

The MarketingSecrets.com Newsletter  
(December 9, 2004)

2004 is coming to an end. Are you ready for 2005?

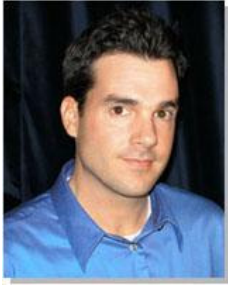
**“How To Quickly And Easily Make 2005 Your  
Most Profitable Year Ever...**

**...IF You Start Planning Your Strategy NOW!”**

**By John Reese**

2005 will contain new CHALLENGES for Internet Marketing. If you stay “one step ahead” of these challenges, you will have a major advantage over your competitors and your business will prosper - even while others will be forced out of business.

2005 will also be a big year for new OPPORTUNITIES. There will be no better year for you to take massive action and to embrace these lucrative, money-making opportunities.



From: John Reese  
Orlando, Florida  
Thursday, December 9th, 2004.  
9:37 P.M. EST

Dear Friend,

2004 is quickly coming to an end. And what a year it has been!

For me, personally, 2004 has been a truly awesome year...

Business-wise, I had my “million dollar day,” put on an intensive 3-day workshop (the first time I’ve ever done any formal teaching), and I watched nearly all of my ventures grow their profits to new levels.

I was also able to make several new “breakthrough” distinctions when it comes to marketing and making money (I will share a few of them with you in a moment) and I truly believe these methods will help accelerate the success I have in the near and distant future.

On the personal side of things, I was able to travel to several countries for the first time, was able to give more to charities than ever before, and made several new friends that I know I will have for the rest of my life.

**And you’re about to discover how 2005 can be the best year of YOUR entire life.**

But 2004 wasn’t without its challenges and “negatives.”

I had to sit back and watch as several people close to me battled with cancer. One is a relative, and the other two are close friends. Thankfully, all of them are doing well in their fight against this health challenge. At the same time, they have been an inspiration to me.

Of all the stupid and silly things \*I\* tend to worry about, these people really put things into perspective for me.

The next time you have any kind of personal setback or difficulty, I would challenge you to think about many others that are battling for their LIVES – let alone something so trivial as worrying about web site traffic, or how to buy a fancier car, or why a job sucks.

Really THINK about them. Suddenly you'll realize that your worries are so tiny they aren't even worth your energy to worry about.

Let me ask you a question...

## **“How Would You FEEL If You Knew Your Child Was Possibly Going To DIE?”**

Suddenly the fact that your ebook only sold 2 copies yesterday would be the least of your worries...

Well, this is exactly what a nice family from Melbourne, Florida is going through right now. You see, their son was recently diagnosed with leukemia. And as I'm sure you know, leukemia kills people like crazy. It's a SERIOUS condition that often ends people's lives.

Sean Hargreaves is the name of the young man that is battling for his life. His father is a firefighter there in Melbourne, and he recently turned to a friend (and fellow firefighter) to help his son. His friend is Jim Wilson. You may have heard of him. Jim runs a site at [www.auctionhints.com](http://www.auctionhints.com), and has been very involved with the Internet Marketing community for several years.

Jim recently turned to the Internet Marketing community to ask for help for Sean. Sean's family has setup a trust to raise money to help with Sean's medical bills, and Jim has been trying to get the word out about it.

Jim started by posting to Tony Blake's discussion forum, and Tony was kind enough to help Jim do some other things to get the word out. Shortly thereafter, marketer Michael Penland stepped up to the plate to help Sean and his family.

Michael Penland has put together a very special offer for anyone that is interested in not only helping Sean, but also interested in getting a great deal...

Michael is offering a special product, a recording from several experts on

Internet Joint Venture Marketing, and is giving 100% of the proceeds to Sean's fund. You can check out this offer, and help Sean at the same time, by visiting: <http://www.instantcashmarketing.com/special>

You can also learn more about Sean, and even give a small (or large) PayPal donation by visiting: <http://www.helpsean.com>

I immediately gave to this worthy cause the moment I heard about it and hope you do the same.

## **“Did You Exceed Your Goals For 2004?”**

I hope so.

But if you didn't (for whatever reason) do not despair. Why? Because I know something for a FACT...

2005 represents one of the most powerful years of opportunity in a very long time.

Why?

For many reasons...

**There is a major “shift” happening online right now.**

Lead generation costs are on the rise. Profit margins are being squeezed. The U.S. dollar is weakening. Competition is increasing across almost every market. More and more marketers continue to clone other people and practically “rip-off” other profitable businesses they hear about – reducing, if not eliminating, the profits in certain markets for certain products.

And it's only going to get WORSE.

“So how in the heck is this a GOOD thing?”

I'm glad you asked. ☺

## **“2005 Offers Tremendous Opportunities For Entrepreneurs That Are Willing To Do Just A Little Bit More Than The Rest Of Their Market”**

Regardless of how you are currently generating income from the Internet, whether it be by selling ebooks, making money with AdSense content pages, or from promoting other products and services, in 2005 you can dramatically increase your income by simply doing “more” than the competition.

In 2005, there’s going to be a major fall-out. A record number of online entrepreneurs are going to “call it quits.” The reason for this is simple...

Competition is increasing online. More and more people are trying to market products and services the EXACT SAME WAY. We’ve all seen it. The same basic sales letter. The same basic opt-in page. The same basic autoresponder series.

It’s like the blind leading the blind. And it’s only going to get worse.

What does this mean? Well, for most people, it means it’s going to become harder and harder to make money online. As competition increases across many markets, there will be many people fighting for the same money. This will divide the overall “pie” into many small pieces. In many cases, making the pieces so small they are not even worth messing with.

I don’t say this to “scare” you. I am not trying to discourage you. I am just trying to get across something that you MUST understand... times are changing online, and it’s going to become harder and harder to turn a profit.

BUT...

Even, though, it’s going to become harder to turn a profit, a few savvy online marketers will learn to rise to the top of their markets and make the lion’s share of the money, while everyone else fights to share the scraps.

This will be accomplished in many ways, and I’ll be teaching you these methods during the next several weeks to come. (There’s not enough room to get into all of it in this one newsletter issue.)

And I'm talking about methods and "models" that I have PROVEN to work online. I'm not just "making predictions" here or guessing what is going to happen. I'm telling you about real-world marketing results I've seen first-hand.

I continue to apply such "adapted models" to siphon large profits from the Internet – while "everyone else" is busy with OUTDATED marketing.

Two years ago, I was researching a market online and decided to build a new business around it. At this time, I discovered a growing 'trend' with online marketers, and I knew that if I could "buck the trend" that I could profit handsomely from doing so...

...and I did. **To the tune of \$1,425,000 (and counting.)** And this wasn't "Internet Marketing" stuff that people seem to think is the only thing that actually sells online.

And this was just ONE business I started TWO YEARS ago. I am now seeing more than ever that this "adapted model" is where A LOT of money is waiting to be made across the Internet – in MANY markets.

In fact, I am starting a new business for a specific market that I have researched and identified online using this exact "adapted model" concept. This business will sell a product that THOUSANDS of others already sell. Yet I expect this new little venture to produce AT LEAST \$2,000,000 in sales in 2005. If it doesn't, I'll actually be a bit disappointed.

**\*And this market has nothing to do with "making money."**

And you read that correctly. It's already a product being sold by thousands of others. So how in the world do I expect to compete?

It's simple. I plan to do "just a little bit more" than the rest of the market.

There's a lot to this concept, but let me give you part of it...

In many markets online there are tons of people selling ebooks. In some popular markets, TONS of ebooks are being successfully sold. There are many competitors each making money. Yet I will tell you one simple secret that you can actually use TODAY to dominate many of these markets almost INSTANTLY...

# **“In Any Market That Ebooks Are Being Successfully Sold, You Can Dominate That Market By Offering A Physical Product”**

You’ve probably seen one of the latest trends online recently... people telling you that you have to have a HIGH TICKET product. A product that sells for \$500 or \$1,000.

This is actually nothing new. Mail Order marketers have been building models around high ticket products for over 30 years.

**BUT I’M \*NOT\* TALKING ABOUT HIGH TICKET ITEMS...**

That’s right. The key to my “adapted model” infomarketing business has nothing to do with creating a high ticket item. There are many markets you can dominate WITHOUT having to have a \$500 or \$1,000 product. *I know, I’ve proven it and raked in over \$1,000,000 in such a market.*

So what the heck am I talking about if I’m not talking about high ticket items?

Well, I’ll tell you...

I’m talking about **HIGHER TICKET** ITEMS.

“Huh? I thought this wasn’t about high ticket items?”

It’s not. Carefully reread what I just wrote. **HIGHER** ticket – not **HIGH** ticket.

What do I mean by this? It’s simple...

The “Higher Ticket” strategy is simply offering products at a higher price than the rest of the competition. In other words, if the majority of your market is selling ebooks for \$39, all you have to do is sell a product that commands a higher price – such as \$60, \$70, \$100, or more. In most markets, a \$79 product is all it would take to dominate a market where everyone else is pretty much just selling a \$39 ebook.

**BUT WHY IS THIS SO?**

## **“Affiliate Marketing Is The Driving Force Of Online Sales – He (Or She) Who Offers The Highest Commission Wins!”**

PLEASE write that down. Please. (I’m begging you.)

Write that statement down on a piece of paper and tape it up next to your computer. If you have any plans at all to build wealth on the Internet by selling infoproducts then you MUST grasp the power of that statement.

(And build your business around it if you are going to be highly successful.)

It’s no surprise in almost every market online that the company that’s offering the highest commissions is selling the most in their market. There are certainly exceptions to this (like companies with bad conversions) but for the most part it’s 98% accurate. I see it day in and day out. It boggles my mind why entrepreneurs online just don’t “see” this.

I know they don’t see it because if they did they be adapting their business around it.

Now, WHY does this happen? It’s simple. Affiliates are extremely fickle. They bounce from promoting program to program. Product to product. But when push comes to shove, most affiliates end up promoting something that has a lot in common with other popular products – they pay a nice, fat commission.

Would you rather make \$10 per sale commission by promoting a product or \$50 per sale? Of course. Millions of other affiliates would too. That’s why in almost any market, if there’s a product that offers a higher commission, that’s the product that’s going to get the most activity from affiliates in that target market.

So...

If you can go into a market and offer \$50 commission where everyone else is offering \$10 or \$20 commission, you’re going to have a major advantage in getting the attention of affiliates in that market.

But how can you offer a \$50 commission if you’re trying to sell an ebook to

your market? YOU CAN'T.

Well, not unless you can successfully sell an ebook for \$100. Good luck. It's an extremely difficult thing to pull off. Why? Well, ebooks, no matter what kind of information they contain, have a certain PERCEIVED VALUE.

No matter what info is actually in that ebook, people still think of it as this downloadable file. And THAT represents only so much value to someone that might buy it. There are certainly exceptions to this, but in most markets it's nearly impossible to sell an ebook for more than \$50.

But that's not the case with physical products such as manuals, CDs, DVDs, Etc. Why? It's simple. They have a higher PERCEIVED VALUE. People think of that stuff as being worth more. That's just the way it is. **And that's true even if the information is EXACTLY the same.**

Did you catch that?

Seriously. Go back and reread that yellow line. Do it now. I'll wait. ☺

I just taught you ONE very powerful secret in that one line. You can take the exact same information that's being successfully sold in ebooks and convert it to a physical product and INSTANTLY sell it for more money.

After you're able to instantly sell it for more money, you can now offer higher commissions to affiliates. After you offer higher commissions to affiliates, you'll command the attention of affiliates in your market. After you command the attention of affiliates in your market, you'll have a strong advantage over your competitors and you'll have tons of people working hard to sell your product for you.

And what do you think happens when new affiliates start promoting something? Other affiliates (who subscribe to competitors' lists) start to see those promotions and will end up visiting your site and learning about the high commissions that you are offering. And most likely, they'll start promoting your product too.

Before you know it, you've quickly built a huge distribution online. A distribution that wouldn't have been possible if you offered a product to the same market at a similar price as everyone else.

So get out there and do some research and find some ebooks that are

successfully being sold and create physical, higher priced products for the same market.

Oh... you want ME to do the research for you?

Okay. Here's where you can start... the ClickBank Marketplace. Enough said. Here's the URL: <http://clickbank.com/marketplace/>

But that's just ONE place to start. There are tons of other places out there to find where people are selling ebooks successfully to markets – people that aren't using ClickBank to sell their products. (I'll talk more about this in a future newsletter.)

## **“So Ebooks Are DEAD?”**

No, not at all. There are still many opportunities online to make good money by selling ebooks. So please don't misunderstand what I am saying.

HOWEVER, if you CAN successfully sell an ebook to a certain market, you should strongly consider creating a physical product for that market and sell BOTH in order to increase your income.

Ebooks and physical infoproducts are the same thing – INFORMATION. Information products are not going anywhere anytime soon. In fact, now more than ever, they make the perfect sellers to sell on the Internet – because Internet users use the Internet to search for information of interest.

I just got back from speaking at a very special seminar in Melbourne, Australia. This seminar wasn't your typical Internet Marketing seminar. It was a very specialized event that was focused on ONE THING – selling information products on the Internet.

This seminar was put on by two very close friends of mine – Frank Kern and Ed Dale.

Frank and Ed have created a teaching method that's nothing short of amazing. They call it the “Underachiever Method.”

**Without-a-doubt, they have created the best step-by-step system for finding, validating, and selling infoproducts to niche markets online. Period.**

Frank and Ed invited me to speak at their event, and I gladly accepted. Heck,

afterall, I'd never been to Australia and I would have gone just to hangout. ☺

But they had big plans for me. You see, their system is called the, "Underachiever Method" because even an underachiever (or as Frank calls it, 'a lazy bastard') can succeed with their method. Their method is simple and revolves around indentifying small niche markets online and selling information to them.

But don't let the term "underachiever" fool you. Some products that have been developed for the Internet using their method are already generating revenues in the \$500,000+/year range AND GROWING. However, their "underachiever" sites don't usually end up making that much – and that's part of their system. To crank out MANY of these little sites that will collectively make a lot of money, hopefully.

Frank and Ed have not only created and fine-tuned an AMAZING system to help people sell infoproducts online, but they don't screw around when it comes to helping people succeed. GET THIS... they don't try to hype people up and convince them they are going to get rich on the Internet. In fact, their primary FOCUS is simple... getting their students to just make their FIRST SALE. That's it, their first sale.

Why? Because they KNOW if their students will just do what it takes to make their first sale, that they have what it takes to grow that business as well as start all the additional ones they want. And THAT is where the power lies in their incredible system.

Frank and Ed had me speak at their seminar as the "Arch Overachiever." I spoke throughout the event and gave tips and tactics for taking these small "underachiever" sites and turning them into "overachievers" like I do with my businesses. And it's easy to do since the "underachiever" system is simply selling infoproducts. And as I already stated, infoproducts are infoproducts.

I wish it was available right now, but it's unfortunately not! What I'm talking about is Frank and Ed's "home study course" that they are creating. It will be created from footage taken during this seminar (since I'm in it maybe I can collect royalties! Hehe. Just kidding. I was proud to be a part of such a powerful event that's going to help so many people build an income online)

and it will also contain "look over my shoulder" on-screen instruction that

shows every single step of their fine-tuned method.

I don't say this lightly when I say that what Frank and Ed have created is the single best system I have ever seen (and I have seen a ton of them) on creating infoproduct businesses for the Internet. They are to be congratulated for several of the concepts that they have INVENTED for validating markets online to find out if an infoproduct will sell – before the product is even made.

I am told their new home study course (which contains completely updated and 'tweaked' methods of their system) will be available sometime in January. Their course is going to become the GOLD STANDARD for creating infoproducts (ebooks or physical products) to sell on the Internet.

I'll tell you more about it as soon I get release date info from Frank and Ed.

After the seminar in Melbourne, Australia the three of us traveled to Sydney for a couple of days, and then we went to Hong Kong and then to Japan. much of the time we spent relaxing, but we also spent quite a bit of time researching the direct response marketing methods in those countries.

We had a blast. Here's a photo of us in Nara, Japan in front of a huge shrine...



Frank is on the left (in the fancy Puma jacket), Ed, then me.

# **“The REAL Way To Increase Your Chances Of Big-Time Success In 2005 Is To Have The Right Mindset”**

You’ve probably heard that term before... “mindset.”

But maybe you’ve never paid much attention to it, or you thought it was just a bunch of mumbo jumbo nonsense. Well, I’m here to tell you, if you change your mindset you CAN change your rate of success.

In fact, your mindset can be the difference in success and failure.

I am a BIG believer in having a proper mindset to influence my marketing, my strategy, and my path of building wealth for myself. I have seen it time and time again. How I THINK (plain and simple) has a dramatic impact on what I do, and ultimately, how much money a project makes me.

In the past few years, as I continue to progress as a marketer and as a businessperson, there’s one person that has had the biggest impact on my personal mindset and how I “think” about building wealth...

And I’m very fortunate to be able to have this person as one of my closest friends. The person I am talking about is Stephen Pierce.

If you’ve been marketing online then you probably know of Stephen’s name. He made a ton of noise last year when he released his “Whole Truth” ebook to the Internet Marketing market. But I’d be willing to bet that there’s a TON about Stephen that you DON’T know.

Did you know that Stephen became a self-made multi-millionaire by starting and successfully growing MANY businesses?

Stephen is the quintessential entrepreneur. He owns an “oxygen bar” in a mall, has several vending machines, sells information products to several markets, successfully trades the markets, is an accomplished writer and speaker, and is flat-out a powerful inspiration for any entrepreneur that gets the pleasure of listening and learning from him...

Did you know Stephen was once shot? Yes, as in BANG BANG, you might

die!

Did you know that Stephen was a high school dropout? Or that Stephen was once completely **BANKRUPT**?

Stephen has lived an extraordinary life and has unbelievable WISDOM for someone as young as he is. If you've ever had the opportunity to hear Stephen speak then you know EXACTLY what I'm talking about.

If you aren't inspired to get up off your butt and achieve greatness after listening to Stephen, then you're hopeless! ☺

Stephen has just created an AMAZING new product..

“The Secrets To Creating Wealth”

It's a 2-CD audio set. Believe me when I say, “It's incredible.”

You MUST listen to this thing. It goes beyond just making money – although that part alone will really help you to grow your income online. Stephen touches on some very profound methods for creating a more fulfilling life that contains anything you truly desire.

It's extremely powerful and moving.

I can't say anymore about it because me trying to describe it just doesn't do it justice. This is something you'll have to hear for yourself. That's all I can say.

Go and grab your copy right now. (It's very inexpensive.) And, No, this isn't an affiliate link. I truly just want you to go and get your copy and sit back and listen to Stephen and see how his message can transform your life.

Don't wait. Get it right this second. I promise, it won't hurt a bit. ☺

<http://www.secretsofcreatingwealth.com>

I've been “secretly” working on something that I'm really excited about. It will ‘start’ in January, 2005. (Less than a month from now.) This is something I'm really proud of and very happy to share with you...

**COMING IN JANUARY, 2005...**

## **“THE REESE REPORT”**

I am very excited about this new “project” of mine. Basically, in a nutshell, I am going to be publishing a monthly, printed newsletter. Each issue will also contain an audio CD that has me teaching certain concepts and tactics.

This sucker will contain content, case studies, and test results that have never been published ANYWHERE in the history of the Internet.

I am often asked, “John, I understand that you completely ‘get it’ when it comes to indentifying moneymaking opportunities on the Internet, but what do you do with all of the ideas and projects that you never have the time to put into action?”

The answer to that is, I write them down on legal pads and file them away. If and when I ever have the free time (and the interest) in pursuing them, I will dig out these legal pads, put together a plan of action, and launch that new business.

But more often than not, many of these opportunities I have identified go untapped. Some of them will excite me in the early stages of development, but then I will quickly become bored and move onto something else. Blame it on the A.D.D. ☺ It doesn’t mean these projects don’t have tremendous profit potential, it’s just because I lose interest and choose to do something else with my time. After all, there’s a TON of opportunity online and NO ONE is going to capitalize on all of it.

So...

I have decided I want to start a monthly newsletter (a real, hold-it-in-your-hands printed newsletter) that I will use as an outlet to share many of the opportunities I have identified but don’t have the time to pursue.

These opportunities will not only cover specific infoproducts for certain markets, but also software opportunities as well as affiliate marketing opportunities. I’ve been quietly building a “Virtual Real Estate Empire” using AdSense, and I am going to share tons of opportunities I have found with that type of model also.

And I am also going to use this newsletter to share many of my testing results,

conversion tweaks, technology “finds”, latest research tools, advertising tests, and much, much more.

It will basically contain information I want to share with other marketers, yet not have the entire Internet have access to. Now don't get me wrong, I love publishing THIS online newsletter. I love teaching and helping others. If you've been subscribed to my MarketingSecrets.com Newsletter for any length of time then you know how much value I try to pack into each issue.

And that's for a FREE newsletter.

As I said, I love teaching and helping other entrepreneurs. But there are some things I don't want 100,000+ people knowing about. And many of my newsletter issues have been read by that many people.

So, I decided I want to start a printed newsletter that I will send out in the mail and I can use to freely share some extremely valuable tips, techniques, and “finds.”

And that's exactly what I am going to do, starting with the first issue next month.

And, Yes, I know you're a smarty pants and have figured it out... I am going to charge a fee for this new newsletter. But I promise you, the cost of the newsletter will be a JOKE compared to the value of the content that I will write about and disclose each month. *We're talking about concepts and testing results that can instantly produce dramatic increases for your business.*

“Okay, so what's the deal?”

How can you subscribe to my cutting-edge, “Reese Report”?

Well, here's the deal...

It's going to cost \$97.00/month. This will include the printed newsletter each month (probably 8-12 pages) plus an audio CD of me talking about certain concepts. (Sometimes it's easier for me to teach something by talking about it.) **BUT YOU THINK I SHOULD LOWER THE PRICE...**

Good!

That means the “Reese Report” is not for you. ☺

Seriously, I don’t mean to be a “jerk” but if you have a problem investing 97 bucks a month for this information, then you DON’T NEED IT. And I don’t want you becoming a member. The marketers that see the real value in this thing won’t hesitate for a second to know how much of a bargain this really is.

(Just wait until you see the jaw-dropping stuff revealed in the first issue).

So here’s the deal, if you would like to become a “Charter Member” of my new “Reese Report” then there’s something I need for you to do right now. (I’ll explain it in a moment.)

If you aren’t interested, hey, no hard feelings. I’m not going to be upset if you don’t subscribe to it. Honest. ☺ I am still going to publish this free, email newsletter, just like I always have.

And maybe you’re “on the fence” and wondering if there are going to be some free bonuses and other stuff in order to bribe you to subscribe to the “Reese Report.”

Sorry, but, No.

If you really grasped the value of the information that will be shared with you, then you wouldn’t think twice about even wanting some silly bonuses. You’d just jump on the opportunity to have someone share this kind of information with you – so you could profit from it.

NOW HERE’S SOME “BAD” NEWS...

I am going to be limiting the number of members that will receive the “Reese Report.” And because I will be limiting the number of subscribers, the odds are very good that I will be raising the price soon. Hey, I am a marketer, afterall. Can you blame me?

The “Good” News is, “Charter Members” will have their price locked in...

Okay, so how do you become a “Charter Member” of the “Reese Report”?

It's simple. Be part of the first group of people to subscribe. Once I start imposing limits on the number of subscribers, and/or go to raise the price, the group of charter members will be set in stone. Everyone else will be subject to all price increases and other limitations.

\*I reserve the right to refuse a subscription to anyone I please. If I feel this newsletter is not "right" for you and your business, I will tell you so and cancel your subscription. *Here's a hint: be a doer and not just a talker. I don't want to disclose valuable information to people that aren't going to use it.*

Okay, if you "want in" and want to subscribe to the "Reese Report" I need you to go and do something right now. I need you to go and submit an opt-in "notify" form RIGHT NOW. I do not yet have a sales letter set-up to promote the new newsletter (I'm working on it), but I want to start building the list of "Charter Members" (and get an idea if I am going to raise the price immediately).

So if you are willing to invest \$97/month (you can, of course, cancel at anytime) and subscribe to the "Reese Report" then please go RIGHT NOW and submit this form to secure your place as a "Charter Member."

Please DO NOT go and submit this form unless you are positive that you are going to subscribe to the "Reese Report." Otherwise, you'll be possibly taking up someone else's spot in the "Charter Member" group.

Go Here \*Now\* To Become A "Charter Member" Of The "Reese Report":  
<http://www.marketingsecrets.com/charter.html>

I'll be in touch soon with more tips and concepts to help you make 2005 your best year ever!

Yours For Online Profits,



John Reese

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