

John Reese's MarketingSecrets.com Newsletter

Advanced Internet Marketing Strategies, Techniques & Ideas

"How 'Leverage' Can Explode Your Profits!"

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Three Year Anniversary

It's hard to believe that three years has passed since that horrible day. A day that will never be forgotten. When the attack on the World Trade Center happened, exactly three years ago to this day, the world was changed forever.

But if there was one "positive" that came out of that day, it was probably the fact that for the first time many people actually grasped how precious life really is.

Ever since I was a child I always wanted to have my own business. I knew I didn't want to spend my entire life "working for someone else." Becoming a successful entrepreneur has made me realize what FREEDOM really is.

Now more than ever, many people are starting their own home business. Many people are getting the same opportunity to experience freedom like I have. *And it's a wonderful thing.*

Because life is so short, and because life is so precious, we can either spend our lives (or the majority of them) working at a job we hate, or we can work for ourselves and be happy.

If you still work at a job, and are working hard to get rid of it, I commend you for taking the action to make it happen.

If you already have a successful business of your own that allows you to make your own hours, spend your time as you want and not have to drag yourself to a job that you hate, I commend you for taking action and working hard to make it a reality.

We must continue to remind ourselves how precious life really is, and if it is your desire to be a successful entrepreneur, never stop working hard to achieve everything that you want.

On August 17, 2004, I believe I proved once and for all that the “sky is the limit” and that we can work hard to achieve extraordinary things. Who would have ever thought that making \$1,000,000 in sales (with nothing spent on advertising) was even *possible* to achieve in ONLY ONE DAY? And I did it with only ONE full-time employee.

If you haven't yet had a chance to read my “Tell All” report that details exactly how I was able to achieve the “Million Dollar Day,” I strongly suggest you go and read it right now. I think it will inspire you and teach you several marketing concepts that you might not have known about.

Click Here To Read The “Tell All” Report About My Million Dollar Day:

<http://www.marketingsecrets.com/tellall.html>

If you've already read that report then you know how I donated \$10,000 to Dr. Mani's foundation that sponsors the heart surgery for children. And in that report I encouraged others to take a moment and make a small donation of their own.

I am happy to report that at last count my subscribers that read that report donated a grand total of about \$7,000. (And counting.)

It's pretty amazing to realize that, that simple report is going to save the lives of many children that might have DIED without those donations.

In fact, Dr. Mani recently emailed me to tell me about a little 3-month old girl that was born with a serious heart defect.

The condition she was born with was not getting enough oxygen and energy to her heart so she could pump blood to the rest of her body...

But because of the actual donations from my special report (and from the donations of my subscribers) THIS LITTLE GIRL'S LIFE WAS SAVED:



That is an actual photo of the little girl that was saved by the donations from my subscribers. Now THAT is an amazing thing.

And this is only ONE of many children that will be saved from those donations.

You Can Still Give And Help Save The Lives Of Other Children Here:

<http://www.marketingsecrets.com/savelives.html>

Some Of My Favorite Resources

I get a lot of emails from my subscribers and customers asking me what some of my favorite marketing resources are. In this issue, I am going to finally list several of them for you.

These are resources that I use on a regular basis to progress my own marketing education. I strongly recommend that you check out all of them. These are resources that I tap into to give me new marketing tactics and ideas that I take action on and make more profit from.

If you want to make more money in your business, you **MUST** be constantly educating yourself with new marketing tactics. You **MUST** continuously work to improve and evolve your business if you are going to make more money.

Some Of My Favorite Marketing Books:

Breakthrough Advertising by Eugene Schwartz

This is one of the best direct marketing books ever written. No matter what your skill level with marketing, your library should not be without this classic book. The book contains some extremely powerful concepts that can be applied to ANY market...

Breakthrough Advertising was out of print for a long time. Used copies of this book used to appear on eBay from time to time and go for as much as \$900. The book has just been re-released (who knows for how long) and you can get a copy for \$95. If you buy it, and you actually read and STUDY it, it will be the best \$95 you ever spend.

You can get your own copy of *Breakthrough Advertising* here:
<http://www.marketingsecrets.com/breakthrough.html>

Scientific Advertising by Claude Hopkins

This amazing book was actually originally published in 1923. Yet the concepts that are detailed in this book fully apply to today's marketing as well as marketing on the Internet. I highly recommend you grab a copy if you don't already own this valuable book.

You can usually find copies for sale on eBay:
<http://www.marketingsecrets.com/hopkinsebay.html>

And last but not least, one of my favorite books of all...

Think And Grow Rich by Napoleon Hill

I truly think this book is one of the most valuable books ever written. It contains extremely powerful concepts that can be applied to your life and to your business. If you spend some time reading this book a couple of times, and really letting the principles sink in, it can help you build tremendous wealth – it has for me. Many of the principles that I learned from this book contributed to my million dollar day. And what's great is that you can get your own copy of this book for a mere \$7.50 on Amazon.

If you don't already have it, do yourself a favor and get it today:
<http://www.marketingsecrets.com/thinkandgrowrich.html>

Some Of My Favorite Marketing Newsletters:

Newsletters are great. They allow you to stay up-to-date with changes that are affecting marketing and new concepts as they are being discovered. If you really want to maximize the amount of money you make from your business, you MUST be keeping up-to-date with the latest in marketing – and newsletters allow you to do it on a monthly basis; and some are published more than once a month.

The Gary Halbert Letter

Gary Halbert is one of the best direct marketers in history. The guy is also one of the best copywriters of all time. Heck, you can get an education on copywriting just by reading each issue of his newsletter. His newsletter is completely free and it's published online.

You can check out Gary Halbert's newsletter (and read back issues) here:
<http://www.marketingsecrets.com/garyhalbertletter.html>

The Marketing Rebel Rant

This is a newsletter that is published by John Carlton. John is one of the best marketers and copywriters of all time. There's about a 95% chance that you've read some of John's advertisements in magazines without even realizing it. His marketing campaigns have produced millions upon millions of dollars in many different niche markets. His "style" is great and his content is excellent.

You can check out John Carlton's newsletter (and read back issues) here:

<http://www.marketingsecrets.com/rebelrant.html>

* John Carlton is holding a very small and intensive copywriting workshop next month. It may be the last time he ever holds his own seminar. If you've ever wanted to learn how to craft words that sell (on the Internet or off the Internet) you can get the best marketing education of your life by learning this valuable skill from John Carlton.

Learn more about John's "License To Steal" workshop (not an affiliate link):

<http://www.marketingsecrets.com/carltonworkshop.html>

My Favorite Marketing Newsletter Of All...

My favorite marketing newsletter of all isn't published online – it's delivered to my mailbox every month. It seems like I am constantly camped out at my mailbox just waiting for the next issue to be delivered!

It's actually more than just a marketing newsletter, it's a marketing membership. It includes a bunch of other cool stuff aside from the newsletter that you get in the mail. It also includes a monthly CD that contains a special interview with an expert on a certain aspect of marketing.

I'm talking about none other than Dan Kennedy's *Inner Circle* Gold Membership.

If you don't know who Dan Kennedy is, you're REALLY MISSING OUT!

Dan is one of the greatest marketing teachers of all time. I truly think Dan is the master of infoproduct marketing – aside from all his other skills. If your business has anything to do with selling an infoproduct (like an ebook or physical product) you're absolutely NUTS if you aren't a Gold member of his *Inner Circle*. But being a member can also benefit your business if you don't happen to sell infoproducts.

Not only will Dan "open your eyes" about how you can expand and explode your business with powerful OFFLINE tactics, but there's a very good reason that some of the best Internet marketers in the world turn to Dan for advice – his stuff just WORKS. His tactics can be successfully applied to the Internet. There's a very good reason why Yanik Silver and Corey Rudl pay Dan thousands of dollars a year for his consulting advice.

A Gold membership to Dan Kennedy's *Inner Circle* definitely isn't cheap, but it's worth 1,000 times its cost. Every newsletter issue contains gold nuggets of information that can be directly applied to your business. I learn something from EVERY issue. (And that's saying a lot since I read tons of marketing books and every course I can get my hands on.)

I was actually hand-picked by Dan's offices to be able to offer my subscribers and customers a special trial offer for anyone that wants to test drive a Gold membership for Dan's *Inner Circle*.

You can receive THREE FREE MONTHS as a Gold member of Dan's *Inner Circle* for just a small shipping & handling cost.

You can grab your free three months membership by visiting this page:
<http://www.marketingsecrets.com/dankennedyspecial.html>

“The Power Of Leveraging Other People's Knowledge”

One of the most powerful marketing skills you can learn is the “Mastermind Principle.”

In *Think And Grow Rich*, Napoleon Hill describes this principle and states that some of the richest people in the world have this one skill in common.

I couldn't agree more after seeing the power of this concept firsthand.

My million dollar day had a lot to do with me utilizing this principle. Unfortunately, for myself, I didn't really start harnessing the power of this principle until about three years ago.

I can only imagine how much wealth I would have today if I started utilizing this principle 5 or 10 years ago.

The mastermind principle is basically the concept of aligning yourself with a group of people that you can share ideas with. Its benefits are common sense, but are often overlooked...

No matter how much you know. No matter how many hours you spend on marketing. No matter how many advertising campaigns you run or marketing concepts you test, you'll never know as much as you could unless you learn to leverage those same experiences, results, and tests OF OTHERS.

For example, let's say you're running some Google Adwords ads. You're getting clicks. You're getting some sales. You are trying different things. You are testing new ads to improve your click-rate and lower your cost per click. You WILL make more money as a result of running those tests. The results in marketing are where all the money is.

But how much more money could you make with your Adwords ads if you were able to...

...share your results with 5 other people?

If you had 5 other people that were also running Adwords ads, and also getting results from their tests, how much faster do you think you could increase your profits from using Google Adwords?

A lot faster than you ever could on your own! And that's a FACT.

This is the power of the mastermind principle.

Fact: if you are not constantly trying to build new relationships with other marketers, you are not making as much money as you could be making!

In the example I just mentioned, what if you had 10 people to share Adwords results with? What if you had 25 people? What about 100? What about 1,000?

I recently set-up a "Traffic Secrets Owners Club" private site for all the buyers of my *Traffic Secrets* course. This private site contains a discussion forum where my customers can communicate with each other. They are able to share test results and experiences with one another.

This private site was only launched within the past 48 hours, and already people are sharing marketing results that you couldn't BUY in any product if you wanted to. People are sharing the click-through rates of certain ad experiments, where they made money online by placing ads, and more. The forum on this site is going to become a priceless resource for my customers. Heck, it's going to become a priceless resource for ME. I am already learning a lot from some of my own customers' tests.

If you haven't yet purchased my *Traffic Secrets* course, you can still get your copy and get unlimited access to the "Traffic Secrets Owners Club" by visiting here:

<http://www.marketingsecrets.com/trafficsecrets.html>

I recently surprised my Traffic Secrets customers by letting them know that they are going to be receiving several unadvertised bonus DVDs. I also surprised them by letting them know I am going to be holding many teleconferences for them to walk them through the course and to teach them tons of techniques I didn't have the room to include in the course. I record all these calls (we've had two of them so far and they've both been fantastic) and the recordings are available to my customers on the private site.

If you order your own copy of Traffic Secrets, you'll also receive these same unadvertised bonuses.

Guess What...

I Want To Meet You!

I will be heading up a very special traffic “Think Tank” discussion at Armand Morin’s upcoming *Big Seminar* in Los Angeles that takes places October 22nd, 23rd and 24th.

I would love to meet you there! In fact, I’m willing to **BRIBE YOU** just to get you to come and meet me in person. (I’ll tell you all about it in a moment.)

I was just talking about the mastermind principle in this newsletter issue. I was telling you how truly powerful that concept is. Well, I have news for you...

There’s not a more powerful method for masterminding with people than to meet someone in person.

Let’s face it. We all spend a ridiculous amount of time sitting in our homes glued to our computer screens. This is just how it is. In order to do business online, we spent countless hours in a lonely existence of hammering away on a computer.

That’s why one of the best things you can possibly do is get off your butt and just make yourself go to an Internet marketing seminar. When I finally made myself go to one, I quickly realized it was the best thing I ever did. And I don’t say that lightly.

If you are trying to build wealth by marketing online, there’s no better place for you to be than in a huge room full of other hard working people that are trying to do the same thing.

The unfortunate thing about doing business online is that it can be a very unsocial experience. We don’t have the normal interactions that other people do by going to a job and working with others. That’s why I believe Internet marketing seminars are so important for ANYONE that’s doing business online – if they’re serious about it.

The one major thing you will realize when you go to an Internet marketing seminar is how great the community really is of people that are working hard to build wealth online. They are truly the best people on the planet!

You will build relationships and make friendships that will last for the rest of your life. Some of my closest friends are people that I met at seminars.

It’s a lot of fun to then come home and have people that you can call and chat with on the phone about what you are currently working on and what your plans are. You’ll be able to mastermind with these people that you met to share marketing ideas and more. You’ll be able to watch your business explode because of your ability to leverage the knowledge of other people.

So Don’t Wait...

Force Yourself To Just Go To The “Big Seminar”

I promise you. It will be one of the best decisions you’ll ever make in your entire life.

Why the *Big Seminar*?

It’s simple. **It’s far and away the best Internet marketing seminar in the world.** Period.

There are some other good seminars out there, but the *Big Seminar* is definitely the best overall. There’s a good reason that I have attended every *Big Seminar* that has ever been held – a total of three so far with the fourth being next month.

I’ll tell you why I feel this way...

The *Big Seminar* always has great speakers – the cream of the crop. But you know what? I don’t go because of the speakers. I consider anything I learn from the line-up of speakers simply as a “bonus.” (And believe me, it’s a nice bonus.)

The reason I go to the *Big Seminar*, and will continue to go to future events, is because of the NETWORKING. That’s where the true value is. The ability to go and see old friends and to meet new ones. Again, it’s all about the power of the mastermind principle. I cannot express enough how much money I have made by going to seminars and meeting people that I could mastermind with or do joint ventures with. It’s priceless.

I can honestly say that my million dollar day would not have happened unless I attended the *Big Seminar*. I made several extremely valuable relationships at that seminar that enabled me to pull off that miracle day. If I hadn’t gone, I definitely would not have made that much money on my launch. I know that for a fact as I am able to check my sales statistics and see where my sales came from – and many large amounts came from the relationships I built at that event.

I have met MANY people at the *Big Seminar* that ended up having their lives changed. People that didn’t even really have much of an online business when I first met them there. But after a short amount of time, these people went on to build successful businesses online. It’s really an amazing thing to see happen. And it continues to happen each time I attend. I meet new people that end up really growing their business to new levels after the seminar. It’s exciting stuff!

But the other major reason why I love Armand Morin’s *Big Seminar* so much...

IT’S A BLAST!

Armand really knows how to put on a seminar. He makes it a lot of fun for people that attend. He has special meals (that he pays for) to feed the attendees. And it’s not just that it’s great FREE FOOD, it’s the fact that he gets everyone together in one room to have those meals together. It’s a great time to sit with people and chat while you eat.

It's also a great time to circulate around the room to meet new people. It's just a really nice atmosphere.

If you've ever been to other seminars, it's not easy to network. After the actual teaching sessions (on the breaks) people run off in their own direction to try and find something to eat because 99% of seminars don't provide catered meals to feed all the attendees in ONE ROOM.

This is a MAJOR advantage that the *Big Seminar* has over other seminars from a networking standpoint alone. I promise you, if you just make yourself go you'll see exactly what I'm talking about. It's really a fun and exciting event. And, hey, it's a great break from sitting at home in front of the computer. AND it's tax deductible!

The *Big Seminar* is also exactly that – BIG! It's the largest Internet marketing seminar in the world. Armand is expecting 400+ people at this event.

Okay, so onto my bribe for you...

Since I am speaking at the *Big Seminar*, I am one of the marketing partners that is promoting the event. Not only would I love for you to go, so I could meet you in person, but I also earn a commission if you purchase your ticket through my link. You certainly don't have to order your ticket through my link, in fact, I DEFINITELY still want to meet you even if you don't!

But if you do, I'll give you a special bribe! 😊

I'll Pay For Your 3-Night Hotel Stay!

If you order your ticket to the Big Seminar through my link, I'll send you a check after the seminar for \$300. So it's basically like getting your 3-night hotel stay FOR FREE.

But Wait! There's More... 😊

If you order your ticket through my link I'll also give you an additional freebie. In fact, it's something that is NOT FOR SALE. I'll give you 1-Hour of phone consulting with me. And I don't currently do ANY paid consulting! Because I know I can make more money per hour by using my skills to build businesses that will make me money FOREVER.

But if you order through my link I will give you 1-Hour of phone consulting – this is worth at least \$3,000, and I don't say that lightly. I will tear apart your entire business and tell you EXACTLY what I would do to make more money. If you are trying to start a new business, I will spend an entire hour with you talking about possible niche markets you might want to investigate.

By the end of our 1-Hour phone call, you will have something that you can go and immediately implement to grow and improve your business...

But there's a catch!

In order to receive these bonuses you **MUST ATTEND** the *Big Seminar*.

I'm sure many people were reading this and thought "Wow! I can just buy a ticket to the seminar and get the 1-hour consulting and I don't even need to go to the event!"

Sorry, but as a speaker at the *Big Seminar* I am trying to do my best to get people to attend. And that's the reason I am offering these incredible bonuses. So in order to claim these bonuses you must attend the seminar. (I'll be verifying that you were there.)

Here's How To Get These Bonuses Before I Change My Mind...

Okay, if you're ready to take a break and get out of your house and go to an awesome live-changing event, then here's what you need to do...

Step #1: Visit this link right now and learn more about the Big Seminar. Then secure your ticket to the event.

Here's my special link that will get you these special bonuses:

<http://www.marketingsecrets.com/johnspecial.html>

Step #2: Send me an email to john@marketingsecrets.com with a copy of your email receipt.

That's it! That's all there is to it. After the seminar I will send you your \$300 "rebate" check and we can schedule your 1-Hour phone consulting session.

BUT HURRY! DON'T WAIT!

Why? Several reasons. For one, I am limiting the number of people that I give these bonuses to. I'll be honest, I don't want to end up on the phone for a gazillion hours. After all, I can make a lot more money by using my time to grow my own businesses.

And even more important, seating is very limited for the *Big Seminar*. Every *Big Seminar* so far has **SOLD OUT**. If you delay, you may very well miss out on being able to attend. Once Armand reaches his seating limit (it's already set in stone with the size of the room he has committed to with the hotel) **NO ONE** else will be allowed to attend. It's out of his control.

So don't end up kicking yourself by waiting any longer if you want to go. Just go right now to the link above and grab your ticket!

I look forward to meeting you in person at the *Big Seminar*! It's only six weeks away.

Oh, and I almost forgot! Armand's giving away a new car at the seminar! If you attend you'll have great odds of winning. (roughly 1-in-400)

That's all for this issue...

Now get back to work!!!

Yours For Online Profits,

John Reese

* You can read back issues of this newsletter by visiting:
<http://www.marketingsecrets.com/archive.html>

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