

# Cheney's Marketing Newsletter July 12<sup>th</sup> 2007



*“A moment of peace and sanity in the  
hectic world of Internet marketing”*

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# “So Why Another Newsletter?”

You're right – I did just send you a newsletter a week or so ago but you liked it so much I've created another one for you. ☺

I've been really busy this past week planning the last half of this year – got myself a massive magnetic wall planner and also took a few days out of the business to work on my goals, personal plans and business targets.

As part of this I've decided, from now on, just to handpick **one excellent product a week** to tell you about which, when you look at the volume of new products coming to market now, is not an easy task!

## “Ex-Gangster Turned Internet Marketer Reveals His ‘*Site Stealing*’ Secrets Next Week”

**This week I've been reviewing a new product that a lot of marketers have missed the boat on** and it's being unveiled on **Tuesday 17<sup>th</sup> July** next week.

The marketing tactics being employed made me laugh so much (**plus the product is superb and the man behind it is a genius**) that I just *have* to share it with you..

..all will be revealed on **Tuesday 17<sup>th</sup> July next week** but until then, here's a mugshot of the mastermind behind this product launch;



*WHO is this ex-gangster? HOW come there are there bullet holes on his website? And WHY are his shady tactics going to have the whole IM world talking next week? Stay tuned! ☺*

# A Week In Photos

You said you enjoyed looking at my photos from last time so here's some more for you. And thank you by the way to you comedians who said I'd hid my wife in the last photos because she was a lot prettier than me and I was like quasimodo! 😊



← No prizes for guessing what this guy's upto in my front garden. I decided I have too many trees (over 100 I think!) so got some experts in to chop a few down.

Now before you start emailing me about the green issue – I have already planted more trees this year than I've cut down so the planet is ok!

I had two trees taken down from my front garden to let more sunlight in and then around 20 or so from the back of my house to create space for a new second garden.

It's cool because the tree surgeons chopped all the wood for me and I get to burn that on my wood burning stoves in the winter! You need lots of fuel to stay warm here in Scotland I can tell you!

*Tree surgeon cutting down my trees*

Last weekend I travelled down to England to see my family. That's where I'm from although I now live in Scotland.

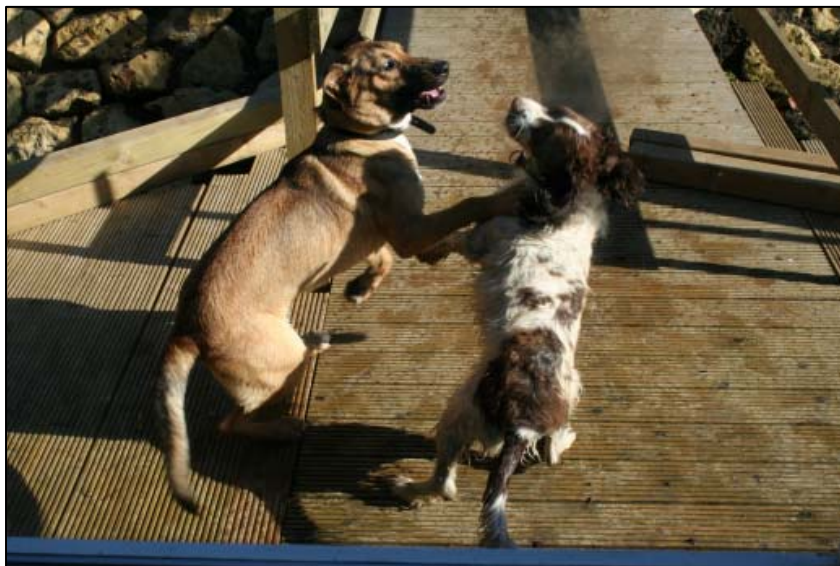
I stayed with my brother and for the first time ever took my dog Max down with me – even though it's a 400 mile journey in the car!

Here's a picture of him I took of Max – I was inside my brother's house and he was outside, howling *"Please let me in!!!!"*;



*Why is my dog Max barking "Please let me in!" from outside the patio window?*

Max was howling because outside he was trying to fend off a 'new friend' who was a bit too playful for him (my brother's dog *Bingo*);





*Life in the country – took this one whilst out walking the dog  
about 5 minutes from my house*

I just got a new digital camera and have been out and about snapping happy! I'm going to take the camera out with me into the local forests and see if I can catch some of the deer on film – they're pretty shy but I've seen a lot of them when I've been out walking.

Well – that's it for the photos.

**Remember – I give you what you ask for. What do YOU want to see in this newsletter? Post your response over at;  
<http://www.michaelcheney.com>**

## **Jump On The Bandwagon And Buy [Whatever] Now!**

You might have noticed that I've not sent an email promoting anything this week.

That's because I don't believe in bombarding you for the sake of it just because everyone else does.

Sure – some days you *will* get an email from me – but **only if it's a superb product that I truly believe in and know IN MY HEART OF HEARTS will make more money for you.**

So, I make no apologies for the fact that I have not cobbled together some last minute promotion for you just to coin in a few more notes off your back.

**If there is something truly valuable and worthwhile that I know you NEED to hear about then I will email you.**

I know that what we have going here is a **TWO-WAY relationship** – I rely on you just as much as you rely on me. I give you my free advice, opinions and knowledge I've built up in the past 10 years and you give me your eyeballs every so often and, if you choose to do so, your business.

I'm going to spend the remainder of this week fully analyzing this gangster "site stealing" product I told you about that's coming out on Tuesday. Between you and me – there's nothing actually illegal about it but some of the techniques are red hot and are going to ruffle a few feathers in the IM world! ☺

From the feedback you've given me recently I'm going to help you by giving you all the information you need to decide whether you will buy this product, or not. Insider tours, honest feedback, the negatives as well as the positives and information on how you can quickly use the product you buy to your biggest and quickest advantage.

You'll also be getting a nifty bonus from me too – all will be revealed next week.

Speak soon,

A handwritten signature in blue ink, appearing to be 'Michael Cheney', written in a cursive style.

Michael Cheney

**P.S.** You're going to discover how you can legally 'steal sites' on Tuesday 17<sup>th</sup> July next week when I'll reveal to you WHO this man is, HOW he makes his fortune and HOW YOU can copy his underground tactics;



*This ex-gangster 'steals sites' for a living and he's going to show you exactly how he does it on Tuesday 17<sup>th</sup> July next week, watch your Inbox! ☺*

**P.P.S.** You want another snippet about this thing? Ok, ok. Look – the guy has just sent me the sneakest of previews and I've started going through all the materials. I can show you this screenshot of the site header (some of it) to whet your appetite until Tuesday 17<sup>th</sup> July next week..

NAME CENSORED until  
Tues 17th July 2007

**Better Than Robbin' A Bank - 'Cuz It's Legal!**

