until I gave it a go myself!

I use video a lot in my business and recently I've JUST used video to sell two products.

Here are my results....

Case Study #1 - Mentoring With Lee: The first time I offered this I was selling two mentoring products for \$350 and \$700.

11 spots sold out in just 3 hours giving me \$5,120 in pure profits

The really interesting thing about this offer was that it sold out before most of my list even read their email!

Case Study #2 - Super List Building Webinars: This webinar series was available for an investment of just \$197 and 25 spots were sold out in 12 hours giving a total profit of \$4,925.

Do you see where I'm going with this?

In both these cases I didn't have a sales letter at all and just used video to do ALL the selling.

Both offers converted at 9%+ and the videos took less than 2 hours to make.

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Are you using video in your business yet?

If not, take another look at the results above and ask yourself why you haven't yet taken the plunge?

Video sales letters are quick to make, and if you get them right can be an even stronger selling tool than the traditional sales letter.

Want to boost your conversions? Then give video a try on your sales page today!

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**4. This newsletter needs YOUR help!**  
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Do you want to know one of the key reasons why I've been able to enjoy some nice online success? Because I listen to my subscribers that's why!

And I'm certainly not going to stop now...

You see, I want to know what YOU think so that I can make this newsletter even better.

Which is why I've just uploaded a subscriber only survey for you to complete.

Can you spare two minutes to give me some feedback?

<http://www.lee-mcintyre.com/newsletter/survey1>

If you could then it would be hugely appreciated. Simply hit the link above and answer the questions as best you can.

I think this is the best newsletter in the business and I want to make it even better. And for that I need your help!

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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>

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