

Is loneliness killing your online profits?

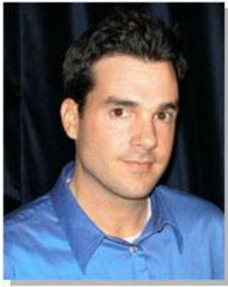
**“Discover Why Most Internet Entrepreneurs
Are Making Far Less Than They Should Be
And How YOU Can Boost Your
Own Profits Quickly And Easily”**

By John Reese

There's a hidden 'profit killer' that you probably don't even realize is holding you back. It's something you can't really see or touch. But it's something that can be costing you a fortune and possible ruin your business (and your life.)

You're about to discover what this 'thing' is and how to avoid it.

You'll also discover how you can make a fortune from the fact that **MOST PEOPLE ARE COMPLETELY BORED OUT OF THEIR MINDS.**



From: John Reese
Orlando, Florida
Saturday, February 5th, 2005.
10:46 A.M. EST

Dear Valued Subscriber,

Wow. Do you realize January is already over?

Is it just me or is this year already FLYING BY?

By the way, I just want to clarify that this issue may have some major typos or silly grammatical errors. Please ignore them...

I have a good reason if they occur... I've been awake for about 34 hours straight as I write this.

I know, I know. I should sleep and take care of myself. I usually do. Well, at least I have for the past 2-3 years. I used to be really bad about occasionally going without sleep and told myself "I'll never do THAT again."

Well, here I am doing it again. And I'll be honest, this is the 3rd or 4th time I've done it in the past 6 weeks or so. *Hey, it happens.*

Why? It's simple. I have been having a hard time sleeping lately because there is just so much opportunity online right now. It's so hard to fall asleep when I lay in bed and toss and turn and just keep getting up to write down ideas in a notebook or get back online to look something up.

But welcome to my life. Maybe you experience the same thing sometimes?

I have to tell you, right now there is so much opportunity online it's not even funny. **THE GOLD RUSH IS BACK ON.**

Between 1995 and 2000, the gold rush was on. Online advertising was peaking. There were tons of easy ways to make money. It was an amazing time.

Then the 'Dot Com' bubble burst.

From 2000 until the end of last year things were kind of 'flat.' Sure, there were plenty of opportunities during that time, but it wasn't what I would consider a HOT period. Not like it was in the original gold rush days of the Dot Com boom.

Well, those times are BACK.

There are some tremendous opportunities now (since online advertising rates have stabilized and even started growing again).

You've seen me talk about it on my blog recently as well as in the sales letter for *The Reese Report*. It's a huge opportunity...

I'm talking about *Virtual Real Estate*.

"VRE" (as I like to call it) is the business model of developing content-based web sites that make money via advertising, affiliate marketing, or special partnerships.

It's very similar to "affiliate marketing" web sites that marketers have been creating during the past few years, with a few differences.

But in a nutshell, it's basically the opportunity to build a huge empire of web sites that each make money from the traffic they receive. These sites can become true business ASSETS and even be sold.

The opportunity is here for you to become the Donald Trump of the online world. (If you wish.)

I am, personally, in the process of building a massive "VRE" empire – I plan to grow it during the next 4-5 years and beyond.

If you are a subscriber to *The Reese Report* then you already know I will have a regular column in each issue that's dedicated to *Virtual Real Estate*. *I believe that strongly in it.*

Speaking of *The Reese Report*, the first issue was recently delivered to all of the subscribers (actually, I think some international folks are still waiting for it to arrive) and the feedback I have received has been FANTASTIC...

Here are just a few of the emails I quickly received after people received and read the first issue (reprinted with the sender's permission)...

John,

I want you to know that I am extremely impressed with the first issue of the Reese Report.

I have honestly learned more money making ideas in this issue than I learned in a \$5000, 6500 page so called marketing course that I purchased a year ago.

The things that you teach are really doable in my business as an Internet Marketer.

I will immediately begin restructuring my present Web sites in the current niche that I market to. And then I will start searching for new niches as per your instructions.

Thanks again!

Tony Zito

Hi John,

I'm absolutely blown away by your "Reese Report!"

I honestly believe the best way to become successful in something is to be mentored by someone who has already achieved success in that area, and you are someone I've always dreamed of having as my business coach.

Well, your "Reese Report" is an answer to my prayers. It's like having you working one-on-one with me as my personal coach and mentor...sharing the strategies and tactics that have made your own business a booming success.

I definitely plan to take advantage of your mentorship, and apply what you teach. And, I want to thank you for making the "Reese Report" available to serious entrepreneurs like myself who are seeking a mentor who will hold nothing back.

Warm wishes,

Holly Cotter

John,

I got your newsletter and I was STUNNED. I'm not kidding. Nobody in their right mind would release these insider tips unless they enjoy competition.

Oh, that's right, you do.

Well, THANKS for keeping your word! What a treasure trove of insider insights! Honestly, I was stunned. It's like I paid to look over your shoulder while you made millions.

Please don't print this as an ad. I DON'T want anyone else to get your newsletter.

- Chuck Masterson

Chuck actually said that about not wanting me to reprint his comments and I actually had to email him and BEG HIM to let me use it as a testimonial. It was *that* good. 😊

You can still subscribe to *The Reese Report* if you missed out on subscribing before the first issue. But the Charter Membership list is full – which means that if/when I raise the subscription price you will have to pay a higher price.

The charter group of subscribers got their price grandfathered for life as promised.

The February issue is going to print during the next few days so if you want it you need to subscribe NOW.

In the February issue I am going to be teaching a ‘concept’ about building your Internet ‘organization’ that is easily worth \$100,000+ if properly applied.

And, no, of course, I’m not promising you’re guaranteed to make \$100,000 or making any illegal income claim.

If you haven’t already subscribed, you can do it here:

<http://www.reesereport.com>

“Let Me Ask You An Important Question... ARE YOU LONELY?”

No, I’m not making a joke. I’m being serious.

Did you know, the single biggest factor hurting Internet entrepreneurs today is most likely caused by a degree of loneliness?

And I’m not talking about not having seen a real human being in weeks, or living in a dark cave (although some of us feel that way on occasion from working late into the night).

I’m talking about the fact that it’s extremely easy to feel lonely even if you’re married and have kids running around your house. It’s easy to feel this way because of what you are doing with most of your time – marketing online.

Whether you realize it or not, marketing on the Internet is one of the most

lonely things you can do. You have very little interaction with others for many hours at a time. You often have no one to share your progress with – and even your spouse (if you have one) really doesn't understand exactly what you do online.

Essentially... YOU ARE ALONE.

Do you ever find yourself doing this...

You check your email. You go and take a look at your stats for your own sales or some affiliate stats. Then you surf a little and check out some web sites. Then you read a little news. Then you might stop by some discussion forums and see what people are talking about. THEN...

You check your email again. You go and take a look at your stats. You surf a little... YES. You repeat the same freakin' cycle over and over and over.

Next thing you know, 4 or 5 hours has gone by when you've been sitting in front of your computer and you've really accomplished NOTHING.

The Internet is worse than TV. It's the ultimate time waster because it's interactive and sucks you in.

As time goes on, you start feeling crappy about things. In your heart, you *know* you waste a lot of time doing exactly what I just described. You know that you are not being very productive and not doing things that will have an immediate impact on the money you make.

At times, this can even cause you to become DEPRESSED.

Here's a newsflash for you... I struggle with this very thing on a daily basis. *So you're not alone.*

The Internet is the ULTIMATE DISTRACTION. It's just too easy to surf around and burn up several hours of time. Time you were not using to actually make more money. Time you will never get back.

I know it, you know it, we all know it... making money comes down to one thing... ACTION. If you aren't taking action and doing things to bring in more traffic, or to get more people on an email list, or to add more messages to your autoresponder, or setting up new tests, or testing new ad sources,

or writing some content, or trying some new affiliate offers, YOU WILL NOT MAKE MORE MONEY. Period.

But part of your inability to take as much action as you could comes down to what I already described. *That vicious super-time-waster-cycle.*

You absolutely, positively, must find a way to stop doing that. Here's the first step for you to stop...

GET AWAY FROM THAT STINKIN' COMPUTER!

I made an amazing discovery recently that changed my life...

I stopped using my computer.

Oh, believe me, I still use it for many hours a week, but nowhere near the amount I used to. I highly recommend you do the same. Get in a new habit of only using the computer to WORK. Spend 80% of your computer time doing things that actually make you money. Use the other 10% to surf around, email friends, chat on instant messenger, whatever.

You must learn to shut the computer down and WALK AWAY. Take time to sit down with a notebook and a pen. Create notes on what you need to do next to make more money. Outline where you are and where you want to go with your business. Write up a detailed plan of action in an exact order of what needs to be done. THEN go back to the computer and start with "number one" on that list and DO IT. Then go on to the next one and so on.

Then take a break after awhile and get away from the computer again. Update your notebook if you need to. Feel the excitement when you take that pen and strike-through an item that you accomplished.

If you can make yourself spend less time on that darn computer, I GUARANTEE you will make more money. Try it. *I dare you.*

As I already mentioned, running a business online can get very lonely. And a big part of this (which hurts your ability to make more money) is the fact that you only have yourself to hold you accountable for doing anything.

"Gee, no wonder it's hard to actually take action and make more money."

That's right. There's no one there to tell you what to do! There's no one around to tell you to pick up the pace. NO ONE.

Since you are the only one that has to 'manage' you, this can really hurt your productivity – i.e. your profit potential. Here's what you MUST HAVE...

You must have someone that you can talk to at least once a week – either in person or on the phone. You need to communicate with another Internet marketer (someone that is going through the same thing). You need to talk to this person at least once a week and allow them to kick you in your butt – and you kick theirs.

It's really easy. Each week you will tell each other what you need to do to make more money. Or you can ask their opinion if they can add anything to your list of things you need to do next.

Then you spend time during the next week DOING THOSE THINGS. *Gee, what a novel concept.*

When you talk again, 7 days later, you tell each other your progress.

Just think of how much of a loser you're going to feel like when you call that person back and you say, "Oh, I didn't get anything done this week, I spent my time surfing the 'Net instead of making money."

(Yes, I'm trying to motivate you to grow your profits and stop screwing around.)

If you don't have such a person, you need to find one. NOW. Start doing exactly what I just described. It will change your life.

If you don't already have such a person, stop by the MarketingSecrets.com Forum and try and find someone there. That forum contains some of the brightest Internet marketers around:

<http://forum.marketingsecrets.com>

I started doing this about two years ago and it's no coincidence that I started making more money than ever once I had someone else that would encourage me to TAKE ACTION.

Let's face it. It sucks working sometimes. It's no fun writing content. It's no fun optimizing pages for search engines. It's no fun running new tests.

But that's what needs to be done for you to make more money. So you either

do it (or pay someone to do it) or you don't make more money. Period.

There's no secret to this stuff. The more action you take, the more you make. So make sure you align yourself with someone that can hold you accountable. *I promise you, it will be the best thing you ever do.*

It definitely can be a lonely existence to run a business on the Internet, but communicating with another Internet marketer (on the phone – not via the computer) will crush that loneliness quickly – and help you make more money.

“People Are Bored Out Of Their Freakin’ Minds Right Now. So Take Advantage Of It.”

I really believe that since the Internet is such a distraction in our lives, and we waste so much time using it, that BOREDOM is at an all-time high.

And because of this, there is a golden opportunity to use this to your advantage. How do you use it in your marketing so you can make more money? Easy...

GIVE YOUR PROSPECTS AND CUSTOMERS SOMETHING TO LOOK FORWARD TO.

Regardless of your market, if you want to sell more products and services simply give your prospects and customers something to look forward to.

Are you releasing a new product soon? Tell your prospects about it well in advance. Build up their anticipation for it. Get them excited about it and looking forward to it. If they are looking forward to it, or in the right frame of mind to be ready to learn more in the near future, it will greatly increase the RATE AT WHICH THEY BUY.

If you haven't figured it out yet, the secret behind my “Traffic Secrets” monster launch (that produced the \$1 million day) was because of ANTICIPATION. My marketing campaign was designed to have several elements and “stages” to build up the anticipation, all the way up until the moment the product was released so people could buy it.

It worked really well because people were LOOKING FORWARD TO IT.

Did you notice my buddy Frank Kern's recent “Underachiever Mastery” launch (he did it with his partner, and another good friend of mine, Ed Dale)?

I worked with Frank and Ed on their marketing strategy and much of it followed my “Traffic Secrets” plan. Their launch produced over \$800,000 in sales on their launch day. *I’d say that strategy works pretty well.*

I was taught this basic strategy by my good friend, Jeff Walker, from www.sixinseven.com.

Jeff had been experimenting with anticipation marketing online for awhile. He was successfully selling products to stock traders with it. Jeff had figured out that if he gave his customers and prospects something to look forward to (then did some other genius things during the roll-out) that people would be going NUTS to buy.

Imagine that. Your prospects lining up to practically BEG YOU to let them buy your product or service. Hats off to Jeff for figuring this out. He’s one of the first marketers I’ve ever seen using anticipation (as well as unique scarcity methods) for producing MONSTER sales online – at east doing it in a multi-stage way like he discovered.

Jeff will be speaking at my buddy Yanik Silver’s “Underground Marketers” seminar in April. Jeff isn’t a “guru” or some guy that’s been making a living by selling “get rich on the Internet” stuff – he’s a guy that’s been very successful in other markets. (And for good reason.) Jeff will be speaking about anticipation marketing and how to structure product launches. This is stuff that no one has ever covered before. If you can make it to the seminar it will be well worth it just to have Jeff teach you this method.

Here’s the site for Yanik’s seminar:

<http://www.undergroundonlineseminar.com/>

* That’s not an affiliate link either. I highly recommend it because it’s going to be an awesome event – very different from what has ever been done before.

So start looking for ways to build anticipation in your marketing – preannounce a new product, an article you are writing for your subscribers, a special deal you are putting together for them, ANYTHING. It will boost your response and increase your profits.

“Look Out... Something ‘Big’ Is On The Way!”

(Yes. I’m using anticipation marketing right now.)

My next new product is something that has been a long time coming – too long...

I've been building a software product out of the proprietary tracking technology I developed and have used to make money in all my businesses online. It's something that has never been seen (or used) before – not even close.

I, personally, couldn't do business online without it. And I'm willing to bet that many other marketers will feel the same way when they try it. This amazing piece of software will manage (and optimize) ALL of your web site traffic sources. It will show you where money is coming from and why.

You'll have to see it to believe it.

Unfortunately, I can't tell you anymore than that at this time. I need to keep many of the details to myself until it's time to release it. *I don't want some rip-off artist trying to clone it.* It's coming within the next couple of months and I'll email you more details soon. The product is Codename: "MaxProfit."

NOW GET BACK TO WORK!

Yours For Online Profits,



John Reese

THIS FREE NEWSLETTER IS *PASS-IT-ON-WARE*

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

I'd sincerely appreciate it. Thank You!

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