



MrOverDeliver News

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In This Issue

- Your Product WON'T Sell Itself!
- Your Product WON'T Sell Itself!
- A Little Known 'Undercover' Strategy
- Healthy Body... Healthy Mind
- Have You Got Any Comments?
- Help Wanted...

Links in this Issue

Give Away of the Day
A new free software give away every day. Good Stuff.

List and Traffic
Jimmy D. Brown's List and Traffic is one hell of a resource! Get in NOW!

PLR Classroom
PLR Classroom is going live in early April. Seats will be limited! Keep your eyes peeled...

Undercover Profits
Check out this video... you're gonna be floored!

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Your Product Won't Sell Itself!

Here is a secret that may be difficult for you to believe, so prepare yourself. It is an extremely important secret that can have a most profound impact on your small business success, or its failure.

Let's start by asking a simple question... Do you enjoy sales?

The truth of the matter is that when many small business owners are asked this question, they respond with answers like, "No way" or "I can't stand sales, let someone else do it."

Why is your answer to the above question so important? No doubt you have seen headlines like the following, which glorify how easy and simple it is to succeed in business:

"The Ultimate Lazy Way To Start Your Own Business"

"Cash In On A Multi-Billion Dollar Industry In Your Underwear"

"Easily Generate A Lucrative Income While Sleeping"

We are constantly being bombarded with these "easy ways" to make a million bucks. Does success in business actually work this way? Not in reality! Is it realistic? Not even close!

The bottom line in operating a successful long-term business comes down to your ability to sell your product...period. It doesn't get any simpler than that.

You can either sell your own product or resell somebody else's product. Either way, your success or failure will ultimately depend on your ability to market it. If you don't enjoy sales, you have very little chance to succeed in business for yourself.

The most prevalent attitude of many new business owners is that their product, once launched, will miraculously sell itself. After all, the product is awesome and everybody will absolutely, positively want one. People should be lining up to buy it, right?

Here is another truth about sales. It will take 5-7 sales attempts to close 80% of your sales. Yes, you read that correctly. That's 5-7 attempts before people will say "Yes, I want to buy your product."

Running an advertisement one-time or making a sales pitch to a potential customer once in a while does not qualify as effort. Hearing that first "no" and subsequently giving up means the demise of your business and gives someone else an opportunity to turn that NO into a YES.

What most people don't realize or fail to accept is that it may take weeks, months or even years to get a product to sell according to your expectations. You may have to frequently change your sales pitch, web site, advertisement or even the product until you get it right.

This dedication and determination is what separates the very few successful business owners from the many "wannabes" and fly-by-night hopefuls.

The bottom line is that to be successful in ANY business you will need time and the ability to market yourself and your products.

A Quick Word...



I received a lot of positive feedback on my last newsletter. Many of you liked the design; save for one thing...the way the articles started on one page then skipped two pages before continuing.

With that in mind, I decided to try a simpler format. Your feedback is welcome! Enjoy!

Michael Ambrosio

Weekly Marketing Freebie

Here's a neat site with a killer concept.

<http://www.giveawayoftheday.com>

As you may have already figured, this is a site that gives away a new software title every day...

...and the titles are NOT trials. They are every day fully functional products that I'm sure you will find interesting and useful.

There's only one catch - you need to visit the site each day to download the software as the previous day's download is removed and replaced with a new one every 24 hours.

It's a great source of useful products so check it out when you can.

Hurry! The Price Doubles on April 1st!



I have been a member of Jimmy D. Brown's List and Traffic for almost two years and it's been one of the most valuable membership sites I have ever belonged to.

On Sunday, April 1st the price of membership goes from ten bucks to twenty bucks a month. Let me tell you – if you don't grab this membership NOW, you're not serious about List and Traffic building techniques!

It will be a bargain at \$20. Grab it while it's \$10!

A Little Known 'Undercover' Strategy

I just finished reading a 3-part article series by legendary marketer Jimmy D Brown and I just had to share this with you...

In this series Jimmy examines a powerful 'undercover' strategy for getting other people to send visitors to YOUR website using a unique kind of article and I predict that the tips I learned will increase our profits by at least 50 percent alone this year.

Now I can't go into detail about the article series because they are exclusively for "members only" of his extremely popular "[List and Traffic](#)" site.

So while I can't reveal any details about what Jimmy teaches, I can give you a brief

outline of ONE method heuses (and one I'll be using as well) so that you can use it for your own advantage.

(Note - If you are a member I strongly suggest you login today and read the latest articles series for yourself)

Ok. Before we start you should already know that if you are serious about growing your list you should be submitting articles on a regular basis. If you're not doing this then you're simply not serious about building your online business.

So knowing this, from hereon in I assume you are willing to write articles. If not, then you don't need to read any further as what you're about to learn is for serious marketers only...

The basis of what Jimmy teaches is that everyone on the net is looking for useful information relating to their needs and interests. In other words, they're looking for stuff that they can use for their own benefit.

Knowing this, the simple idea that Jimmy explains is to write an article that shares a number of resources on a particular niche topic and then include your own resource (mini-course, report, newsletter, etc) as one of the top resources.

This is a form of "stealth" marketing to promote something without actually coming right up front and promoting it - if you know what I mean.

And the great thing about this method is that you can then go and approach the owners of the other resources you share in your article to create a JV to promote your article to each of your lists.

So if you list 10 resources, all of a sudden you have 9 other list owners promoting your resource to their list. This means even more exposure your website, which in turn gives you the chance to capture more subscribers.

Do you see how this has the potential to explode this into something massive?

Now there are many more extremely effective tips and ideas included in Jimmy's article series that will vastly boost your visitors and grow your list to extreme proportions, but like I mentioned previously, I can't go into details about these.

The important thing is that this gives you a brief outline of an idea that you can use to grow your own online business - and what you do with it is up to you.

Just be aware that this method is very effective and before long many others will be jumping on the bandwagon and using it, so if you want to get maximum benefit from this strategy you need to take action today.

Your Own Attitude Makes the Difference!

In life there's a huge variety of things that you can't control, no matter what! Nevertheless, you should never let those things, regardless of how bad they are, defeat you.

Remember that, no matter how bad the situation gets, you're the one who decides how to react to it and how much it can affect you.

It is essential to always meditate on the positive aspects of any occurrence. In other words, try identifying the good parts in everything.

Even though it might sound extremely hard or very foolish at the beginning, seeking the good aspects in the worst situation of all will help you exercise your way of thinking and, in no time, you'll find yourself meditating in an incredibly constructive and positive manner.

The question is how to find the power to analyze everything in a good light, when things can't get worse than they already are. The answer is to detach yourself from the facts. Remember that most things in this life are temporary and you have to move on, no matter what.

Also, if you train yourself to smile a lot and be polite to the people around you, you might discover that, in fact, this actually represents an efficient medicine against bad thoughts and a healthy attitude towards life can sometimes play a crucial role.

Nevertheless, remember to seek out the lesson you should learn after a disgraceful occurrence.

Have a learning attitude towards whatever happened and try to convince yourself that all is for your own interest - after all everything bad that happens to you can only make you wiser, stronger and contributes to your self- improvement, if you know how to turn the situation in your favor.

When there is an extremely difficult problem to solve and no solution seems to fit in, remember to change the perspective from which you're analyzing the data. Getting awfully frustrated and not being able to think clearly, will definitely not lead you to resolving the issue.

On the other hand, if you meditate and try to observe the situation from another perspective, which is, if not better, at least less harmful, you might soon identify a way to solve the problem.

If your worries are related to your future, strive to impose to yourself that you can reach the goal, no matter what!

You have to have a winner's attitude in order to defeat the problems. This is why, you also have to remember that, in a certain way, the others share the same attitude that you have for yourself.

Consequently, if you're nervous, afraid you might fail, unconvinced with your actions, etc. people around you will perceive you exactly as you perceive yourself.

Not in vain do they say that what others think about ourselves, is in fact, the reflection of our actions, which is actually the reflection of our attitudes.

The good thing about attitudes is that one can change or educate them and it has been proven that a good attitude toward everything around you is more efficient than any drug. It's free and it can only produce good results, so have an open attitude about it!

Check Out This Video...



Last week you may recall the promotion for the Rich Jerk's X-Ray tool. Well, you gotta check out this video from John Jonas. This new software is like nothing you have seen before.

You can do meaningful keyword research to find profitable keywords AND affiliate programs in Google Adwords AUTOMATICALLY!

[Undercover Profits](#)

Help Wanted...

Are you someone with good writing and editing skills? Do you know how to create and edit web pages? Do you know how to "work with (ie. Edit)" PSD graphics? Do you know how to FTP?

I am looking for one person to be my assistant...my "Go To" person to help me with my growing list of tasks.

What's in it for you?

Get an inside look at a successful and growing Internet Marketing business.

Learn some of the things I do to generate an income.

An opportunity to make connections with my list of marketers and JV Partners. This could be very valuable if you are creating you own products (although I can't make any promises here...)

If this sounds like something you may be interested in, contact me at mike@mroverdeliver.com – Tell me about yourself and why you would be a great fit and what some of your goals are.

That's A Wrap!

That wraps up another week's newsletter and I hope you enjoyed this issue.

Don't forget to send me any comments or questions you may have to the Feedback Loop. I would be only too happy to help you in any way that I can.

From time to time I'll send you important updates that will provide information that has the potential to greatly improve your online busi'ness... and of course your profits!

However, you can rest assured that I will only ever recom'mend products that are considered to be of HIGH value and will provide indisputably benefits to help you grow your business... that's my guarantee!

To Your Success,



Michael Ambrosio

<http://www.mroverdeliver.com>

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