

Cheney's Newsletter

July 30th 2007



“A moment’s peace and sanity in a hectic world”

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“The Story Of Kevin – The Guy Who Never Gave Up”

Several months ago I received an email from a guy called Kevin.

Like many other Joint Venture approaches I get it was written in the vein of “I’ve got this product – you have to see it – your list will love it”. What made this email stand out though was that it had emotion and real quality oozing out of its every pore.

I just *knew* the moment I saw the email that this wasn’t like all the rest – this was something genuinely special. As soon as I saw the site my reaction was confirmed - **I nearly spilled my tea whilst looking at it.**

Not only had this guy ‘modelled’ my approach to creating a product he had, in some areas, far surpassed it. I was both shamed and honoured at the same time!

The guy’s name is Kevin and he’s put together such a tremendous product here that I *knew* I had to tell you about it.

But this was way back in February this year! I was so busy with launching my own product and then moving house, getting married and going on honeymoon that this whole ‘Kevin-thing’ got put on the back burner.

But you know what?

Kevin didn’t give up. He kept prodding me, nudging me and reminding me. Not just with emails saying the same thing but with questions like;

“Have you see this part yet?”

“I’ve spent around 20 more hours creating some extra material for this section – have you checked it out yet?”

Whenever I revisit his product it’s even more comprehensive than the last time – **the guy just can’t be sleeping because all his time seems to be spent improving his product.**

It was the combination of Kevin’s honesty, persistence, excellent product and his obvious desire to go the extra mile in everything he does that made me realise I had to tell you about him. He truly deserves amazing success for what he’s invested into this.

Kevin is destined for great things in internet marketing – I can feel it in my bones. And I'm really excited that you and I get to share in part of this together at the early stages.

I've had emails from you already asking for more information about the product so what I'm going to do is create a video review for you on it. I'm still only part way through Kevin's product (you'll know why when you see it!) but once I've taken a good look at everything I'll run the video by you so you can see it for yourself.

I'll send you the video review in the next day or so.

“Yes! My Wife *Does* Exist!”

You get some funny emails in my line of work I can tell you! Not long after I started sending out these newsletters people started asking to see photographic evidence that my wife actually exists! E.g.

“Michael – show us some pictures of your wife, does she make you look like Quasimodo or something?”

So, I've got her permission, here's a photo of her followed by some snaps I took around the grounds of my house in the past seven days.



My wife, Laura



My back garden minus the trees! Looks pretty bare ey? I will be laying some lawn down here soon and also getting a fruit and veg patch to grow my own supplies! The building you see is my spare barn that I'm going to convert into a home cinema and games room. (If Laura lets me!) ☺



Clover flower in the sunshine



*This is what I'm in front of when I do my teleseminars and Skype calls – toasty!
The cut-down trees from the back of the house will end up inside this in Winter
once they've dried out.*



*I'm finally getting the hang of my new camera – I took this on Saturday. It's the
first nice-looking sunset we've seen in the new house.*



Evidence that the sun does occasionally shine in Scotland!



A native of my garden eating some weeds – hope he won't be this hungry when I start growing my own vegetables!

“Stuck? Step Into The Changing Room..”

You know that horrible feeling where you get really stuck with something? You just can't seem to move forward and you're staring at a blank page. You start drumming your fingers on your desk or stroking but your chin but still nothing happens.

You're waiting for inspiration of some kind to help you overcome this hurdle and what happens? Nothing..

You know what I do when this happens to me?

I change rooms. That's right – I just stand up, walk off and go to another room. This is especially effective if you always use the same room to work or generate ideas in an this can lead to you associating that space with being frequently stuck or frustrated.

If you have a laptop it's dead easy – you just pick it up and walk off somewhere. I prefer to choose somewhere totally different. You'll find the best results are when you go to a room that is the opposite to the one you were stuck in – go from light to dark, warm to cold, quiet to loud etc.

If you have the option of actually going outside and leaving the building altogether then this is even better. Sure – you might not be able to take your computer with you but you can take a notepad and pen for your ideas. If you're on the 121st floor it might not be very practical but you could still stick your head out of the window to get the fresh air!

The point here is not to sit doing nothing for too long – the very physical act of moving will get your blood flowing, increase oxygen to your brain and get your grey matter working better for you.

So – don't get stuck on that challenge – just *change rooms!*

“My Big Announcement Is Coming..”

I have been devoting a lot of time to creating the foundations for my new business which I'll be able to reveal to you shortly.

I've been speaking to my peers and mentors and they are excited as me about what I've got in store for you.

You need to keep your eyes peeled in September as I'll be making an announcement and also looking for a select small group of people to put the first prototype of my new product through its paces..

To your continued success and momentum,



Michael Cheney

P.S. As my video review of Kevin's product isn't ready for you yet I suggest you go and watch this video instead. It has ***nothing*** to do with Internet marketing but I loved it and hope you do too;

WATCH THIS NOW: <http://www.ted.com/index.php/talks/view/id/71>

Speak to me!

Go tell me your thoughts / questions / rants / raves here;

<http://www.michaelcheney.com>