

The Lee McIntyre Newsletter

11th November 2008

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1 When Bad Things Happen... (to good people)

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Has anything really bad happened to your online business that made you want to quit? Well if the answer is yes then you're really not alone.

When I was a complete beginner I was totally convinced that those at the top found everything so easy.

I thought they woke up every morning, switched on their PCs, and then money flooded in on virtual autopilot while they were eating toast splashed with jam.

While I was wrestling with information overload they were smoothly sailing along with not a care in the world. Or so I thought...

The reality is that this business can be tough at times and even those at the 'top of the tree' have moments of panic.

They too get gripped by information overload and struggle for direction, unsure where to turn or what to do next.

So why am I telling you this?

Well the main reason is because you NEED to know that you're not alone in the struggles you face as an online marketer.

We all experience the same emotions and the same frustrations, whether you're a hot shot "guru" with 10 years experience or a total beginner.

Most big name marketers won't tell you this because they want you to believe that they're far too 'cool for school'. They want you to believe that they're flawless experts who get everything right.

Well I'm here to tell you that they don't!

And just so you believe me I'm going to share with you three marketing DISASTERS that cost me thousands of dollars and a small slice of sanity.

Sure, I'm not supposed to tell you about my failures but who cares what I'm 'supposed' to do?!

It's important that you understand you're not alone in the struggles you face on a daily basis which is why you REALLY need to hear this.

If you ever thought that you were the only one who felt creating a profitable online business was often an uphill battle then you need to read this now...

Marketing Disaster #1

The first product I released was called Auction Profits Unleashed and at that time I had no list and no contacts.

I didn't let that stop me of course and so I went off in search of as many JV partners as I could find.

I was browsing the warrior forum and suddenly noticed that one of my marketing 'heroes' was online. This was a guy who I'd followed for ages and deeply respected.

Now I didn't expect him to even read my message but I figured it couldn't hurt to fire off a cheeky forum PM and hope for the best.

And guess what?

To my absolute amazement he replied back in less than two minutes!

I explained how I was selling a book called Auction Profits Unleashed and wondered if he'd like to promote it to his subscribers.

We went back and forwards for a bit before he left me absolutely stunned by saying "let's do this".

I couldn't believe it!

I hadn't even expected him to answer my message and here he was promising to promote for me.

And to make things even better he wanted to send a broadcast right there and then!

Anyway, the JV went great and the sales were flooding in. I was literally sat there clicking refresh in Internet Explorer and getting more giddy with each new sale that hit.

Well my excitement didn't last long!

You see, I hadn't really expected to be doing such big JVs and so I hadn't paid any attention to web hosting.

Big mistake! (*...can you guess what happened next?*)

My site was sat on some very cheap shared hosting and just a few hours into the JV and the whole thing went down. And to make matters even worse the web host didn't offer weekend support meaning I was pretty much stuck!

The constant and steady stream of sales suddenly stopped and that was that. DISASTER!

Not only did I drop a LOT of money in lost sales but I also had to explain the situation to the JV partner who had shown such massive trust in me.

He was really understanding about the whole thing but it's fair to say I felt like an idiot and wanted to hide in a dark corner.

I think my hair line moved back a little that weekend too!

Marketing Disaster #2

My second product was called Auto Auction Income and it was a \$7 guide to profiting on eBay. I launched it via a Warrior Special Offer and emailed my subscribers to let them know it was available.

In just 70 minutes I sold 100+ copies before everything suddenly ground to a halt...

My website completely vanished and I didn't have a clue why. DISASTER!

At the time I had almost zero technical knowledge and even figuring out how to do basic things with FTP was a challenge. My site was gone and I has absolutely no idea why or how.

And I also had no clue about what to next either...

I fell into a real panic and people kept emailing me over and over to let me know that the site was down. It's fair to say that I had a few beads of sweat running over my forehead that day! (*...I drank a few 'calming' bottles of beer too!*)

Luckily I managed to hire a programmer at short notice and he was able to get things up and running pretty quickly.

The total downtime was three hours meaning lots of lost sales and even more stress.

What the heck happened? I have no idea!

One minute the script was working and the next it had been deleted from the server.

It cost me a fortune in lost sales. I aged three years in three hours. And I'm pretty sure some hair fell out.

Marketing Disaster #3

When I released Auction Secret Profits I knew I had something good on my hands. I felt that the content was pretty ground breaking and I was certain it would make a big splash in the marketing community.

I believed in the content so much that I just wanted to get the book out there and so I decided to do a quick and quiet in-house launch.

Because I had no JV partners on board, and because I hadn't set a fixed date for the launch, I was doing things a lot slower that I should have been.

(...does anyone else find you need an urgent and immediate deadline to get things done fast?)

Anyway, a day before the launch and I was still proof reading the book and hadn't even started on the sales letter.

I wasn't panicking though because I knew I could move the launch back a little if I wanted.

And then my plans went out of the window!

You see, one of my best JV partners had read the book and also wanted to promote it the next day....even though the damn thing wasn't ready yet.

The book wasn't finished. I had no sales letter to speak of. I had a million and one things to do before I could release it to my list. And now I had a big JV partner knocking on my door...

Can you guess what I said when I he asked if he could promote it tomorrow? I

said "YES" of course!

This gave me a real problem.

It was 10pm in the evening and now I had to have everything ready for 3pm the following day...and I still hadn't started the sales letter!

For the next few hours I worked like an absolute beast. My hands hurt from typing. My head hurt from thinking. And I was exhausted.

But I did it. Just.

Everything was completed with about 5 minutes to spare and then I collapsed into a heap as the sales poured in.

The offer converted well and people congratulated me on a fantastic effort. What they hadn't realised is that until a few hours earlier I didn't even have a sales letter!

This badboy had jagged edges all around the sales process, but the content itself was great, and so I pulled it off and made thousands of dollars too.

So why am I telling you all of this? Well the reason is simple.

In my online business I face adversity every single day. Things go wrong. Events take over. My plans get destroyed.

But no matter how bad things get I always dust myself off, pick myself off, and the continue fighting until I reach my goals.

Sure, sometimes I have to take the day off and go for a beer.

And sometimes I have to switch off the PC and hide under my duvet... like the time I messed up by sending my marketing newsletter to my classroom management list (**...I had a LOT of spam complaints that day**)

When I look around at all the full time marketers I know I always spot one common characteristic. They're all fighters and they never give up until they've achieved their goals.

I'm not supposed to tell you these things but you do need to hear them.

I have no doubt that in your online business you often face struggles so big that you don't think you overcome them.

The Lee McIntyre Newsletter

Well you're not alone and the biggest guru faces problems just as big each and every day.

My message is simple. Never give up. You can do this. You will do this. And you're never, ever alone.

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2. I'll Pay You Backend Commissions Too!
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Have you had a chance to register with our brand new Project Profit Share affiliate program? If not then you need to hurry over then and sign up right now...

The registration link is below and signing up is 100% FREE.

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

So why should you sign up?

Well, let's just say that our affiliate program is a little "different".

Why? Well for a start we don't just pay you for the sales that you generate. We also pay you generous commissions on backend sales too.

So let's say that you make a sale for our popular [Grab Your Lifestyle](#) product.

Well since this product is packed full of very cool content most customers are blown away by the value they receive.

What does this mean for you?

Well it means that a huge percentage of new customers who buy that product also then go and buy plenty of our other products too. And when they do then you get paid. :)

Our cookies last for 365 days meaning if you refer a prospect to our site today you still get paid even if they buy a different product a year from now!

Pretty neat don't you think?

And we also go out of our way to provide some of the best affiliate tools around too. Just click [HERE](#) now to see some of the incredible marketing materials we give to our affiliates (*and we're always adding new tools*).

If you want to build your income with affiliate marketing then you need to join our program today.

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

Hit the link now and I'll see you on the other side...

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3. The Importance of Tracking...
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Are you currently testing your marketing? If the answer is 'no' then you need to start right now.

When I was a beginner my approach to marketing was similar to throwing a whole bunch of mud at the wall and hoping some of it would stick.

I'd work double hard, make a comfortable five figures, but I wouldn't have a clue about what was actually working and what was not.

And if I didn't know which of my activities produced the biggest profits then how the heck could I do more of the good stuff and less of the bad?

Now things are a little different...

I no longer 'throw mud at the wall' and instead I try to carefully measure all the 'outputs' in my business against the 'inputs'.

In other words, I measure my marketing and then try to focus more of my attention on the activities that generate the most income.

So how do I do this? Well here's a quick example...

Built into [1Shopping Cart](#) is some pretty cool AdTracking software. I use this to measure how many people have clicked on a certain link, and how many sales subsequently flow from this.

So let's say I'm paying for an ad on a classified site.

The last thing in the world I'd want to do is just pay for the ad spot and not measure my results.

If I did this how the heck could I make a decision about whether the ad had been successful or not?

Let's say the ad is for my popular [Automatic Traffic Blast](#) product.

Instead of linking direct to AutomaticTrafficBlast.com I first create an Ad Tracking link inside 1Shopping Cart.

This creates a special tracking link that still leads to Automatic Traffic Blast but also

cleverly allows me to track how many people have clicked... and how many people bought too.

Why is this so important?

Let me explain with an example. Two months ago I paid \$90 for a one month ad.

Want to know how many clicks it generated? 19 clicks and NO sales!

If I was just 'throwing stuff at the wall' and not tracking my marketing then I might have thought that the ad was profitable and so kept on running it.

But by tracking my efforts I was able to see it was a dud meaning I could quickly pull the plug.

So what else can you track?

Well a month ago I paid someone \$100 to setup a secret blog and drive traffic using the Automatic Traffic Blast methods.

You can see the results by clicking [HERE](#). I spent \$100 and made \$728.95 back!

So what do you think I did next?

Yep, I created more blogs and hired more traffic workers.

If I hadn't been tracking my 'inputs' and my 'outputs' I never would have realised quite how powerful this technique was...

And so I wouldn't have scaled it up so fast and so I would have left oodles of cold hard cash on the table too...

Start tracking your marketing today and you'll increase your profits tomorrow. I absolutely guarantee it.

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4 In Case You Missed It?
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Don't you just hate it when you subscribe to someone's list and all they do is fire promo after promo at you?

Yeah well that's not how we do things around here!

I know you put a ton of trust in me by subscribing to this newsletter which is why I'm firmly committed to providing the best free marketing content around.

In case you missed it here's some of the FREE marketing material I've sent your way recently...

#1 How to double your profits fast...

[Click HERE to watch this video presentation now](#)

#2 Stepping out of your comfort zone...

[Click HERE to watch my first 'live' video now](#)

#3 The power of business systems...

[Click HERE to read this important blog post now](#)

And there's more coming too!

You see, very soon I've got some powerful FREE content heading your way.

I've not decided when I'll be sending this, but at some point in the next week you'll be receiving a totally free ebook detailing 13 quick and easy ways to increase your profits fast.

Let's just call it my way of saying thanks for sticking with me okay?

I'm just putting the finishing touches to this special report but keep your eyes on your inbox as you won't want to miss it! :)

I'll speak to you soon...

Before You Go...

If you're looking to build an online business fast, then you might be interested in the opportunities below...

Grab Your Lifestyle

Discover How to Automate Your Business to Produce a Six or Even Seven Figure Income While You Live the Dream Internet Lifestyle...

[**Click HERE For More Information**](#)

24 Hour Product Creation

Are you struggling to create your own information products? Here's A Massive Shortcut For Creating Your Own How Selling Products...in Less Than 24 Hours!"

[**Click HERE For More Information**](#)

Project New Web

Discover a Powerful System Any Beginner Can Steal to Earn \$16,496.42 In 31 Days By Giving Away Their Best Secrets For Free!

[**Click HERE For More Information**](#)

Automatic Traffic Blast

Take This Plus And Play Traffic Generation System And Start Enjoying More Traffic Than You Can Handle....While Others Do the Hard Work For You!

[**Click HERE For More Information**](#)

Super List Building System

Are These Closely Guarded, Advanced List-Building Techniques Missing From Your Online Business?"

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