

# Profit 13 Ways



**“13 Ways to Increase  
Your Profits Fast”**

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

### **MASTER RESELL AND GIVEAWAY RIGHTS**

Congratulations, you now have full master resell and giveaway rights to this book! The only condition is that the content must NOT be changed in any way.

Feel free to resell, give away, or add as a bonus to an existing package. In fact, you can do anything you like with this report as long as the content remains unchanged.

Send this report to a friend now. They will thank you for it!

### **DISCLAIMER AND/OR LEGAL NOTICES**

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update their opinions based on the new conditions.

This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.

While every attempt has been made to verify the information provided here, the author and his resellers and affiliates cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

Proudly Published By



[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

# Who Is Lee McIntyre?



Lee McIntyre was an overworked high school teacher who swapped 80+ hour weeks in the classroom to become a full time Internet marketer in record time.

He entered the Internet marketing niche in June 07, and despite having no list and no contacts, earned a massive \$7, 230.95 in his first 30 days.

In August 07 he quit his full time day job to concentrate on helping others build an internet business, and in November 07 his unique marketing was rewarded with \$16, 496.42 in Paypal receipts alone.

Terry Dean says, "Lee produces step-by-step marketing materials in a down to earth style that anyone can understand."

Lee helped the toughest teenagers in school pass life changing exams, and is proud of the fact he was able to make a major difference to the lives of so many young people.

Today he puts his heart and soul into helping others change their lives by creating their own part-time or full-time income online.

[His newsletter](#) is read monthly by thousands of loyal subscribers, and he is famous for consistently putting the interests of his subscribers ahead of his own.

To find out the REAL truth about how Lee was able to quit his day job in record time visit [Quick Fire Income](#) today where you can download 110 minutes of cutting edge video case studies... for JUST \$1!

**[>> Click HERE to Claim Your \\$1 Download Now <<](#)**

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

# Profit 13 Ways

## “How to Increase Your Profits FAST”

- By Lee McIntyre

When I first started out in the IM niche back in June 2007 I was complete newbie and I didn't have a clue.

During my first month I made \$7,230.95 in online profits (*the full story is at [QuickFireIncome.com](http://QuickFireIncome.com)*) but I did more things wrong than I did right.

My sales copy was atrocious. The emails I sent were disjointed and full of hype. And my sales funnel was non-existent.

Back then even the most basic technical tasks escaped me and people laugh when I tell the story that it was January 2008 before I learnt how to do FTP (*I wish I was joking*).

If someone would have suggested I need a new 'backend' I would have slapped them for suggesting my bum was too big!

I didn't understand the terminology and I had only the most basic grasp of marketing too.

## Profit 13 Ways

---

And despite all of this I made \$7,230.95 in my first 30 days in this niche, and 56 days later I quit my day job and became a full time Internet Marketer.

I've not worked for anyone else since and I doubt I ever will again.

Just 161 days after starting in this marketplace I enjoyed my very first \$20,000 month. In this special report I'm going to share 13 different techniques that I used to increase my profits fast.

Are these techniques ground breaking? Nope. Are they revolutionary? No. But if you implement them in your business then you WILL make more money.

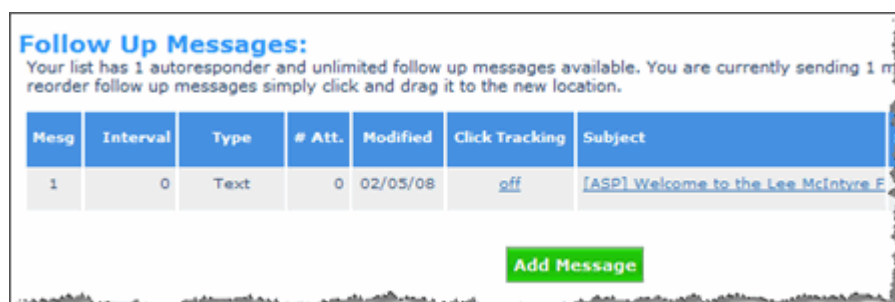
I did and I've never looked back....

This report is zero fluff and zero hype. Read it. Take notes. Do it. Make money.

Now let's get to work...

### Profit Bump #1: Deepen Your Follow Up

Does your autoresponder account currently look like this?



Well if the answer is 'yes' then you really need to start hitting the green 'Add Message' button above a few times in the near future!

Getting someone to visit your squeeze page is tough. Getting them to show enough trust in you to hand you their email address is even more

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

difficult.

So why spend all that time and money acquiring leads in the first place if you're not actually going to follow up with them on a regular basis?

You **NEED** to start following up with your prospects starting today, and if you want to start making money while you sleep then I'd strongly recommend you start automating the follow up with the use of autoresponders.

The power of using autoresponders lies in the fact that once you've acquired a lead you're able to automatically send them follow up emails without ever having to lift another finger again.

If your autoresponder account is currently looking a bit on the bare side then spend some time adding one new message each and every day, and before you know it you'll have a juicy pile of emails ready and waiting to be sent on total autopilot.

Here's a screenshot from just one of my autoresponder lists....

## Profit 13 Ways

**Follow Up Messages:**  
Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 30. To reorder follow up messages simply click and drag it to the new location.

Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject
1	0	Text	0	11/27/08	off	Do
2	2	Text	0	11/27/08	off	Ho
3	2	Text	0	11/27/08	off	It
4	3	Text	0	11/27/08	off	It
5	3	Text	0	11/27/08	off	St
6	3	Text	0	11/27/08	off	Wl
7	3	Text	0	11/27/08	off	Th
8	3	Text	0	11/27/08	off	Th
9	3	Text	0	11/27/08	off	Ab
10	3	Text	0	11/27/08	off	Ye
11	3	Text	0	11/27/08	off	Le
12	3	Text	0	11/27/08	off	It
13	3	Text	0	11/27/08	off	Do
14	3	Text	0	11/27/08	on	My
15	3	Text	0	11/27/08	off	Th
16	3	Text	0	11/27/08	off	Vir
17	3	Text	0	11/27/08	off	Ho
18	3	Text	0	11/27/08	off	Is
19	3	Text	0	11/27/08	off	Do
20	3	Text	0	11/27/08	off	It
21	3	Text	0	11/27/08	off	3
22	3	Text	0	11/27/08	on	An
23	3	Text	0	11/27/08	off	list
24	3	Text	0	11/27/08	off	air
25	3	Text	0	11/27/08	off	Do
26	3	Text	0	11/27/08	off	It
27	3	Text	0	11/27/08	off	It
28	3	Text	0	11/27/08	off	Ho
29	3	Text	0	11/27/08	on	It
30	3	Text	0	11/27/08	on	Th

If you deepen your follow up sequence AND you make the messages 'evergreen', fresh, and relevant, then you'll make more sales and make more money. I guarantee it.

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit Bump #2: Make a Physical Product

It's a marketing fact that physical products have more perceived value than digital products. They also have increased real value too and in the majority of cases more people will pay more money for a physical product as opposed to a digital one.

The good news is that creating physical products is quick and easy to do, and if you're currently selling digital products then the process of turning this digital dust into physical gold is pretty much just a case of clicking a few buttons.

You don't need to produce or ship the products yourself. And you don't need to hold any stock either.

If you want to get started fast then there's a company called Kunaki who will do the heavy lifting for you.

I currently use them myself and they will produce your product 'on demand' and with 'no minimums'.

You don't have to order your products months in advance and you don't have to order dozens at a time either.

When you make a sale you simply log into the Kunaki interface and pay just \$1.95 per unit and they'll take care of the rest for you, including the shipping.

Here's what you need to do to get started fast...

- 1) Take your existing digital product and add it to an autorun CD
- 2) Upload this to Kunaki
- 3) Make some sales :)

And that's it!

Using Kunaki for the first time can be bit tricky but I have that covered too.

Click [HERE](#) now and you'll be able to download my popular [Quick Start Kunaki](#) FREE tutorial report.

## Profit 13 Ways

---

It will be a big help if you're just getting started.

Below you can see my [Super List Building](#) boxset that's currently produced using this system...



As you can see from the picture, they do a great job of creating extremely high quality finished products.

If you want to differentiate yourself in the marketplace, and if you want to increase the price of your products while also reducing the refund rate, then I'd strongly urge you to create your first physical product soon...

### **Profit Bump #3. Order Page Upsell**

An order page upsell is simply a page where you offer your prospect a huge incentive to purchase an additional product right BEFORE they buy the product they were initially interested in.

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

At the time of writing you can see a good example of this over at [Grab Your Lifestyle](#).

The prospect lands on the page, they click order, and then they go to a second page which then gives them a time sensitive opportunity to add [24 Hour Product Creation](#) to their package...

**Add this to your order now and get a 57% discount...**

**"A Massive Shortcut For Creating Your Own High Quality Info Products... In Less Than 24 Hours!"**

**Click this button to include Lee McIntyre's "24 Hour Product Creation" DVD to your order!**

Yes, Please Add 24 Hour Product Creation To My Order!

Sit back and watch as Lee McIntyre takes you through the entire process of how to create your own high quality info products... in less than 24 hours... simply by leveraging the influence, reputation and expertise of other marketers.

This shortcut is Lee's favourite method for quickly creating info products and the entire process is presented on DVD video so you can sit back and watch how to create your own info products in no time at all... **even if you're a complete marketing beginner with no expert knowledge... no contacts... and no experience.**

Inside Lee's "24 Hour Product Creation" you'll discover a method for creating your own high quality info products...

- **In less than 24 hours**
- Without having any expert knowledge or needing to do extensive research
- **That can boost your reputation and credibility instantly in your desired niche**
- That leverages the reputation of others in your marketplace and gets their 'fans' begging to promote for you
- **That can drastically cut down the time it takes you to enter any specific niche and set up your online business!**

Not only can you quickly create your info products, but you'll



This DVD sells for \$47, but because they're buying [Grab Your Lifestyle](#) they have the opportunity to add this to their order for just \$27.

And let me tell you that the results have been spectacular!

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

Almost 30% of our new customers are currently also adding this DVD to their order, and we're now earning thousands of dollars more each and every month.

And the best part is it only took us about two hours to add this order page upsell to all of our different sites!

It's also important though to note that there is a downside to this type of upsell.

Any time you put an additional hurdle directly in front of a prospect in 'heat' then you're going to lower your conversions.

So even though this technique results in 30% of our customers spending an additional \$27 at the point of sale, we do lose some sales as a result of the extra step we're making our customers take

It's all cool though because the additional upsell provides FAR more revenue than is lost by the initial conversion rate being lowered.

My advice? Implement an order page upsell in your business today and then carefully measure how many sales of the initial product you lose, and how much revenue the extra upsell itself generates.

My hunch is that if you spend two hours implementing this today then you'll make more money tomorrow!

I did and it's been a quick and easy way to increase my profits by thousands of dollars. If you want to see this process in action then click the order button on the [Grab Your Lifestyle](#) page now.

### **Profit Bump #4: One Time Offers**

It took me a long time to implement One Time Offers (OTOs) in my business, for the simple reason that I was too worried about upsetting customers who had paid good money for my products.

If you're not familiar with the term OTO, it's simply a 'one time offer' you make to your customers AFTER they've bought one of your products but BEFORE they've had a chance to download it.

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

My primary concern was that customers would feel upset and and angry at having to listen to more of my marketing before they'd even had a chance to access the product they'd paid for in the first place.

Well I was wrong and this attitude cost me thousands of dollars over the course of my first year online.

My problem wasn't with the whole concept of One Time Offers. My problem was the grubby way they were implemented by many other marketers.

Last week I went to my local shop and bought a bottle of Cola. It cost £1.49, and as I was handing over my cash the shopkeeper told me they were currently running a 'two for £2' special, and asked if I'd like another bottle.

Was I angry at being offered this opportunity? Was I furious that he was trying to sell to me while I was trying to buy? No way!

I ended up taking the extra bottle and I was grateful to him for bringing this to my attention.

Had I not wanted the additional bottle of cola I would have STILL been pleased that he'd gone out of his way to provide me with a choice to receive more value.

Here's the bottom line. If you truly believe in the quality of your products then you have a duty to give your customers the opportunity to benefit by buying them.

You should never be afraid to sell the products that your customers need, and if you have special offers available don't be shy about letting your customers know about this either.

Was I annoyed when the shopkeeper offered me the extra bottle of cola? Nope!

Will your customers be frustrated if you give them the opportunity to secure a deep discount on a product that solves one or more of their problems? Probably not!

## Profit 13 Ways

---

Below you can see an example of a one time offer I've recently added to one of my sites...



In my popular Super Sales Funnel course I teach powerful ways to flesh out your sales funnel fast with subtle yet powerful use of One Time Offers.

If you want to increase your profits right now then add a 'one time offer' to your marketing funnel and you'll earn more money as a result, and many of your customers will thank you for it too.

### **Profit Bump #4: Thank You Page Links**

My first ever product was called Auction Profits Unleashed and I sold hundreds of copies. The customer paid for the product and then passed to the thank you page where they downloaded their PDF.

And that was that.

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

When I released Mailing Lists Unleashed I followed the exact same process but added one additional element which increased my profits by 33%.

What did I do? Well I added a simple link on the thank you page offering the customer the opportunity to grab another related product at a deep discount.

It took less than 10 minutes to add this additional link to the sales process but the results were fascinating.

The link lead to a complementary product that was sold for just \$10, and almost 40% of those who bought Mailing Lists Unleashed went ahead and bought this right there and then.

Needless to say this one extra element had a dramatic impact upon my overall profits and I was delighted!

Over the past year I've experimented with different combinations of thank you page links and have tested various offers.

The offer that works the best for me across all my sites is a video sales message for [Automatic Traffic Blast](#) and you can see this below now...

## Profit 13 Ways

---

Wait... before you go, you may be interested in the extremely limited opportunity below...

**"Discover How to Generate All the Traffic You'll Ever Need While Others Do the Hard Work For You"**

Would You Like a Plug and Play Traffic Generation System?



(please be patient while the video loads)

**Hit Play Now to Watch this Special Presentation**

When people land on the thank you page they immediately find a download link for the product they bought, and directly underneath this is the [Automatic Traffic Blast video](#) sales video you can see above.

They don't have to leave the page to view this video. The customer simply hits play and the selling happens right there on the thank you page.

Over the past year I've personally found this to be my best performing thank you page offer by some distance, but the important thing is to just get something onto your page for now, and then spend time tweaking the offer later.

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

Add a link on your thank you pages that leads to another complimentary product that your customers can buy and you WILL make more money as a result.

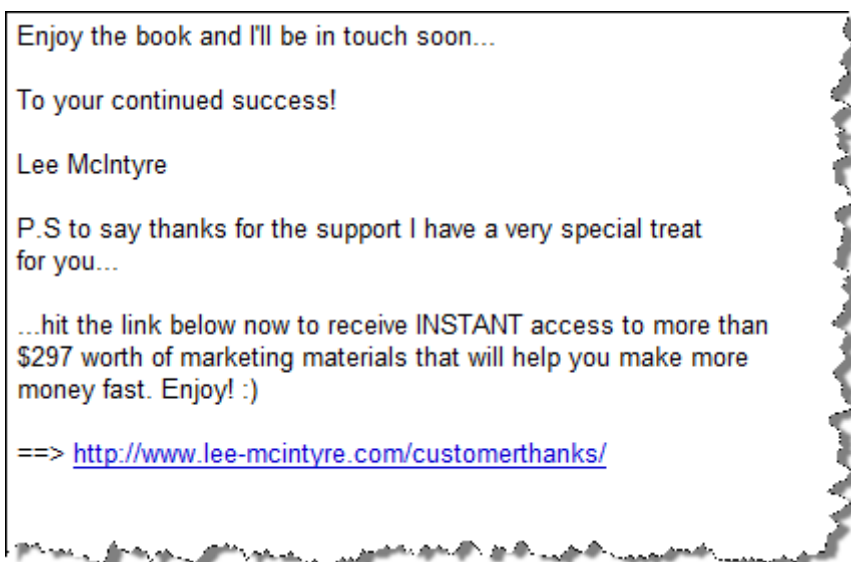
### Profit Bump #5: Free Gift Follow Up

I know it's a bit of a cliché but the money really is in the follow up. In fact, if you're not paying serious attention to how you follow up with your customers then the reality is that you're leaving stupid amounts of serious money on the table.

I could talk all week about email follow up tips and tricks that will triple your profits (it's a BIG topic!) but if you want more information then it's all covered on the inside of [Project New Web](#). Check it out [HERE](#).

For now let me share with you a simple yet powerful strategy that will allow you to increase your profits fast.

Below you can see a portion of an email that I send to customers when they buy one of my products...



It's a special link that leads to a 'customer appreciation' page where

## Profit 13 Ways

---

buyers of my product can download a whole bunch of very valuable marketing information for free.

Simply by giving away all this valuable content as soon as the customer purchases from me I invoke a huge amount of reciprocity which makes the customer more likely to read my future emails, and buy my future products.

Are you giving away value in your first follow up email to your customers? Are you letting them know that you care?

If not then you need to implement this step right now and you'll be amazed at the impact a simple THANK YOU can have upon the goodwill felt by your customers towards you.

As well as providing huge value whenever a customer purchases from you it's also a very good idea to offer customer only special offers too.

The money really is in the follow up and the most expensive sale you'll ever make is the first. It costs time and money to acquire a new customer, but following up with that customer in the future is relatively inexpensive.

Someone who has bought from you in the past is ten times more likely to buy from you again when compared to a stone cold lead, so you must always make sure you're focused on the follow up.

Do you have an additional product that you sell? If so, offer your customers an irresistible discount as a way of saying thank you for being a customer.

And if you don't have another product to sell at a discount then don't worry as I have that covered too...

Contact other marketers in your niche who DO have higher priced backend and explain that you'd like to promote their product to your customer base, and ask if it's possible to arrange a price discount via your affiliate link.

If they think you're serious, and that you'll be able to generate sales in volume, then you'll get more people saying 'YES' than you will people saying 'NO'.

Follow these steps and you WILL increase your profits quickly...

### **Profit Jump #6: Recycle Your Content**

One quick and easy way to increase your profits is to "recycle your content" into multiple different products.

The more products I create, the more money I earn, and so it makes sense to always be thinking about potential opportunities to turn one piece of information into multiple pieces of content.

A quick and simple way to profit from recycling your content is to produce the same information in a different format and to then offer this as a one time offer immediately after the initial sale.

So if you were selling a series of videos you would turn this content into a DVD and now you have another product that you can sell WITHOUT the need to create more content.

Look below for an example that I've been running over at [Quick Fire Income...](#)

## Profit 13 Ways

---

The image shows a screenshot of an email marketing message. At the top, there is a progress bar with three stages: 'START', 'DELIVERY', and 'FINISH'. The 'DELIVERY' stage is currently active. Below the progress bar, the text reads: 'Thank you! Your order has been placed. Please continue to your download by selecting one of the options below...'. The main headline is in large red font: '"Most People Get The DVD Copy"'. Below this, it says 'Dear Reader,' followed by two paragraphs of text. The first paragraph states: 'Most people who took advantage of this \$1 offer also requested a DVD copy for their records. Your copy contains all 10 valuable videos packaged in an attractive full colour, retail ready case.' The second paragraph says: 'You can add this DVD to your collection for just \$9 plus \$8.95 S/H. The normal retail price of this exclusive DVD is \$47 meaning if you take action today you save \$38 (a 81% saving)'. The third paragraph reads: 'To have this DVD dispatched immediately please just click the happy looking order button below. There are no additional forms to complete, and your order will be instantly processed.' At the bottom, there is a red button with a white checkmark icon and the text: 'YES, Please Add To My Order and continue on to my download'.

People buy a set of downloadable videos and then I immediately offer them the opportunity to also grab a DVD copy too.

I don't need to create any more information products yet I instantly have another product to sell which delivers value.

If you're currently selling an audio course then turn it into a set of MP3s and offer these after the sale. If you're currently selling a set of videos add them to a data DVD and ship them risk and hassle free using a service like Kunaki ([free tutorial HERE](#)).

If you currently produce free reports for your market then break the content down into smaller bit size chunks and post to your blog.

If you give away a special report to build relationships with your list then also make it a rebrandable promotional tool and send it to your affiliates.

Are you starting to see the power of this yet?

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

Simply by finding multiple uses for the content you produce you can massively extend your reach WITHOUT having to spend all your time locked up in the basement cranking out more and more of the good stuff.

### **Profit Jump #7 Send Postcards**

I've already made this point several times but I'm going to say it one more time. It really is THAT important...

THE MONEY'S IN THE FOLLOW UP!

And because following up with your customers is so profitable it would be silly if you were limiting yourself to just using email.

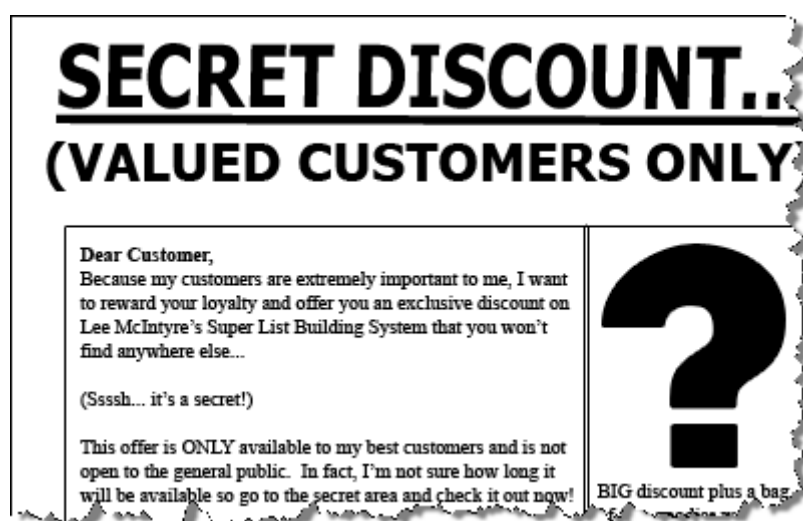
One of my favourite methods of customer follow up is via postcard, and if you use a service like Send Out Cards then this is hassle free and cheap.

So what kind of cards should you send?

Well in my business I now have a set of four cards that go out to customers buying from me for the first time....

Card #1: This is a thank you card that tells the customer where to get support and also gives a free gift.

Card #2: This is a card that offers a secret special offer for one of my products.. You can see a picture below...



Card #3: This is a resource card that provides customers with a list of free materials that will help them build their business fast. All these resources are actually popular posts over at my blog.

Card#4: This card promotes my extremely popular [Automatic Traffic Blast](#) package and urges my customers to take immediate action.

Is this follow up sequence perfect? Cripes no!

I've only just got started using postcards in this way but the results so far have been impressive.

If you want to increase your profits then one powerful way is to increase the volume and relevance of your communications with your customers.

And don't just limit yourself to email. Export your customer list and send a couple of cool postcards and you'll be surprised at the results...

### **Profits Jump #8 Integrate Your Marketing**

Not all traffic is created equally, and it's important to realise that 1,000 visitors coming cold from a social networking site won't produce an equivalent amount of revenue as 1,000 pre-sold visitors coming from your JV partners.

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

Making money online is all about traffic and conversion, but far too many people put too much emphasis on the 'amount' of traffic and not the 'quality'.

In case you're not quite following what I'm saying let me be really emphatic.

NOT ALL TRAFFIC WILL CONVERT THE SAME.

(...sorry for shouting!)

The best type of visitors are pre-qualified 'buyers', and one of the best places to find these prospects is on the 'thank you pages' of complimentary products.

The fact that they've made it to a thank you page in the first place shows that they have a willingness and an ability to buy related info products, and presenting your offer while someone still has a credit card in their hand is a pretty good place to be.

Below you can see the amount of sales in a 30 day period generated from having one tiny link on the thank you page of a similar product...



GrabYourLifestyle.com	0	\$0.00	349	\$0.00	0	\$0.00	8	\$37.00
Lee McIntyre Affiliate	0	\$0.00	898	\$0.00	0	\$0.00	149	\$1,112.00

Just by having my link for [Grab Your Lifestyle](#) on the thank you page of a related product I've generated more than \$1,112.00 in hands free monthly income.

It took about 20 minutes to get my marketing integrated in this way and it will be generating a nice passive side income for the months to come. Not bad eh?

It's important to understand that 'thank you page' space is prime virtual real estate, and that means other marketers will also be competing to have their offers displayed here too.

If you want to get your ads displayed in such a hot location then you

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

must try to stand out from the crowd by offering benefits to the site owner which make it almost impossible for them to refuse your proposition.

Put yourself in the shoes of whoever owns the valuable space in question and ask yourself what could you offer them as an incentive that they would find it practically impossible to refuse?

Having your marketing integrated with the marketing of others should be one of your top priorities, and if you do this now you'll be earning juicy passive income tomorrow...

### **Profit Jump Start #9: Establish Your Authority**

Who do you think would be able to charge the highest prices when selling a course on how to build a business empire? Bill Gates or the owner of a tiny family store around the corner?

It's a silly question but it raises a powerful point.

Positioning yourself as an expert in your field will allow you to charge higher prices and sell more products.

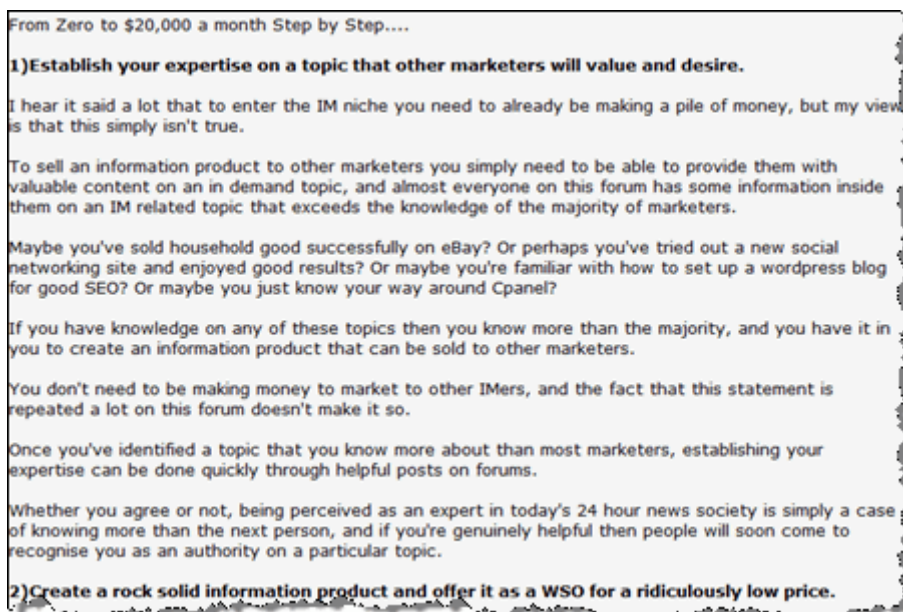
You'll also see opportunities open that would previously have been bolted shut, and you'll build very powerful barriers to entry that will make you immune to all but the toughest of competition.

The benefits of positioning yourself as an expert in your field are so gigantic that you simply must be spending time everyday thinking of ways how you can elevate yourself above the competition.

Below you can see a screenshot of a post I made at the Warrior Forum last year...

## Profit 13 Ways

---



In this post I revealed how I'd been able to build a \$20,000 per month business in just a few short months, and I shared a hype free system so that others could follow in my footsteps.

This one little post solidified my position as a voice of authority and it sent my sales soaring.

My next product was an advanced email marketing homestudy course called [Project New Web](#) and I was immediately able to increase my prices and still sell in the same volume.

*(...as I teach inside my [Elite Mastermind Club](#) it's crucial that the price you charge is LESS than what the product is worth and in this case Project New Web was worth a LOT more than what I was charging)*

So how can you start to position yourself as an expert in your market today? Well there are a million and one ways and below is just a tiny sample...

- => Offer to write a weekly column at one of the authority sites in your niche
- => Volunteer to become a moderator at one of the big forums in your market
- => Self publish a print book and distribute using Amazon
- => Seek out media outlets looking for interviewees

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

There are loads of different ways you can stand out in your market by positioning yourself as a voice of authority.

Are they all easy? No way but that's why the rewards are so big for those people who DO find the courage to get this done.

If you want to make more sales for higher prices then take some time to position yourself as an expert and you WILL increase your income as a result.

### **Profit Jump #10: Communicate With a Blog**

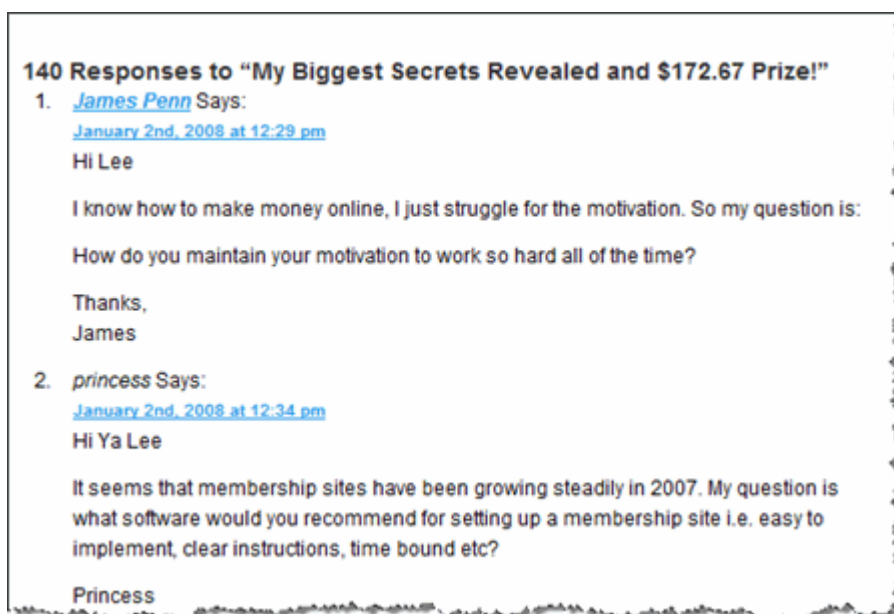
Blogs are a fantastic business asset for so many reasons. Let me share with you why I put so much time and effort making quality posts on my blog over at [GetMoreMomentum.com/blog](http://GetMoreMomentum.com/blog)

- 1) My blog is a GREAT way to communicate with my core audience. Email marketing is tremendous, but my blog allows me to reach out on a more regular basis to those who want to hear from me more frequently. *(my blog is where I build new relationships and strengthen existing ones)*
- 2) The search engines love blogs, and the fact that I'm always posting so much fresh content means that my posts get indexed quickly. And this means more visitors and more subscribers.
- 3) My blog is a great way to position myself as an expert and establish PROOF.

Below you can see a screenshot from a popular post that attracted 140 comments.

## Profit 13 Ways

---



This is the kind of thing which demonstrates influence in the marketplace, helps position you as a voice of authority, and underlines your leverage.

If you'd never heard of me before, and then you noticed one of my blog posts with 140 comments, do you think this might influence how you perceive me as a marketer?

Of course it would!

Blogs are great for establishing proof and authority and the post above was like an irresistible magnet for potential new subscribers.

If you're selling any type of information product then regular communication with your audience via a blog is one thing that will help increase your profits quickly.

### **Profit Jump #11: Segment Your Lists**

Marketing is all about making the right offer to the right people. The more specific you're able to be with your marketing message, and delivery, then the more money you'll make as a result.

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

Far too many marketers take a scatter gun approach when it comes to email marketing, and as a consequence they're losing money.

At the time of writing I have 5,000+ people subscribing to the [Lee McIntyre Newsletter](#) and they all have different interests, different problems that they want fixing, and a different ability and desire to purchase solutions to their problems.

So why would I always want to always be sending the same emails, making the same offers, to all 5,000 people? That would just be plain crazy!

Instead of always sending out a blanket mailing I've increased my profits by segmenting my email lists, and by sending different offers to different subscribers based on their prior behaviour.

Look below for a screenshot from my Aweber account that shows how I'm often even sending emails to usergroups as small as 32 people...



Listname	Sent Date	Subject	Sent	Bounces	Complaints
leemcintyre	10/21/08 12:29pm	{firstname fix}, this drives m	5,262	33 (0.6%)	0.00 %
leemcintyre	10/19/08 1:06pm	{firstname fix}, They can't be	5,264	24 (0.5%)	0.02 %
leemcintyre	10/03/08 10:10am	One on One Training is Live...	5,021	14 (0.3%)	0.02 %
superfunnel3	10/02/08 11:10am	EARLY BIRD ACCESS {firstnam	34	0	0.00 %
leemcintyre	10/01/08 1:09pm	DOUBLE your profits {firstnam	5,043	22 (0.4%)	0.00 %
leemcintyre	09/29/08 1:42pm	{firstname fix} It's APPRECIAT	5,039	28 (0.6%)	0.02 %
leemcintyre	09/18/08 12:40pm	{firstname fix}, the fightback	4,939	21 (0.4%)	0.04 %
superlistbuild	09/11/08 6:22am	Super List Building Webinar Co	32	0	0.00 %
leemcintyre	09/10/08 12:27pm	About your freebie {firstname	4,807	5 (0.1%)	0.04 %
leemcintyre	09/08/08 5:03pm	THANK YOU {firstname fix}!	4,813	17 (0.4%)	0.00 %

I do this because it increases my profits and it will increase your profits too.

For more advanced email marketing strategies then you might want to check out my [Project New Web](#) course now.

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

## Profit 13 Ways

---

The bottom line is this: Segment your prospects and customers, and adjust your marketing follows ups, and you'll make more money as a result.

### **Profit Jump Start #12: Sell Your Own Product**

The first thing that I tell my mentoring clients is that the most effective way to make money online is to sell your own products.

Yes you can make money with affiliate marketing, or by selling ad space on your sites, but nothing will give you bigger results faster than selling your own information products...

Would you rather be the person with 100 affiliates selling their product for them, or would you prefer to be the person competing against 100 other affiliates to make a sale?

I know which option I would choose and I know which you should prefer too!

The good news is that creating your own information product doesn't need to take months. It doesn't even need to take weeks.

In fact, [Grab Your Lifestyle](#) is one of my best selling products and I created this in less than 24 hours from scratch!

If you don't currently sell an information product then get out there and make one fast.

My advice would be to find an expert, interview them, and then sell this for a low price to help you get started.

This has the advantage that it's super fast, and since you're selling a product for a low price point the barriers to entry are reduced (*for example you don't have to be a world class copywriter when you're selling a \$7 product*).

If you wanted to look over my shoulder while I reveal the exact steps needed to do this today then you might want to check out my popular

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People

[24 Hour Product Creation DVD.](#)

*(...and if creating your own product sounds too daunting then you can get a reseller license to a red hot product [HERE](#))*

Playing around as an affiliate is a GREAT way to get started as it will help you develop your skills fast, but once you're ready to step things up a notch you'll get the biggest bang for your buck by developing your own products quickly.

And if you already sell a product of your own then create even more!

### **Profit Jump #13: Test and Track Everything**

Are you currently testing and tracking your marketing results? If the answer is 'no' then how do you know what works and what doesn't?

Testing may seem daunting but it really doesn't need to be scary at all.

When I first started online I tested very few things and as a result I left a frighteningly large amount of money on the table.

I just 'threw stuff at the wall' and I was lucky that some of it stuck.

But when I tried to increase my profits by scaling up fast I was left facing the slightly troubling situation of not knowing where to focus my efforts.

Since I hadn't been tracking my marketing I couldn't quite be sure where to concentrate my time.

Should I create more products? Should I write more articles? Should I do more interviews?

I had no idea because I hadn't been properly measuring the 'inputs' in my business against the 'outputs'.

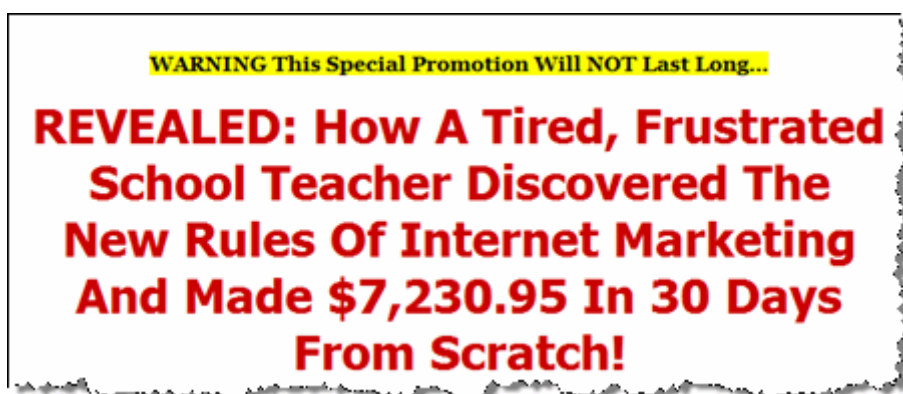
When I wanted to scale up by focusing more resources on the 20% of my activities that produced 80% of my profits I simply had no clue which pieces of my marketing gave me the biggest return on time and

money invested.

And as well as tracking the results of every element of your marketing it's also crucial that you test the performance of your sales pages too...

Here are two headlines that I'm currently running over at [Quick Fire Income...](#)

Headline #1



Headline #2



Which headline do you think will produce the biggest results? I haven't a clue and that's why I'm testing!

What I DO know is that one of these headlines will lead to more sales. And when you add these extra sales up over the course of a few weeks and months the numbers start to get juicy.

The good news is that it's easy to start testing your sales pages today...

Simply create a Google Adword account and on the inside you'll find

## Profit 13 Ways

---

their free multivariant testing and tracking tool.

It's an incredible piece of kit and it doesn't cost a cent.

If you start using this in your marketing today then the extra sales you will make as a result will have a dramatic impact upon your long term profits...

And that's all for today!

If you follow the simple, but powerful, steps I've provided in this report then you WILL increase your profits quickly.

If you'd like to receive more similar reports for FREE then make sure you [join my newsletter](#) today where you can secure instant access to more than \$239.80 of special reports just for giving it a try.

Click [HERE](#) to claim your free reports right now.

I hope you enjoyed the report and I'll speak to you soon...

Cheers! :)

Lee McIntyre

**WARNING This Special Promotion Will NOT Last Long...**

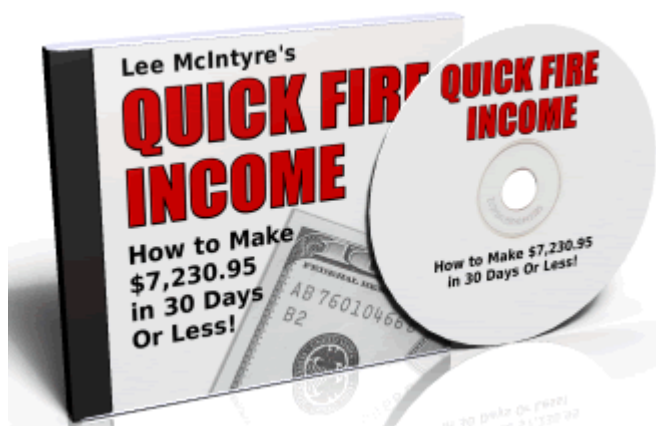
# **REVEALED: How to Make \$7,230.95 In 30 Days From Scratch!"**

If you enjoyed this special report then head over to [Quick Fire Income](#) now where you'll be able to download 110 minutes of cutting edge video case studies... for JUST \$1!

*In these videos I reveal...*

- How anyone can go from from **zero to \$7,230.95 in just 30 days** from scratch
- How to **build a list of 1,200 in just 30 days** that will out sell lists of 50,000 or more
- How to **go from flat broke to full time Internet Marketer** in the shortest time possible.

*And much, much more...*



**>> [Click HERE to Claim Your \\$1 Download NOW](#) <<**

[Lee McIntyre Newsletter](#)

Hype Free Internet Marketing For REAL People