

Six Months of Magic



From Zero to \$20,000 A Month...The Full Story

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An Introduction From Lee McIntyre

In June 2007 Lee-McIntyre.com was born and I entered the Internet Marketing niche for the first time.

At that time I had no list, no contacts and no product, yet I was still able to earn \$7,230.95 in online profits during the next 30 days.

Fast forward a few months and I was able to quit my day job to become a full time marketer, and in November 2007 I was lucky enough to enjoy my first \$20,000 month, which you can read all about by clicking [here](#).

Long time readers of the Lee McIntyre Newsletter will tell you that I always strive to deliver exceptional value to my members, and that I never hold back the truth about online marketing.

I don't believe in keeping secrets, and I like to share it all in the hope that my members can follow in my footsteps by also building an Internet business to be proud of.

With that in mind I decided to launch a pretty unusual shaped project...

I say unusual, because I wanted to buck the trend a little by throwing back the curtain and revealing all to anyone who was interested.

I sent one email to my list telling them that if they wanted to ask me a question on how I'd built my business so fast, they should head to my blog and just fire away.

And boy was I blown away by the response!

At the time of writing there's over 130 comments on the blog, with many of my members asking more than 10 questions each.

The response was truly amazing, and you can read all of the amazing questions that were asked by clicking [here](#).

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A friend of mine spent a few hours sifting through the comments, with the aim of finding ten questions for me to answer in detail in this book.

His brief was to simply select the questions that would lead to the kind of answers most likely to benefit my subscribers.

Well, the questions have been selected, and the answers have been written, and the good news is that I really haven't held anything back.

You asked some tough questions, and I gave the best answers that I could muster.

I initially intended for this report to be 10-15 pages long, but having seen the incredible efforts that my members went to when submitting their questions, I decided to mirror that in the answers that I provided.

The result is a real sneak behind the curtain, and a successful Internet Marketer at his most honest.

I've put a lot into this book and I just hope that you find some value in it. Enjoy the content, and if you have any feedback at all I'd love to chat with you about it over on [my blog](#).

Enjoy the book and thanks for reading. :)

Lee McIntyre

Question #1. Did you have many failures/flops when you first started out and how did you find the courage and conviction to keep on trying?

When you look at any successful Internet marketer it becomes easy to imagine that they always enjoyed success and that they never experienced failure.

As someone who has had a fair share of ups and downs, I can tell you that this really isn't the case!

If you look at all the top marketers then there's a good chance that they too have experienced plenty of failure. Not many people are born a successful marketer, and it's always useful to remember that most of the gurus will have also started off with a whole pile of miserable failures to their name.

Not that most of them would ever mention it of course...

My first internet business was actually born in a slightly unusual setting. I was on holiday with my girlfriend in Greece, and we were sat in the pool discussing different ways we could make extra money when we got home.

As sad as it may sound, and even though I'd left university four years earlier, I still had tons of student debt to repay and my girlfriend was the same.

I really wasn't happy being in debt and I was desperate to do something about it.

It was like a light went on, and then all of a sudden I wanted to start an internet business. I was like a dog with a bone, and for the rest of the holiday I couldn't shake the idea of earning a few extra pounds online.

And trust me when I say I had some crazy ideas about how I was going to get started on the web...

In fact, the first idea I had was to sell comedy T-shirts on eBay!

The plan was that I would do the research for the best slogans to place on the T-shirts and then I would sell them on eBay while my girlfriend handled the orders, including ironing on the transfers on a daily basis before dashing off to the post office every night.

I still can't believe that I thought this was such a brilliant idea!

I'm serious when I say that I thought this was going to be a real winner, and for the last couple of days of the holiday I sat by the pool dreaming of the exciting life that my eBay T-shirt empire would bring me.

Let's just say though that the dreams didn't last very long at all...

When I got home I discovered just how little these T-shirts sold for on eBay, and the amount of work involved hit me like a ton of bricks.

I wasn't afraid of lots of hard work of course, but there was something about spending 20 minutes ironing on transfers to the backs of T-shirts, while earning a one dollar profit margin, that seemed less appealing than when I was planning my fortune in Greece!

I shelved my plans to become the world's leading home based T-shirt manufacturer (it seemed like such a great idea at the time!), and instead began searching for new ways to make my fortune.

It didn't take me long to come up with a few possibilities, and I was excited when I discovered a seemingly lucrative niche market on eBay involving selling education materials to schools and to teachers.

I was so excited by this that I dived in head first, and within 48 hours had my first eBay shop upon running.

Do you know how I always teach that you should take your time when choosing a new niche?

How you should be cautious and check the keyword searches?

How you should check what Google Ads were running?

How you should do a quick survey?

Yeah, well I didn't do any of that!

It looked good, it felt good, and I just rushed straight into action. The excitement of the project just took a hold of me, and at that one moment I fell in love with being an entrepreneur.

I know it sounds a bit sappy, but I felt more free at that one moment than I'd ever done before, and I don't think I'll ever lose

the excited tingle I got from the thought of the possibilities that might lay ahead.

I was still on holiday from my teaching job, and so I didn't have anything more productive to do, so I just spent the next few days at warp speed building my fledgling business.

Within 72 hours I had created multiple products for sale, and opened my first eBay store.

Now this is the part where other marketers would tell you that this was the best eBay store the UK had ever seen. That my store fizzled and popped, and simply oozed with profits.

Well, I'm not like other marketers and I don't mind telling you that my first store was rubbish! And I mean REALLY rubbish too.

In truth, when I now look back at the work that I did, it was pretty terrible. If you've ever put up a website as a beginner, and felt embarrassed by the appearance, rest assured that my pages were probably worse.

It was really awful!

And it wasn't just my designs that were bad either. My eBay listings were atrocious, and I am absolutely amazed that I managed to sell any products at all.

If you've read any of my books then you'll know that I like to stress the importance of stressing benefits and not features, but back then I don't even think I knew what a benefit was!

The sales copy on my listings was dreadful, and I wish I had the courage to show you some of my early listings. Maybe I should compile a free ebook showing some of my early copy, as I certainly think it would go 'viral' as people would pass it around just for the laughs.

And the graphics were even worse than my sales copy!

I made all the covers and banners myself, and since I have absolutely no artistic ability, and had never used a graphics package before, I'm sure you can imagine how bad they looked.

Imagine the worst sales page you've ever seen, and the worst copy you've ever read. Combine the two and multiple the

dreadfulness by seven, and you're probably somewhere close to how awful this was!

Not only were my listings terrible, but my marketing was dismal as well. I didn't try and build a list, and the main method used to drive traffic to my site was posting on relevant forums.

I'm not even talking about the kind of subtle posting that will give good value to the reader, and if I'm completely honest, my posts pretty much bordered on spam and I had my fair share deleted.

No matter how bad you feel your marketing is today, believe me when I say that it was probably better that mine was then.

To be fair, the store actually did okay, and I think this was down to the fact that I worked harder than I'd ever worked before. I made quite a few sales, but this was during the end of the summer holidays when the demand in the market was at its highest as teachers prepared to go back to school.

In addition, I had plenty of time on my hands, but fast forward two weeks and I had much less time, and the demand for these kind of materials shrunk massively.

During the first three months I made a decent amount of sales, although this was nothing compared to what I would eventually do when I discovered and implemented the [Auction Profits Unleashed](#) system.

The end of the first three months was when things started to go badly wrong, and the disappointment started to kick in.

I wanted to learn how to grow the business, and so I started stumbling across various Internet Marketing sales pages.

Can anyone guess what happened next? Yes, instead of spending my time growing my new eBay business I became completely distracted and ended up doing dozens of other things instead.

Over at [Standing Start Profits](#) lots of our members talk about getting distracted, and the difficulty of staying focussed, and I was exactly the same.

I ended up spending more money on ebooks than I received from selling materials on eBay, and soon my teaching niche business was so badly neglected that it was almost back down to zero.

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I had started the internet business as a way of paying off my debts, and as a way of saving for the future, so I was shocked to realise that despite all of my hard work, I'd actually managed to get even deeper into debt.

I still remember vividly how I felt at this time. I felt like a failure, a loser, and I just wanted to throw in the towel there and then.

I had started a semi successful eBay business, and somehow I ended up losing more money because I was chasing some magic bullet which was never going to be found.

Lots of soul-searching went on at that time, and plenty of people just advised me to give up and get a part-time bar job instead, or to go do some private tuition work.

I carried on, of course, but deep down, if I was honest with myself I really didn't think I had it in me to succeed at this point. Lots of people will tell you that they always knew they would be successful, and I'd always previously had that inner belief as well.

But at this particular moment in time, I really didn't think that I was going to be able to do it. I hoped of course, but there was a big difference between my hopes and my expectations.

If you've read [Auction Profits Unleashed](#), then you'll know what happened next....

I continued selling the same digital products on eBay, but instead of just selling cheap items for a couple of pounds, I now diverted my customer traffic to a high-priced special offer package, available immediately after purchase.

This had a tremendous effect on my profits, and I ended up selling one of these \$97 products almost every day. We're still not talking mega bucks here, but everything was completely automated and the money just kept coming in day after day.

The Auction Profits Unleashed system saved my business, and gave me my hope back.

All of a sudden my hope became expectation, and for the first time in months, I really believed I could make the stuff work. From somewhere deep inside I found the drive and determination to continue, and I vowed to myself I wouldn't let anything get my way.

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Looking back now I'm very glad I decided to continue during these dark days. The easy decision would have been to quit, but the fact that I carried on will shape the rest of my life, and I'll never forget it.

Finding the courage and the conviction to continue is hard when the days look dark, but I doubt that a day will go by for the rest of my life when I'm not grateful that I found the strength and the determination from somewhere deep within to keep on pushing.

Question #2: Why do you think you succeeded?

Well, I wouldn't say that I've succeeded online, and every day is another learning experience for me. I am of course more successful than I was, and I'll try to explain the reasons behind this below...

People on the net don't usually know this, but I didn't come from a wealthy background. In fact, I had a very modest working class background (my dad was a factory worker), and this upbringing instilled in me a terrific work ethic.

My dad might not have had the best paid job when I grew up, but he knew the importance of hard work, and this is something that he passed to me.

No one in my family had ever been to University before, and so when I went to Law School I had to pretty much fund myself through part time work.

Most of my friends at the time were in similar positions, but they used this as an excuse not to continue their education, and to get a full time job instead. I saw it as a challenge, and I was extremely proud of the fact that I was able to get such a good degree while financing myself through most of it.

I was determined to go to Uni to better myself, just like now I'm determined to build an Internet business to be proud of, and this inner drive is one of the main reasons for the success I've enjoyed.

It would be easy for me to tell you now that making money online is easy, and in doing so I'd probably enjoy a few more sales. I could tell you to go and buy [Auction Secret Profits](#), and that with no work you'd be rich, but that really isn't the case.

I firmly believe that almost anyone can make money online, but you have to be prepared to work at it. Over the last year I've worked harder than ever, and if you're prepared to do the same then you can also enjoy similar results too.

Most onlookers only see the ups of my internet business, but trust me when I say that I've had plenty of downs as well.

There have been emails that I've sent that have bombed. There have been technical issues that I couldn't overcome. There's been stress and there's been frustration.

But through it all I've never lost my desire to keep pushing, and I think this is one of the most essential skills for online success.

The good news is that this is a skill that anyone can acquire, and if you want it badly enough then you'll find the drive to make things happen.

I have some friends who also want to start Internet businesses, and I've helped them on a few separate occasions, but each time they run into a problem (no matter how small), they end up quitting and moving on to something else.

One of the biggest reasons for the success that I've enjoyed has been my determination and my drive, and if you can develop the same skills, then you can also enjoy the same success too.

Ask yourself this....

How badly do you want it? How much do you want to succeed online? What kind of sacrifices are you prepared to make?

I'll be honest and tell you that I had a burning desire to do this full time, and I sacrificed plenty to achieve that dream.

Are you prepared to do the same? Because if you are then there's no reason why you can't enjoy the same level of success that I've enjoyed, and in a similar time frame too.

Another factor which has contributed to my success so far has been my willingness to admit what I do poorly.

Let me explain...

One of the things that new teachers are always taught is to constantly self evaluate their prior performance. As a trainee teacher, at the end of every lesson we were taught to sit down and think about what went well, what went not so well, and then what we could change for the next lesson.

I do the same online too, and after every e-mail I send, or every book I release, I sit back and I evaluate the success and the failures.

Do you do the same? If not, you need to start doing so. At the end of every day, every week, every month, just think about what worked and what didn't.

You don't want to spend your whole time analyzing of course, but you do need to be making minor course corrections to your marketing as you go if you want to maximize your profits.

Think about how you drive your car. You don't just pick one direction and stick to it, and instead you're constantly making minor adjustments with the steering wheel as you travel.

Do the same with your marketing and you'll make more money as a result.

It's a fine line between doing and thinking, of course, and you can read more on my thoughts on this topic on my blog by clicking [here](#).

And as for the really big secret of my success...

Okay, well there is no 'secret', but I was lucky enough to learn something pretty profound early on in my marketing career.

I learned that if you try and sell, sell, sell, then you can be successful online. I also learned that if you instead concentrate on creating massive value, and then giving this away, then you almost certainly WILL be successful.

You see, most ebooks and courses out there tell you to sell all of the time, but I discovered that a lot more money could be made by giving away your best secrets instead.

I learned this lesson in June 07, and at this point I had zero Internet Marketing subscribers, no products, and no JV partners. Fast forward six months and I'm now a full time marketer living the kind of lifestyle I never previously dreamed possible.

None of this would have happened had I simply spent my time 'selling'. Instead I concentrated on creating value, and then giving it away, and in doing so I made it pretty much impossible to not earn these amounts.

I talk at length how you can also make money in this way in my new course called [Project New Web](#).

Question #3: What resources/products have you bought in the past year that have helped you expand your online business? Have any read any books that added to your knowledge of marketing or product creation?

I've read plenty of Internet Marketing ebooks over the past year, and some have been better than others.

Heck, if I'm honest some have been absolutely brilliant and some have been downright awful!

As members of my list will tell you, I only promote the best products to my subscribers, so you can be sure that if you ever receive an email from me promoting a product that I've actually personally benefited from that resource in some way.

Probably the best book that I've read on product creation was Tiffany Dow's [Guide2eBooks](#). This book really resonated with me, and I found it to be a really entertaining read.

Another fantastic ebook that really helped take my marketing knowledge forward was Alexis Dawes' [Desperate Buyers Only](#).

This book made sense to me, and I loved the whole concept of entering niche markets where the buyers are desperate for solutions.

One of the reasons my Classroom Management book sells a few copies each day with almost zero promotion is because the prospects I'm targeting are desperate for solutions, and this is something that I learned from Desperate Buyers Only.

In fact, I have no idea how I sell so many copies of my Classroom Management book as I haven't promoted it for months, but it's fair to say that I've got my money back for the price I invested in Alexis' book!

I've read some fantastic marketing print books too, and it's probably worth mentioning these here too. Maria Veloso's Web Copy That Sells is probably the one book that has taught me the most about online copy, and I'd highly recommend it to anyone.

I think I paid about \$15 for it, and it's really taken my knowledge of what makes good copy to another level.

Another great print book that you might want to check out is Terry Dean's Integrity Marketing. I actually read this last week while I travelled to London, which you can read about [here](#), and the whole book really resonated with me.

It gives a nice overview of the whole marketing process, and the author talks about how you can profit online without compromising your personal values.

At the time of writing you can find both of these print books available for a modest price on Amazon.

As I was a teacher before I became a full time marketer, I used to sit in my dark and dingy classroom at lunchtimes reading the latest IM books while plotting my future success.

I must have looked a pretty sad figure though crouched over my laptop with a soggy sandwich reading ebook after ebook!

Question #4: If you had to start with nothing (No list, web space, etc), you only had your PC and an internet connection, what would you do from scratch to start building your new empire?

Bearing in mind you are working a 40hr week already in the rat race and coming home with only a couple of hours a day to put into your new online business. What would you do?

Well, this is exactly what I did in the Internet Marketing niche, and I've documented exactly what I did, and how I did it, in the [Standing Start Profits](#) core training videos.

When I entered the IM niche in July 2007 I had no contacts, no email lists, and no product, so I was basically starting completely from scratch, yet I managed to earn \$7,230.95 in my first 30 days in this niche.

My eBay business in the teaching market was doing well, but I knew nobody in the marketing niche and my list had zero members, yet fast forward a few months and in November 2007 I earned \$16,496.42 in Paypal receipts alone.

There's only so much detail that I can go into here, but here's a brief outline of what advice I'd give you if you were looking to do the same.

(1) Find a hungry market. e.g. Find a group of people who are craving information on how to do something, and who are prepared to pay for that information.

A good example is my classroom management book, and it was clear to me that there were plenty of teachers desperate for knowledge on how to improve the behaviour of children in their classes.

And the people in this market were so hungry for this information, I knew that they would be prepared to pay for it too!

An example from the internet marketing niche is [Auction Profits Unleashed](#), which I wrote as I was sure that many marketers were very interested in how to use eBay as a mechanism to build their lists.

(2) Create a low priced but high value report to satisfy the hungry market you've identified.

Once you know what your market is looking for, you now need to go out there and give it to them. When you're first starting out you can gain grip in the market by offering a product that's packed full of value, but at a knock-down price.

Plenty of experts will tell you that you shouldn't compete on price, but then you know by now that I often don't agree with many of the so called experts don't you?

Yes you don't want to compete on price in the long run as you'll send you and your competition bust, but it's a very effective way to gain a foothold in a new marketplace as a short term measure.

My strategy when entering a new niche market like this is to pack in the content, but to sell the product for a silly low price as well so that it drips with value.

This is a powerful way to bring lots of people to your list, and the high value that you're providing is a potent way to build a relationship with your new subscribers too.

3) Build a relationship with your list and profit at the backend

Selling your high quality report for a low price will usually mean less profit in the short term.

But the good news is that you'll get more targeted buyers joining your lists, and these customers will be delighted with the value that you've provided them with.

How would you feel if you went to your local bar and paid for a burger but received a steak? You'd be delighted of course and you'd certainly eat there again.

Well, it's the same online, and if you give people wine when they pay for lemonade, then you'll find them visiting your store an awful lot more in the future....

You can see how I did this with Auction Profits Unleashed for example, which was my first book in the Internet Marketing niche.

I sold the book for \$17 for a very limited period of time, even though the book was so packed full of value that it was comfortably worth \$47.

My customers were delighted with the value they received for their investment, and so most of them wanted to hear more from me.

I didn't stop there of course, and I continued to fire off as much free content to my list as I possibly could. Doing so meant that I built a powerful relationship with my list, and this in turn led to my members being super responsive to all the offers that I sent to them in the future.

Want to see an example of this in action? Well, you're looking at one!

This ebook was given to the [Lee McIntyre Newsletter](#) readers free of charge as a way of saying thanks for being a subscriber.

How many other marketers would give away this much value for free? Another question you might also ask though is how many other marketers have a list as responsive as mine?

Can you connect the dots between these two points?

Let me explain further...

One of the biggest weaknesses with the Internet Marketing model as taught by many of the gurus is that we should spend the bulk of our time selling.

Sell, sell, sell, is the message, and it seems that almost every book I read is about how to fleece our subscribers for more money, or how to manipulate them into buying products that they don't really want.

Well that might have worked three years ago, but the net is changing fast, and these hard sell tactics are becoming less and less effective.

Of course you can make a fortune like this, but then again most of the people doing so have Joint Venture partners and big lists to fall back on.

If I had to start again with no list and no contacts then I'd do exactly what I did in July 07 in the marketing niche. I'd establish my authority and then create an absurd amount of value and simply give this away.

Do you want to see how I established my authority, and gave away a ton of value before I launched my first marketing product?

Check out my '[How to Build a List Using eBay Thread](#)' which I wrote before I had created even one product.

I created value by giving away my best secrets, without expecting anything in return, and I was rewarded handsomely for doing so.

Yes selling works, but I've yet to find a better way to make money fast in any niche than by stunning your prospects with the value of the free content that you provide.

Creating enormous value, and then giving it away, is exactly the type of marketing that I'll be teaching you in [Project New Web](#).

Question #5: All I want to know is how do you evaluate the potential of a project you are working on and decide to FOCUS on completing that 1 project?

I'm presently working on 4 different niche websites which are no way related. I find myself spinning my wheels promoting each one using all the different methods hawked and not being able to concentrate on one website/method and hence diluting my efforts.

Trying to concentrate on more than one project at once is a mistake that I've made in the past, and it always leads to none of the projects being as profitable as they should be.

My view is that if you try and focus on many projects at the same time, you ultimately end up concentrating on none.

Many people will disagree with me here, but when you're first starting out the best course of action is to just focus on one project in one niche.

When you spend all of your time looking at one particular market, you'll find that your head spins all day long trying to come up with solutions to your prospects' problems, and how you can profit from them.

This even happens subconsciously too, and by concentrating on one marketing model in one niche market, you'll develop a much deeper understanding of what your prospects crave, and how you can provide it for them.

You know how people are always trying to tell you need to create multiple streams of income? Yeah, well that's self defeating rubbish that will only hold you back.

This is what I've learned....

If you try and set up multiple streams of income by becoming a jack of all trades, you become a master of none, and you'll make less money as a result.

If you focus on one project at a time, in one niche then you'll tune into your prospects' hopes and dreams, and you'll learn how to profit from it.

And here's where it gets really interesting. If you concentrate on one model in one niche then you WILL end up with multiple streams of income.

But the key is to just concentrate on one project, and let the streams flow from that, rather than trying to set up multiple streams of income.

Let me explain....

When I released [Auto Auction Income](#) I made \$7 for every product that I sold. I also made affiliate commissions from the links on the inside. I also made more sales of [Auction Profits Unleashed](#) and [Auction Secret Profits](#) as my customers became pre sold on these products.

Other marketers also sold Auto Auction Income, I gained more subscribers, and made more backed income.

Do you see what has happened here? I've concentrated on one model in one niche and the consequence has been the creation of many multiple streams of income.

Trust me when I say that this is the real truth about how to make more money online, and going out and trying to set up various profit paths in different niches at the same time will only hurt you.

I always try and ensure that I only focus on one major project at a time (although I'm guilty of not following my own advice on occasion), and I also try and stick to one niche at a time too.

Making money online is also all about developing leverage, and if you're involved in four separate niche markets, this makes it harder to leverage your current efforts.

For example, you'll have to develop four email lists, which means writing four newsletters.

If you had just devoted all your resources to one niche then you would have one list, and could make just as much money by only having to send one newsletter.

You'd also probably make more money as a consequence, because just focussing on one niche would allow you to have a much deeper understanding about what type of content and promotions to run in your newsletter.

Also, trying to decide which project to pursue is like a cancer to your online profits, as you'll most likely end up not completing any of them. I've talked about this on my blog, and you can read about it by clicking [here](#).

If I try and focus on multiple projects, as soon as I hit a difficult spot in one of them, I feel an irresistible urge to move to the next. And of course, when I hit a tough spot in this project, I then move to the next, and so on.

I know that I'm not alone in this, and from reading some of the posts over at [Standing Start Profits](#) I know that many of my members feel the same way.

Making money online can often be bumpy, and with multiple niches and multiple projects, you might find yourself constantly switching to the tasks which feel slightly more comfortable.

My advice is to focus on one niche, and stick to one project at a time, no matter how hard it gets.

Question #6: What is the best way to deal with information overload?

There's no doubt about it, information overload can be an absolute killer online.

There's so much information to process, and unless you're really careful it can be very easy to end up filling your head with so much knowledge that your brain doesn't know what to do with it all.

This isn't just something that happens to marketing beginners either, and even now, I still suffer from extreme information overload from time to time.

The difference between now and when I was a beginner, is that I'm now much better equipped to deal with this, and I can see the warning signs as soon as they occur, and so I can deal with it head on before it zaps my time.

Information overload usually grabs me when I'm concentrating on two new projects at once, or when I'm reflecting on too many things from the past, or planning too much for the future.

You won't get other successful marketers admitting this, but everyone feels like this from time to time, and it's certainly not something that affects only beginners.

When this happens, it's almost as though my brain gets stuck in a loop, and I end up going around in my mind all day long, simply unable to decide where to start or what is best.

I wrote about this on my blog recently and you can read about it by clicking [here](#).

One of the most effective ways that I've learnt to overcome the information overload monster is to sit down and write out all the different tasks which need to be completed.

I think I tend to suffer from the problem when I have too many tasks in my head, and I find that writing down everything that needs to be done is an absolutely brilliant way of taking the clutter out of my head, and putting it into some kind of organised format.

I've never been big on mindmaps, although I'm getting more used to it now, and you can read on my blog about the free mind map software which I use by clicking [here](#).

Generally, though, I just write down all the ideas and tasks that are in my head, and I find that by putting them on to a piece of paper, and prioritising them in number order, the information clutter is eliminated.

Once I've written down all the tasks that need to be completed, I find that just concentrating on each task in order is the best way for me to overcome any kind of information overload problems.

So if I write down 20 tasks, I won't even begin to think about task number four until task number one has a big chunky tick next to its name. All of my energy and all my focus will be on task number one, and I simply won't dwell on the other tasks until the relevant time.

If I'm honest, I don't know if this is the best way to deal with this problem, but it works for me, and I'm sure it can work for you too.

I remember when I was a complete beginner, and I suffered from this problem an awful lot. I had so many ideas in my head about how to make money, and the hardest part was trying to decide which of those ideas to follow.

I later discovered, that it's all very well having loads of ideas about how to make money, but unless you actually go out of your way and concentrate on one of them, then you'll never take your business forward. Focus is the name of the game, and it's also one of the hardest skills to master.

Have you ever felt like this? This was a huge problem for me as a beginner, and it really held my business back for a while.

Never make the mistake of thinking you're alone though, and trust me when I say that the curse still grabs hold of me plenty of times, and you'll read about this an awful lot on my blog.

The best advice I can give anybody who is suffering from information overload is to make a list of all the things that need to be done that are in your head, prioritise those tasks, and then work through the list step by step.

Question #7: It seems using Web2.0 techniques are becoming more and more important in creating traffic and successful sales.

Do you have a step by step plan for tapping into those Web 2.0 resources when you are launching a new project? And, if you so, could you expound on those steps?

As I've mentioned a few times at [Standing Start Profits](#), Web 2.0 is a fantastic way to get traffic. Simply by participating with other people in your niche you can drive plenty of traffic to your sites, and it doesn't even have to cost a cent.

Before we get into the juicy stuff though here's a note of caution....

There are some pretty serious limitations of using Web 2.0 traffic that many marketers don't talk about, but it's important to note them.

A) The traffic from web 2.0 sites is usually much lower quality than traffic from other sources.

For example, I found recently that traffic from links on relevant blogs, is of a much higher quality than traffic from most Web 2.0 sites

Most of the traffic you get from Web 2.0 sites don't stick around that long on your site, and they don't click ads, and they don't buy products.

Some of them do of course, but it's important to note right off the bat that the quality of traffic you'll get from this source isn't usually of an equivalent quality as traffic than you might get from other sources, such as joint ventures.

For example, I'd much rather have a thousand visitors come from a joint-venture partner, than 20,000 visitors from a social networking site, like Digg.

B) Web 2.0 traffic often doesn't like sales pages.

If you're planning to try and leverage the power of Web 2.0 traffic to your sales pages, you're going to have a hard time.

I see a lot of people doing this, and while they might enjoy some sales now and then, this kind of traffic in general doesn't respond well when sent to a direct response sales page.

I get round this by sending all my Web 2.0 traffic to Lee-McIntyre.com, in the hope that some of the articles on my blog will appeal to some of my visitors.

C) Web 2.0 traffic is time consuming.

There's no getting around the fact that generating traffic from Web 2.0 sites takes time, and it's pretty boring work.

I've fallen into this trap and maybe you have too....

How often have you made a sale and got really excited, only to discover that the money from the sale was nowhere near worth the effort involved?

Heck, we've all been there.

Each day I see lots of people get really excited because they make a few sales from social bookmarking, but it's also very important and not how long it took to generate your sales.

When dealing with Web 2.0 traffic, as well as working out how much revenue you've generated, you must also look closely at how long it took you to generate this traffic in the first place.

For example, a \$10 sale might seem impressive on the surface, but if you dig a little deeper and discover that it took 20 hours to generate the traffic to make this sale, then this starts to look a whole lot less attractive.

Yes, Web 2.0 can be a useful marketing tool, but you also have to take into account the three limitations above if you're going to make it work for you, and not against you.

Despite this, I DO use many Web 2.0 sites to drive traffic to my sites, and let me explain how I do this.

- 1) I spend a day testing out a social network that looks particularly attractive. I'll participate in the network, see how much traffic I can generate, and then I'll monitor the results.

For example, on my blog I recently decided to start using Entrecard, which is a novel new social networking site, and you can see it in my sidebar at Lee-McIntyre.com.

I learned how to use it, figured out the little quirks, and then two days later I reviewed my Google Analytics account.

Here I analysed how much traffic Entrecard sent me, how long the visitors stayed on my page, and how many other pages on my blog they also viewed. If you've not yet used Google Analytics, then check out my review of it by clicking [here](#).

After I've reviewed the quality and the volume of the traffic, I'll then figure out how long it took me to generate this.

- 2) If the traffic is sufficient in volume and quality, and it doesn't take too long to generate, then I'll spend two hours making some Camtasia training videos.

I'll then give these videos to an outsourced worker and ask them to follow the process for three days.

At the end of the three days I'll work out how much traffic this has generated, how much it cost to generate the traffic (the outsourcers fee), and how much revenue I made.

For example, if I made \$30, and the outsourced worker costs \$20, then I'd continue with the process, and I'd also look to hire more outsourcers to do the same job.

This one outsourced worker has generated \$10 profit for me, so if I could have 10 people doing the same job then I could make \$100 per day....

I appreciate that this might sound very confusing right now, but this is actually part of the internet marketing process that is often deliberately hidden from view.

And yes this might be confusing, but it's also important that I'm open and honest about how I generate traffic don't you think? I could dumb this section down, but I think you deserve better than that.

If this stuff is going over your head, then just skip it and come back another time. I'd rather give you the option than hide it from you like so many other marketers would do.

There are only 24 hours in a day, and there's only so much you can get done in a week. Leveraging yourself in the way above is one of the fastest ways to make online profits, and I talk about this in [Project New Web](#).

Let's face facts....

The Web 2.0 traffic alone isn't going to give you enough profit to quit your job with. But if you can create a process, and have many people doing the work, then it just might.

The good news is that creating the process to have this traffic autogenerated for you is actually not as difficult as you might imagine it to be.

It looks double tough from the surface, but once you jump in you'll be surprised at how easy it actually is.

This is one of those things that many other marketers won't tell you, but those who've read my newsletter, or my blog, will know that I don't like to hold anything back from my readers.

Question #8: What would I have to offer someone like yourself to share my product with your list?

The internet is changing fast and that means that marketers who promote junk in exchange for dollars are soon going to find themselves to be almost extinct.

At the [Lee McIntyre Newsletter](#) I always strive to promote the best products around, and where possible I also always try and negotiate a discount for my list too.

I'm sure that you're familiar with the big set piece launches that seem to happen every Tuesday. A thousand marketers all rush off to promote the next guru backed 'big thing', and before you know it your inbox is flooded with dozens of 'buy me' emails.

There are two main reasons why many marketers promote these products.

- 1) The product is usually well packaged with a killer sales letter and sold at a high price point. This means high conversions and large commission checks for affiliates.
- 2) The vendor will have a big list (bigger after the launch), and so many affiliates hope that the vendor will promote their products in return in the future.

I rarely promote these kinds of products to my list because usually you're paying for the hype, as well as the product.

In many cases the product is sound, but just like if you go and buy a pair of branded designer jeans you end up paying for the celebrity endorsement, when you buy a big launch product you're also paying for the sales letter and the pre launch marketing hype.

I have promoted a couple of products that were launched with a bang, and John Thornhill's [Resale Rights Blueprint](#) comes to mind, but these were all products packed full of value on the inside..

Here's something to think about...

While you can get bumper affiliate paydays promoting these kinds of products, what many affiliates fail to realise is that each time they promote a product where the value is less than the price point, they slowly kill off a portion of their lists.

Most marketers don't see this, as they're so focussed on the short term, but in [Project New Web](#) I talk about why the traditional JV

merry go round no longer spins, and why many marketers onboard are now desperate to jump off.

I only promote products that are packed full of value, and where the content is worth more than what is being charging.

Yes, this means that I lose out on some short term commissions, but the long term benefits to my business are huge.

Why do so many marketing wannabes get blinded by short term commissions time after time when the real gold is at the end of the rainbow in the distance?

For me to consider promoting a product to my list it would have to...

- 1) Be packed full of value and be genuinely helpful to my subscribers. I'm less interested in the price, and I'll promote products of differing price points as long as the value is there.

Before I agree to promote any product I usually ask myself do I consider the price point to be fair for the content provided? I've seen products for sale at \$97, but with so much value on the inside that I wanted to promote it.

Equally, I've seen some products for sale at \$7 that I wouldn't promote, as they didn't contain enough content for the price.

- 2) The product must be well packaged.

The sales page must be honest and descriptive, and it has to give my members an accurate idea about what they will get when they download. The sales page must also be professionally written, and likely to lead to good conversion rates.

- 3) The product must be 100% original

I have a deep dislike for products that are just regurgitated versions of other products that have been out for years. Make sure your product is original, and that it contains your own insights into the subject.

I'm proud of my list, and I will only ever recommend anything to them if I'd also recommend it to my own family.

That's just the way I like to do things, and it won't change any time soon, no matter how big an affiliate commission is waved in front of my nose.

Ask yourself, would you try and sell the book in question to a family member, and if the answer is no, then don't try and get me to sell it to my subscribers.

Not everyone thinks like this of course, but my experience shows that those who share my values about looking after their lists are usually the ones you want to be targeting for joint ventures.

I thought it might also be helpful for me to list a couple of reasons why I've turned down joint ventures in the past.

1) The product is available cheaper elsewhere.

Look, I put the welfare of my subscribers ahead of my own, and that means that I will never promote any product that they could get cheaper someplace else.

If you're running a warrior special offer, and selling your book for \$10, don't ask me to promote it to my list for \$20. The interests of my members comes way ahead of my concerns about making money, and I like to offer them the best deal in town.

2) Poor customer support.

If you have a reputation as someone who doesn't look after the interests of your customers, then my members won't be turning into customers of yours any time soon.

I'll only JV with people who share my values about looking after my subscribers, and if your reputation swings the other way then it's unlikely to happen.

3) Excessive on page name capture.

I understand the need for popups and the like, but asking me to promote and then adding about 4 or 5 different name capture devices on the page is being a bit silly don't you think?

On page name capture annoys and irritates my members, and lowers the user experience, so even though they might help me squeeze a few more sales I'm not willing to trade that for 30% of my list being irritated at having to close the 3rd exit popup in a row.

4) Trying to divert traffic from the sales page.

I've lost count of the number of times where I've been approached by someone to promote their product when they have Google Ads or affiliate links on their sales page.

Profiting in such a sneaky way from the traffic that I send is just plain irritating, and is bound to kill the joint venture before it's even got started.

Okay, enough of the negativity!

Below I've included a couple of 'dos' that will increase your chances of scoring those lucrative joint ventures....

1) Offer an exclusive discount for my subscribers

Few things get me more excited than offering a discount to my subscribers. Tell me that your product costs \$47, but that my members can have it for \$19.97, and we're halfway to a deal already!

2) Show me proof that people enjoyed your product.

I only want to promote products that my customers will LOVE, so show me social proof that others have benefited from your product in the past.

Sold it as a warrior special offer? Show me the feedback. Received many testimonials? Hook me up with a link.

If you can show me that others agree that your product is the business then it's another big tick in the 'send you some money' column.

And I'm not talking about testimonials from other marketers who probably haven't even unzipped the product. Show me proof that people who've bought you product have loved it and you'll get me tingling with excitement!

3) Offer an exclusive bonus to my list

Tell me that you're going to make something exclusively for my subscribers who buy your product and I'll jump for joy!

Make a 20 minute Camtasia video, or a quick audio interview. Make some mindmaps or checklists. Offer me anything that only my subscribers can get and we've nearly got a deal.

4) Give a present to the members of Standing Start Profits

Tell me that you've got something of value that I can give to the [Standing Start Profits](#) members, and I might just faint!

And something of value doesn't just mean an ebook stuffed full of affiliate links. If you came to be and showed me a book that normally sells for \$27, but said that my Standing Start Profits members could have it for free, if in exchange I'll promote your \$47 book to my general list, then we're getting close to a deal.

The product would have to meet the points above of course, but if you give me a valuable free product to offer to my Standing Start Profits members, then you've got my attention pricked that's for sure.

Now, some people will sit there and think that giving away the \$27 book for free is costing them money, but in reality it isn't of course. Giving that product away doesn't actually cost you anything, yet my promotion for the \$47 product might earn you \$1,500.

Seems like a no-brainer to me!

I do this all the time, and one of the key reasons that I've been able to get so many joint ventures, is that I've often offered the joint venture partner exceptional value, over and above an affiliate commission.

Question #9: Do you think it is possible to start any online business with absolutely NO Bank account NO credit cards NO I mean ABSOLUTELY NO spare cash and very little to none internet business experience as myself and many others reading this can probably agree.

Absolutely, and if you read my free [Five Hundred Dollars Only](#) report you'll see that I discuss ways to make your first \$500 online without spending a cent.

Anyone can make money online without spending even one cent, and having no cash shouldn't hold you back.

If you're not sure what action you should take, then read some free marketing advice at the [Lee McIntyre blog](#), or check out the [Best Warrior Thread](#) forum.

In fact, below is a list of high quality resources packed with free information that you can check out today.

[1.The Big Fat eBay Lie](#)

26 page report on how anyone can use eBay to increase their online profits starting today.

[2. Lee McIntyre Interviewed](#)

This is an interview that I did with Paula Brett in October 2007, and in it I discuss various ways how I make money online

[3. The Warrior Forum](#)

The Warrior Forum contains a goldmine of information. Visit today and spend sometime searching old threads and you'll find more information than you'll know what to do with.

[4. Newbie Action](#)

This report was actually written by the members of the Standing Start Profits forums, and contains 10 useful tutorials on how to build your online business.

[5. The Lee McIntyre Blog](#)

I post to my blog 7-10 times per week, and you'll find a vast array of free learning advice and resources. Pay particular attention to the video section which you can find by clicking [here](#).

[6. The Best Warrior Threads](#)

This is the home of those Warrior threads that are deemed to contain the most helpful advice. These are high quality posts that will really help you take your business to the next level.

In this section you'll also find my posts '[How to Build a List Using eBay...Step by Step](#)' and '[From Zero to \\$20,000 a Month in 161 Days...Here's How](#)'

[7. The Lee McIntyre Newsletter](#)

I receive a lot of praise for the quality of my newsletter, and I'm genuinely proud of each and every issue. Click [here](#) to sign up, and once you've confirmed your email address you'll be taken to a page where you can download ALL the previous issues.

Do this now while they're still available.

Listed above are 7 places where you can find top class information about how to grow your online business. None of them cost even a cent, and you can access them all right now.

Okay, now that you know where to find the information needed for success, you're going to need some equipment to get you on your way.

Well, the good news is that there are plenty of tools that you can use to get your internet business started that are available at no cost.

In fact, on my blog I've listed some of my favourite free marketing tools that I couldn't live without. I personally use each one, and they're all 100% free too.

Check them out now at the links below

1. [Free Marketing Tools 1-7](#)
2. [Free Marketing Tools 8-14](#)
3. [Free Marketing Tools 15-21](#)

The truth is that it's perfect possible to start with nothing and make plenty of cash online.

Anyone can create a free blog at blogger.com where they review various Clickbank products, and then start sending traffic using social bookmarking techniques.

This doesn't cost anything to do apart from your time, and if you learn from the resources listed above (especially my book Five Hundred Dollars Only) then you'll be able to get off the ground with no upfront investment required.

Yes you can make money without spending a cent, but it's important to note though that not spending money to get started has two disadvantages.

- 1) Things are going to take longer. If you have money to invest then you can buy the tools that will speed up many tasks, and so you'll get to your destination more quickly.
- 2) Not spending money may lead you to building assets that belong to others, rather than belonging to you.

For example, you can earn money by creating a blogger.com blog and then driving traffic to it. If you had money to invest though, you could be sending that traffic to a Wordpress blog hosted on your own domain.

You would earn just as much money AND the blog would ultimately belong to you, meaning you'll have an asset to sell at the end of it as well.

If I were starting again completely from scratch and had no money to invest here's what I would do.

- 1) Create a free blogger.com blog
- 2) Review some Internet Marketing products that I've experienced.
- 3) Drive traffic using Onlywire, Digg, and Stumbleupon
- 4) Write articles and link back to my blog in the resource box

I'd do this for as long as it took to earn enough money to get my own hosting and own domain.

You see, having money to invest certainly does help, but everything can be done for zero cost if you're prepared to put a tad more elbow grease into it.

And here's something to ponder too...

Six Months of Magic
From Zero to \$20,000 a Month...The Full Story

Every successful marketer once knew less than what you know right now. That's a pretty inspiring thought when you think about it isn't it?

Question #10: What was the big mistake that taught you the most?

I make mistakes daily, and I'm constantly course correcting. The biggest of them all though would have to be when I launched [Auto Auction Income](#).

The product was \$7, and I'd told my list in advance to expect an email notification telling them that the product was live. I'd never used the \$7 script before, didn't have a clue where to start with the installation, and so paid someone to set it up for me.

The person who I hired to do this job was the cheapest I could find- *Mistake #1*

I turned on the Warrior Special Offer, and then emailed my list, and the orders started within 2 minutes. They were flooding in, until sadly 8 minutes later they stopped abruptly

Somehow, the \$7 script installation had magically stopped working, and the whole thing was just melting around me. People were posting on the WSO thread telling me the link was down, and my email inbox was lit up like Blackpool illuminations.

Sadly, I didn't have a contingency plan, and looking back now I should have had a Paypal button set up just in case of any problems – *Mistake #2*

It was the summer holidays and I was due to meet a teacher friend for lunch, and a couple of beers in Manchester town centre, and he had just boarded a train from Preston to Manchester – *Mistake #3*

For those who don't know the area, he was travelling for an hour or so to meet me that afternoon, and he'd just got on the train as Auto Auction Income was melting.

At the point when I was due to leave my house there were multiple posts on the WSO thread telling my link was dead, 18 emails telling me they wanted to buy Auto Auction Income but couldn't, and 4 people complaining the product hadn't been delivered automatically.

And to top it off I was due to leave the house that minute to meet a friend who had travelled for an hour to meet me.

Not a happy situation I'm sure you'll agree!

In the end thanks to Darren from [Graphics Genie](#), I found someone to fix my script and all was well with the world two hours later.

All except of the fact that my friend had to get a train from Manchester back to Preston (he wasn't happy!), and I was left feeling like I was living on the edge.

I had no finger nails left to speak of, and I was visibly shaking from the stress!

All turned out well in the end as I sold 180+ copies of [Auto Auction Income](#), those who didn't get their product delivered on time received a bonus, and those who spotted the link was down were just happy to help me out.

And my Manchester bound friend?

Well, I bought him lunch the day after, and while he was grumpy for a bit, I bought the drinks as well so all was good with the world in the end!

Lesson #1: Never hire the cheapest person you can find for mission critical work

Lesson #2: Always have a contingency plan, especially when dealing with a script you've never used before

Lesson #3: Never arrange to go for lunch one hour after you launch a new product (what was I thinking?!)

It all worked out in the end of course, although I have to say that I feel a tad stressed just remembering that day once again!

Question #11: How did you build your list to where it is today and what exactly got it "started"?

I started building my list with the release of [Auction Profits Unleashed](#) as a Warrior Special Offer, and prior to this point I had exactly zero subscribers.

This is what I did....

- 1) Created a report that was in demand
- 2) Sent it for review and got as many testimonials as possible
- 3) Offered it as a WSO
- 4) Got JV partners on board

Because the pre launch special price was so low, and the content so good, those who did join my list were overwhelmed by the value and this helped me to forge a relationship with them almost immediately.

Now, if you're wanting to do the same in other niches, then don't despair. I know you might look at the points above and think to yourself that a 'warrior forum' doesn't exist in your niche so this won't work for you, but actually that's not true.

There are community authority sites around in many niches, and you just have to look hard to find them. In fact, in one of the January Standing Start Profits videos I talk about how I used one such community site as a springboard for much of my success in the teaching niche.

After the pre launch of Auction Profits Unleashed I had 603 subscribers, and 3 weeks later I released Auto Auction Income, which I sold for \$7.

I sold this to my list, and as a WSO, and this brought about an extra 100 members to my list.

A few week later I opened the doors to Standing Start Profits, which was (and still is), a huge success which helped me add hundreds more to my list.

[Auction Secret Profits](#), and then [Mailing Lists Unleashed](#), followed and both of these products helped me add yet more subscribers.

Selling information products via joint ventures has been the single biggest source of brand new subscribers to my list, but of course I've built my subscriber base in other ways too.

I've built up the [Lee McIntyre blog](#) to the extent that it usually gets around 500-700 visits per day, and a good proportion of these visitors are new to the site and subsequently opt in.

I've released free viral reports like [500 Dollars Only](#) and [The Big Fat eBay Lie](#), and these have whizzed around the internet, bringing daily traffic and optins.

I've posted on forums, making sure that I had an attractive signature file, and this has helped to produce a nice sized trickle of subscribers to my list as well.

All of these things have combined to grow my list fast, but joint ventures have been the single biggest contributing factor.

And don't worry if you think that JVs are impossible because you don't currently have any contacts in your niche.

When I first started online, I also had no contacts and no JV partners, but if you produce great products which are well packaged and full of value, then you'll find that JV partners are easier to secure than you ever thought possible.

This is only one side of the coin of course, because growing your list won't necessarily make you rich.

You see despite what others might say, the money is NOT in the list. The money is in the relationship you have with your subscribers, and let me give you an example to illustrate why....

If you were suddenly homeless and penniless and found yourself in a desperate situation, which of these situations would you prefer.

A) 200 friends who are more like acquaintances, who you're mostly out of touch with. You message them now and then on Facebook, but you haven't seen each other in years.

B) 10 friends who you can count on for anything, and who you share a close connection with. You meet weekly and share a true bond.

In such a dire situation, and where you badly needed money to rent a new flat, would you rather be in situation A or B?

Making money online through email marketing isn't just about the size of your list...it's also about the depth of the connection that you have with your subscribers.

The net has changed forever, and if you want to succeed now then you better be prepared to change with it.

And here's something that I find fascinating...

Why are so many marketers teaching that the money is in the list, and that the fastest way to grow your wealth is to grow your list?

List building is treated like some sort of magic bullet for online success, but in reality it's the relationship that you forge with your subscribers, and not just the size of your list, that will determine the future size of your bank account,

Forget all the hyped up crazy waffle about building gigantic lists, and instead concentrate on developing a deep relationship with your members, and the profits will surely follow.

I talk about how to do exactly that in [Project New Web](#), and trust me when I say that you're going to want to listen to every word that I have to say.

Question 12: What is the single most important advice you would give to the struggling/new marketer who wants to quit their job and make real money online?

The single biggest advice I'd give to a new marketer is to stop selling and to start giving. I say this time and time again over at [Standing Start Profits](#), but the biggest mistake most beginners make is they actually sell too hard.

Let me give you a quick example...

In the teaching niche there was a fierce competitor of mine, but in reality she wasn't a competitor at all. I liked to think I was in competition with her, but the truth was I wasn't even close.

You see, she spent a huge chunk of her time giving out helpful advice in the forums, and being genuinely helpful and giving.

Cripes, this woman could give good advice and they loved her for it!

While I was busy trying to get people to buy my products, she was busy trying to deliver extreme value while expecting nothing in return.

She didn't stop there of course, and when the time subsequently came for her to sell a product she would sell out in hours. She didn't ever try and 'sell', and instead tried to 'give', and boy did she make some money as a consequence!

She won the trust of her prospects through the power of her content, and then when she wanted to sell them something, her target market were already pre sold because of the trust that she had already built up.

I talk about this principle in a video on my blog and you can view it by clicking [here](#).

A lot has happened to me over the last six months, and I'll be always grateful for the opportunities that have come my way.

When people ask me 'how did I do it', I could sit down and talk about the detail and the mechanics all day. I could explain how I set up a Wordpress blog. Or how I created a PDF. Or how I cloak my links.

I could explain the details involved, but that wouldn't even come close to explaining the real 'secret' behind my success.

You see, pretty much everything that I've done so far has been the exact opposite of what I was trained to do by the gurus.

I ditched the rule book, and wrote a new one, and this is what has enabled me to quit my day job in record time and to peruse my internet dream.

I entered the internet marketing niche in June 07 with no contacts, no lists, and no products.

30 days later I'd earned \$7,230.95 in online profits, and by September I was a full time internet marketer working from the comfort of my own home.

In November 07 I earned \$16,496.42 in Paypal receipts alone, all thanks to what I'm about to tell you...

While most of the ebooks out there tell you to sell, sell, sell, and are focussed on ever more creating ways to hit your list hard, I've been concentrating on something completely different.

I discovered that the fastest way to make any money in niche is to focus everything you've got on creating enormous value, and then simply giving it away.

Yes, this might sound confusing, and yes it might be different to what you're used to, but this stuff works.

If you've tried to make money online and failed then there's a good chance that you've tried to sell too hard. Well I stopped selling, and started giving, and this one change has allowed me to live a lifestyle that I never thought possible.

Before I go here's a thought to end the book on...

My Grandma likes to shop. A lot! Yet when shopping for groceries she prefers the small shops in the village to the big supermarkets in town.

They remember her name and they ask her how she is. They're just being polite of course, but my Nan and other shoppers like her, almost view these shopkeepers as friends who they see now and then.

When she goes to the giant supermarket she is served by different shop assistants who are more interested in what time they go home than they are in saying hello to my Grandma.

The local grocery stores are much more expensive, yet which type of shop do you think my Nan prefers to spend her money at?

If you make the effort to get close to your prospects. If you go out of your way to create a lasting bond. If you create magnificent value and then just give it away.

If you do any of these things then people will want to buy your products, not just today, but tomorrow and the day after as well.

People don't want to buy from corporations and they certainly don't want to buy from sales people. People buy from other people, and they repeatedly buy from people they have a deep connection with.

I've waffled a bit in the section above, but if you take the key points and apply it to your business then you'll sell more products, even when you're more expensive than your competitors.

And here's a really tantalising thought to ponder....

My Nan even goes shopping for groceries at the local stores even when she doesn't need anything they're selling. Why? Because she enjoys the experience and she likes the thought of giving them her custom.

This is what my [Project New Web](#) is all about, and if you're prepared to wipe your mind clean of everything that everyone else has told you in the past, then you're in for one heck of a ride.

Click [here](#) to find out more now.