“3 Secret Steps To Building a $20,000 Per Month Online Business... Fast!”

...by Lee McIntyre

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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 has day job in record time check out Lee's “Quick Cash Escalator” Video right now... absolutely FREE!

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Before We Begin...

During this report I want to share 3 lessons that have changed my business and my life.

So why am I giving you this powerful information for free?

Because you're a Lee McIntyre subscriber and that means I desperately want you to succeed.

So block out all distractions, grab a pen, and make plenty of notes...

SECRET #1:
"Give First, And Sell Second"

Reciprocity is a powerful thing.

And if you treat it right then it can be your best friend for life.

Learn how to harness its power and you'll never starve.

Let me explain...

When I was deeply active in the teaching niche I spent ALL my time "selling".

Which sounds like a pretty good thing to be doing right?

WRONG!

You see, while I was off posting flaky looking free ads there was someone else in my market who was actually being helpful to those around her.

What a concept!

She just sat there all day long sharing what she knew with her fellow teachers.

And the result?

Well she didn't just have "prospects" or "customers".

She had FANS.

Cripes, they loved that women!

And then when the time came to actually sell something they fell over themselves to be the first to hand over their hard earned cash.

And they even THANKED her for the opportunity to be able to do so!

How crazy is that?

They didn't stop there of course and they then marched off and starting telling everyone else to buy this stuff too.

And they did all of this, very, very LOUDLY.

What was I doing during all of this?

Yep, I was sat posting free ads and getting nowhere.

But I was also watching and learning.

Eventually the penny dropped and I figured out the power of giving BEFORE you sell.

And I don't mean giving "with strings" either.

My whole business became about how I could create value and then deliver it to others while expecting nothing in return.

Not long after I had a light bulb moment!

I discovered that the more value I created and gave away, the more I got back in return!

I'm serious.

This stuff just flat out WORKS.

Look, if you go through life asking "what can you get from the world", you might do okay.

But if instead you ask "what can you do for the world", then my bet is you'll do a lot better.

LISTEN VERY CAREFULLY

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Making money is not about figuring out how you can get people to give you cash.

It really isn't.

It's about learning how to create and deliver value to those who need it and those who will appreciate it.

It sounds kinda goofy I know.

But put this to the test by going out of your way
to give away some crazy content with NO STRINGS and you'll be stunned at the results.

Understanding this point changed my life forever.

And I know it can change yours too...

(...don't dismiss this)

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SECRET # 2:
“Sell What People Want To Buy, Not Want You Want To Sell!”

Marketing isn't about trying to convince people to buy what you're selling.

It's about selling what people are buying!

Those two points might sound the same but they're very different.

Why spend your time and energy trying to convince people to buy your stuff when you could simply sell what they want in the first place?

Selling becomes a lot easier when you're offering what people desperately need.

Do you think the guy selling umbrellas struggles during monsoon season?

Nope.

So stop thinking about what YOU want to sell and start thinking about what THEY want to buy!

And we don't just want to target people who have a need either.

We're in the business of finding people who want something so bad they might just scream if they don't get it!

It's not enough to find a bunch of people in a "niche" who have a need.

Forget that.

That's bonkers talk.

We want to find HUNGRY BUYERS who have a crazy and irrational need for a solution right now, whatever it takes.

Here's a question I make mentoring clients answer...

"Do your prospects have a pain that you can solve, and do they crave that solution RIGHT NOW?"

"Are they in pain, do they have an urgent need, and can you position yourself as a voice of authority to solve their problem?"

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If they answer is NO then it's time for a rethink.

I don't do "niches".

And neither should you.

We seek a group of people with an urgent problem that they want fixing TODAY...

... and not a group of folk who have a common "interest" or "hobby".

I sell to people who have an urgent need, not those who have a mild interest (it's the only way).

The deeper the need the more easily people will reach for their wallet.

The higher the sense of urgency and the more money they'll pull out.

You might want to write that down.

It's THAT important.

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SECRET #3:
“Go Deeper, Not Wider”

Man alive, whoever invented the term "multiple streams of income" should be made to go sit on the naughty step for a while.

I hate it, and so should you.

Do you know why so many of my original Standing Start Profits members are now full time marketers?

Well one reason is because of the "single niche" approach I hammered them with on the inside during the early days.

Blimey, "hammer" is probably too light of a term too.

I practically shovelled this advice down people's throats, and then some.

Why?

Because it works!

I've got testimonials to the effect that this single piece of advice is the number one reason why they were able to quit their jobs so fast.

Look, do you think I generate multiple streams of income in my business?

Of course!

I have money pouring in from everywhere and it never stops.

(... which I'm happy about!)

BUT I don't go looking for so called "multiple streams of income".

You see, when you do that you split your focus and end up spreading yourself far too thin to be even a tiny bit effective.

You only have so many ideas, and you only have so much energy.

So why would you split that up across multiple different businesses and ideas before you've even got one up and running?

It makes no sense.

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In fact I firmly believe that people chasing multiple streams of income is one of the biggest reasons why so many beginners fail almost instantly.

Let me share a little "secret"...

If you can get to a point where you understand your target customer so well that you can FEEL and empathize with their deepest fears and hopes then it becomes almost impossible not to succeed.

And I'm not just talking about understanding what they "want".

You need to go FAR DEEPER than that.

If you can understand and appreciate the deep subconscious drivers pushing your prospects forward then you almost can't lose.

Here's a quick example...

If you asked a 55 year old family man why he was trying to lose weight, what would his response be?

Now ask yourself this question...

"Is the response he would share the ACTUAL reason why he wants to overcome his pain and achieve his result?"

Or is he actually motivated by something a bit deeper?

Maybe he's worried his wife might leave him.

Maybe he's concerned about his future health.

Maybe he looks at his children and wants to be around to see their graduation.

I don't know.

But what I DO know is that the problems and reasons on the surface are often VERY different to the REAL "problems" and "reasons" which are often hidden from view.

The trick is being able to speak to what your prospect really craves, not what they say they want.

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Few people grasp this point but once you can start connecting with your prospects on this deep level then it's GAME OVER.

You win.

So now answer this...

If you're involved in 10 different markets do you have the time to develop a completely deep understanding of what your prospects really want?

No.

One market. One focus. One way.

This piece of advice has changed lives and I'm giving it to you for free.

Focus on one market until you have an intimate understanding of what makes your prospect tick.

There's only so much of you to go around.

You can never understand what your prospects REALLY want when you're involved in 12 different markets.

If you start off in multiple niches you're juggling too many balls and robbing yourself of the opportunity to succeed.

And think about this.

The big money in any market is NOT at the front end.

Sure, you CAN get rich selling $7 ebooks.

But the real money is in building a deep sales funnel and profiting at the backend.

(... and don't panic because this is actually easier than you think)

Spending time and money grabbing new customers and then not following up and offering products that increase in price and value is a MASSIVE MISTAKE.

If your goal is to make more money more quickly then I'd recommend going deeper BEFORE you go wider.

If you're serious about succeeding online as an information seller then it really is the only way.

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What To Do Next...

I hope you've enjoyed this newsletter and that you've found some nuggets that can help you take your business to the next level.

It's all just part of the service okay?

If you want to continue your education and learn more of the tips and tricks that have helped me build a six figure business then I've put together a special training video called the “Quick Cash Escalator” below...

Click HERE Now To Watch This Special Training Video Worth $97... Absolutely FREE!

This video will be coming down shortly though so you MUST go check it out now okay?

Enjoy the rest of your day and I'll be in touch soon with more content to help you build your business FAST.

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To your success!

Lee McIntyre

P.S Remember, as a Lee McIntyre subscriber you'll always get powerful free content because I'm here to help you achieve your goals.

But if you want to check out my powerful "Quick Cash Escalator" video, then click the HERE now...

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