

# The Lee McIntyre Newsletter

## 11<sup>th</sup> June 2008

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**In this issue:**

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1. Concentrate on what you're good at...
2. Find Your Focus!
3. Traffic, Traffic, Traffic
4. The Best No Cost Content Around
5. Past issues available & how to subscribe

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(I read and reply to all the comments)

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**1. Concentrate on what you're good at...**

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If you want a laugh you should look at my first website.

Why? Because it was absolutely dreadful and it's bound to make you feel better about your current Internet business.

I was a complete beginner and I didn't have a clue. Here's something I want you to know...

No matter what your current level of marketing knowledge you're guaranteed to know more now than when I was a newbie.

I'm serious. Even if you're a complete beginner and don't have a clue where to start you can take serious comfort from the fact that I once knew less about online marketing than you do now.

Which takes me back to the first couple of sites I built. They were dreadful!

I made the graphics myself, and even made the banners.

For my first book cover I downloaded a free template from eBay and then beavered away editing with some cheap graphics software.

It took me 5 days to create my very first cover and I was so proud!

I was so happy that I'd FINALLY managed to create the cover and was completely oblivious to the fact that it took me far too long and was completely pants.

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Now I want you to think about this for a second.

Every day I rushed home from work and cracked on with making this 'masterpiece'. I worked 4 hours a night on this project, for 5 nights in total.

The finished cover took 20 hours to make...and it looked terrible!

Now let's look at what I could have done instead.

A couple of emails and I could have had a top quality designer working on this for \$50 or less.

So which of these options would have been better?

Option A- a rubbish cover that didn't cost a cent BUT took 20 hours of my time

Option B – a fantastic cover that cost \$50 but saved 20 hours of my time

I hope you just said option B....

You see, building any business involves concentrating on what you're good at. Does Bill Gates do sales calls? Nope!

Does Sir Alan Sugar clean his office? Of course not!

These people concentrate on the really high value tasks in their business and they leave the rest to others.

And I know what you MIGHT say in response....

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You might say that outsourcing costs money that you don't have and therefore this advice doesn't apply to you.

Here's something I learned...

When I first started online I didn't have money for outsourcing either. I was on a tight budget and it was out of the question to spend hundreds of dollars on info products and services.

So what did I do? Well I started by investing my time in project after project and kept working until I turned a profit.

I then concentrated on what I was good at, and used my profits to outsource the rest.

And then something really interesting happened...

Now instead of having to install blogs myself I had an expert doing it for me.

Instead of creating graphics I had a top notch designer banging out the good stuff while I was busy doing something else.

Suddenly I found myself with LOTS more time to concentrate on the things I was really good at.

Now instead of spending 1 hour a week on product creation I could spend 15.  
Instead of spending 1 hour per week creating subscriber content I could spend 15.

And my income rocketed as a result!

I know this might sound daunting, but if you want to build a super profitable online

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business FAST then at some point it's a good idea to concentrate on what you're good at and outsource the rest.

If you don't currently have the money available then keep plugging away until you do. If you reinvest your profits through the right kind of outsourcing then your business will boom.

Knowing what to outsource, and understanding how to create business systems that will guarantee maximum profits can be tough though.

Heck, it cost me a fortune in trial and error trying to figure out the best way to grow my business without me having to do all the work.

Well the good news is that it's about to get a little easier....

Recently I spent some time with a marketing expert who once made as much as \$96,000 with a single email...and I quizzed him on the best ways to create systems that will allow you to grow your business AND live the Internet Lifestyle at the same time.

I recorded the excellent content on the call and had it transcribed too.

Interested? Well this is cutting edge content so you should be...

I'll be making it available to subscribers at 11am EST Thursday 12<sup>th</sup> June...and the good news is that you'll be able to grab this exciting package for just \$10!

And make sure you keep your eyes on your inbox as there will also be a very limited bonus for the first 75 buyers so you really will need to act fast too.

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## 2. Find Your Focus!

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Do you sometimes struggle to find the desire to really push your Internet business hard?

Yeah well you're not alone!

I've accomplished a lot in the past year and for this I'm extremely thankful. But I still have spells where I struggle for the motivation that I know I need.

I know this isn't something I'm supposed to talk about, but you're part of the Lee-McIntyre.com family and that means you'll always hear the truth from behind the curtain.

Do you sometimes lose focus and desire? Well then I want you to know you're not alone.

It happens to me. It happens to my JV partners. It happens to everyone.

It's simply not possible to be pumped up for Internet success for 365 days a year, and sometime life gets in the way.

Here's what I do whenever I feel my determination slipping away...

I like back, close my eyes and think of Michael on his sailboat.

Who's Michael? I have no idea!

You see, two years ago I was lucky enough to be on holiday on a Mediterranean

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island. I hired a 4x 4 for the day and drove to a really quiet beach that you couldn't reach by foot or car.

It was bliss!

The only other person on the beach was a man on a small sail boat. He was reading the sports pages, and he was sat with his legs in the air.

He had a mini fridge beside him, and he kept leaning over and grabbing beer after beer.

I know it sounds cheesy, but at that moment I told the person I was traveling with that one day I would own such a boat. That one day I would enjoy that level of freedom.

A few hours later the guy put down his newspaper and sailed into the distance.

I named him Michael, and I locked this image of freedom very firmly in my head..

Want to know what I do whenever I struggle for motivation, or when I don't want to push myself extra hard?

I think of ME owning that boat, driving around the med with my friends on board, drinking beer and having fun.

That's my dream. What's yours?

Sit down right now and focus on the one thing you'd love to do with your live if only you had the time and the money.

Keep this dream locked away, and whenever you need an extra spring in your

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marketing step close your eyes and imagine the life you could live.

Yes online marketing can be hard. But keep your dreams close and you'll find the strength of mind you never knew you had.

This works for me. I hope it works for you too.

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### 3. Traffic, Traffic, Traffic

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Let me blunt...

If you don't have enough traffic then there's a good chance you don't have enough sales.

Yes conversion is important too, but without traffic you could have the best converting site in the world and still not make any money!

The mobile phone shop down the road might have the BEST salesperson around...but unless they get prospects through the door they're not going to close any sales!

Do you want to increase your traffic and increase your sales?

Then you really need to check out the webinar below..

In this limited edition course I'll pull back the curtain and reveal in explicit detail the most effective ways to drive traffic in any niche.

You'll have to be quick though because at the time of writing there are only 4 spots remaining

==> <http://www.lee-mcintyre.com/traffic/webinars>

Hit the link above and secure your place now before it's gone forever.

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#### **4. The Best No Cost Content Around**

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Don't you just hate the so called 'experts' who only ever send promo after promo?

It really does drive me nuts the way they think they NEVER have to send any valuable no cost content and you'll still read their emails.

Anyway, that's not the way we do things around here!

As a member of the Lee-McIntyre.com family you can expect a ton of the most relevant free content around.

Do you remember last month when Aweber announced a huge price increase? You should because a few days later I posted a video to my blog explaining my thoughts on the situation.

Check it out below...

==> <http://www.lee-mcintyre.com/video/aweber>

But that's not all...

You see, I know that this is an issue that concerns my subscribers which is why I've tried to go an extra mile or two.

Last week I grabbed Tom Kulzer (the Aweber CEO) and I quizzed him on these changes.

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What to know his response?

Good because that's exactly what I'm going to share...and it won't cost you a cent!

The good news is that I've just got this exciting call transcribed and I'll be sending it to you free of charge sometime next week.

It's just my way of saying thanks for being a subscriber!

On the call we talk about the recent Aweber changes, tips to get your emails opened, and the common mistakes that most email marketers make.

I've got LOADS more freebies heading your way soon too so do make sure you keep checking your inbox....you'll be shocked by some of the stuff heading your way!

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## My Sites....

Follow me live....

<http://www.twitter.com/leemcintyre>

Monthly mentoring for just \$19.95? Check out Standing Start Profits...

<http://www.StandingStartProfits.com>

The old rules are broken? Learn the new ones...

<http://www.ProjectNewWeb.com>

Email Marketing Made Easy...

<http://www.MailingListsUnleashed.com>

No Cost training? Become an Intern!

<http://www.FreeMarketingClassroom.com>

Hype Free Marketing? For Real People? ...(my blog)

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

## Tools I Use....

The best damn autoresponder

<http://www.AweberUncut.com>

Protect your downloads...

<http://www.MyDLguard.com>

The mulitracking software I use right now...

<http://www.EasyMultiTracking2.com>

How I protect my passwords...

<http://www.RoboForm2.com>

Start tracking your ads and boost your profits...

<http://www.MyAdTrackingSystem.com>

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