

The Lee McIntyre Newsletter

30th June 2008

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1. The Simple Truth About Online Income

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Let's face it. If you want to get rich in the information marketing business then you need to have a product you can sell.

Yes you can get rich promoting other people's stuff but once you start selling a product of your own you'll find doors being opened that you never even knew existed.

And this makes perfect sense when you think about it of course. Would you rather be competing against 500 affiliates to make a sale or would you rather have 500 affiliates making the sales for YOU?

Selling your own product is an absolute no brainer and everyone who is serious about their online business should have at least one product out there generating sales.

Let me share a story from the inside of my own business...

Almost exactly one year ago I released my first Internet Marketing product and the sales started rolling in.

The product was Auction Profits Unleashed and I launched this via a Warrior Special Offer. I then leveraged the buzz created by this offer to secure some mega joint ventures and soon I managed to sell more than 1,000 units.

I was amazed, very happy, and I drunk plenty of beers to celebrate too!

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I still remember my very first joint venture. I took a punt and emailed a well known marketer on a Friday afternoon and to my surprise he replied within five minutes.

Three hours latter and he was emailing his list and the sales started rolling in.

In fact this one email generated more than 130 sales in less than 72 hours....and I was stunned!

I was still a teacher at the time and to see so much money flying into my account was just incredible.

Want to hear something a bit sad? As this JV was happening I sat back with a few bottles of beer and just watched the Paypal account go up and up.

Yep, it was a Friday night and I was drinking beer while watching my bank account and I was ecstatic!

That was the first moment when I suddenly started understanding the true power of the Internet and I've never let that incredible feeling escape.

Listen very carefully to this point...

Right before I released Auction Profits Unleashed I was making some decent money by playing around with some niche blogs.

I created a blog, filled it with keyword content, and then spent hour after hour driving traffic. The blog was full of affiliate links and the more traffic I generated the more sales I made.

It was a great way to make money but it took hours of grunt work to even register

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one sale.

It was a formula that pretty much allowed me to make about \$100 a day and I was delighted.

Now I still think this was a great strategy and I STILL use this in my business today. But which method do you think will generate the most sales the most quickly?

Promoting someone else's product by spending all my time driving traffic or having 100 people spending all THEIR time promoting MY product?

It's not much of a choice now is it?!

I haven't promoted by Classroom Management ebook for more than one year and yet I still make at least two sales a day. Even though I'm doing zero promotion I still find myself with plenty of affiliates doing the heavy lifting for me.

Are you starting to see why it's crucial you start selling products of your own and why you MUST start today?

Here's my point...

There are literally DOZENS of ways to turn a profit on the Internet. But if you're in the information selling business then the best method by far is to create a product of your own and then to recruit others to sell it for you.

Why do all the hard work yourself when you can sit back and have loads of others doing it for you?

Do you have a product of your own? If not I want you to go out and create one for

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yourself today!

Not tomorrow. Not next week. I want you to jump out of your seat and take action today and you'll be surprised by the results.

Let me share one more story...

I wrote Auction Profits Unleashed while working long hours as a teacher. I was tired, grumpy, and pretty stressed out.

Did I know it was going to be a smash hit success? Of course not! In fact I felt pretty sure that I'd end up being the only person to ever read the thing...

Don't be afraid of putting yourself out there by starting to create your first product right now. I was terrified of the reaction to my first product but overjoyed by the results.

Can you imagine how different my life would have been if I hadn't overcome that fear? If I'd have been too scared to release Auction Profits Unleashed? If I'd been too timid to approach JV partners.

I'm thankful everyday that I took the plunge and just got stuck in.

If you're yet to create your very first product then put the fear to one side and get started today. You'll be glad that you did.

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2. Very Special VERY Limited Opportunity

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Buckle up because you're about to think I've gone crazy...

Do you know what my best selling product of all time is? You probably won't be surprised to hear that it's the red hot [Mailing Lists Unleashed](#).

I've sold over 1,000 units and I continually receive incredible testimonials.

Even though this product continues to make sales for me day after day I've decided to give a select few Lee McIntyre subscribers a very special opportunity.

Tomorrow Tuesday 1st July at 11am EST I'm going to give you the opportunity to grab a very limited reseller license to this scorching hot product. If you act fast.

So what does this mean? Well if you're lucky enough to grab a reseller license you'll be able to take this product and immediately start selling it as your own and keep 100% of the profits too.

In fact, you'll even be able to run your own affiliate program and recruit people to sell it for you (and I highly recommend you do just that).

There will be a very limited number of licenses sold to protect the value of the package and so you'll have to be quick.

And here's where it gets REALLY exciting...

If you take action and grab this in the first 48 hours then I'm going to invite you to a special teleseminar where I'll share with you a step by step system to start

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making money with this package within days.

Let me tell you a little secret...

I've bought plenty of reseller licenses in the past year and I've made plenty of money too.

Want to do how I do it and how you can do the same? Want to know my down and dirty tactics that will practically guarantee you start making sales right from day one?

Then make sure you grab this valuable package in the first 48 hours so that you receive your very special invite to this exclusive call.

I'll be emailing you the full details at 11am EST Tuesday 1st July. Keep your eyes on your inbox as you really won't want to miss this!

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3. Information Overload?

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As a beginner I bought a ton of information products. And guess what? As a full time marketer I STILL buy plenty of products too.

Education is crucial which is why I'm always grabbing ebooks, homestudy courses, and membership sites.

But I now do this in a way VERY different to when I was a beginner.

You see, before I started making online profits I'd buy an information product, download it to my PC, and perhaps have a quick read before putting it on a pile of digital junk.

And then? Well then I'd usually ignore most of the content and go off and do something completely different!

And the crazy thing is that I know loads of my subscribers do the exact same thing too.

If you want to succeed online you can do so without buying a pile of ebooks. But if you buy the right kind of information and then APPLY what you've learned there's a great chance you'll increase your profits.

And that's the key...

It's no good just buying loads of information and then feeling OVERWHELMED. You must actually consume the information and use it to help you make more money.

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If you buy ebooks but never actually put them to good use then I want you to stop right now.

Instead I want you to open up a Google Notebook account, and I want you to make notes on EVERY single book that you read in the future.

I don't care how cheap or how expensive the product is. I want you to make a pile of notes on every single piece of valuable information that you come across.

And that's not all. For every book you read I also want you to make a list of three things that you're going to take away from the product and apply to your business.

I then want you to keep yourself accountable by listing WHEN you're going to implement these strategies.

So let's say you've just downloaded the popular GrabYourLifestyle.com package and you've made notes inside Google Notebook.

It's now crucial that you actually use the information to help you make more money, and the best way to do this is to make an action plan with specific targets and specific dates.

I do this with every package that I buy...and it works!

Education is crucial but so is taking action. I probably read more than 100 ebooks each year and I make notes on every single one.

Inside my Google Notebook account you'll find ideas on article marketing, pay per click, blogging and more...and now whenever I want to try something new I have a killer resource at my disposal (this really does work).

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After every single information product I buy I always make sure that I implement at least three profitable ideas in my business. I want you to do the same.

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4. Do You Like Prizes?

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Have you entered the Lee McIntyre affiliate contest yet? If not hit the link below now and check out the prizes that are up for grabs...

<http://www.LeeMcIntyreAffiliates.com>

And the great thing about this contest is that anyone can win!

You don't have to be a marketing guru, and you don't have to have a massive list. I've created this contest so that absolutely anyone can dive in and win something.

So what's stopping you? Enter the contest now and then look forward to the prizes that'll be heading your way...

And this isn't the only cool benefit either.

You see, my VERY popular [GrabYourLifestyle.com](http://www.GrabYourLifestyle.com) package is currently paying a 100% commission meaning you also have the opportunity to earn huge affiliate payments too.

Here's the link again...

<http://www.LeeMcIntyreAffiliates.com>

Join now and I'll see you on the other side!

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My Sites....

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)

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