

# Cheney's Marketing Newsletter



## **In This Issue**

Adapting To Country Life	Page 2
Shh! Don't Tell Anyone This But..	Page 3
It's Oh So Quiet	Page 4
Things I've Finally Done That I Should Have Done Sooner	Page 4
It's Simple. It's A Machine. It Makes You Money.	Page 5
Tell Me What You Think!	Page 7

# Adapting To Country Life

Well I'm in the new house. Phew! That was a lot of work.. but now I can sit back and enjoy the fruits of my labour.

This house *really* is in the middle of nowhere – I can't believe I can even get broadband out here when I look out of the window and all I can see is fields and cows.



*Max enjoying his new freedom in front of my new house*

My dog Max is absolutely loving it (see above!) and you can't beat the peace and quiet alongside the feeling of living from your own natural water supply and burning wood on an open fire for heating.

I can see me spending many, many happy years in this house and I know that the new environment will have a positive effect on how productive and creative I can be.

In fact, I'm already starting to feel the benefits of all the fresh air and lack of city noise. Is there something YOU can do to improve the environment you work in?

It doesn't have to be as drastic as moving house but even if you're only able to do your "Internet work" a few hours a week you need a calm, tidy place to do it in – you'll be more productive as a result.

Try cleaning that desk or getting rid of all the junk. Throw stuff away! Bin those old dusty files and folders and give your working environment a new lease of life!

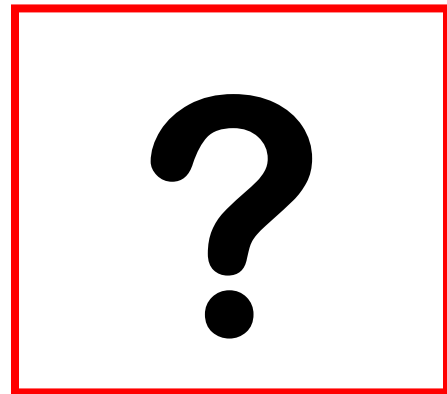
Seriously – you'll find it will re-energize you and give you momentum to keep working towards success on your latest project.

## **Shh! Don't Tell Anyone This But..**

You are the first to know about this. Honestly now. Zero hype. I'm working on a Top Secret Project and all I can tell you about it right now is the date – **7<sup>th</sup> July 2007 or 7/7/7**. You won't forget that date will you?

Why so secretive?

Because this idea is so big there are hundreds of people out there who would chew off their right leg to beat me to market with this idea.



I'm in the process of setting up an entirely new company for the sole purpose of bringing this concept to market.

You want some clues you say?

All I can say is **watch out for 7/7/7** and remember that I warned you it was going to be big. No - it's not an ebook or training videos. It's something VERY different and I know you're going to love it.

Anyway, enough of the cryptic stuff..

# It's Oh So Quiet..

I've been trying to curb the amount of emails I send you – maybe you've noticed?

So you will see that I didn't contact you about StomperNet's relaunch.

Nor did I email you about the new free report from John Reese (though you should check it out if you haven't already). No affiliate link, just get it from here;

<http://www.income.com/blog/>

There are SO MANY products coming out nowadays that my Inbox is getting inundated with offers, promotions and invites to become a Joint Venture in new launches. It's all a bit manic and totally in contrast to the tranquility I see out of my window in my office as I type this.

I'm sure you're the same.

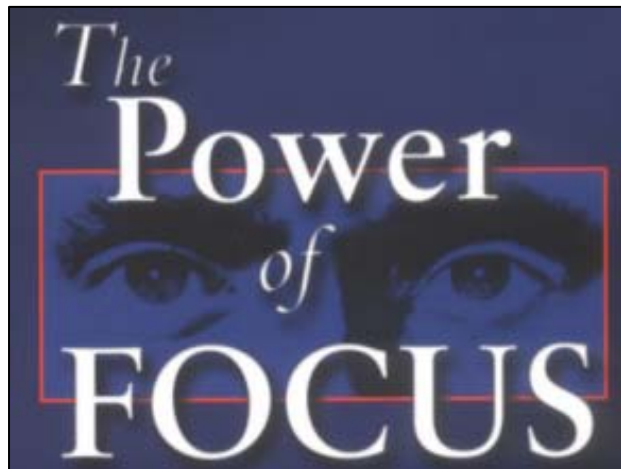
So to try and help you I have cut down on the emails. In fact, when I go away on Honeymoon in June then things are going to get VERY quiet. ☺ Yes, if you didn't know – I am getting married very soon and heading off to the distant islands of Hawaii for most of June to celebrate. Should be fun!

# Things I've Finally Done That I Should Have Done Sooner

If you're anything like me you probably have your own list of things that you have meaning to do for a long time but just haven't got around to doing?

Well do yourself a favour and just crank through them in the next 48 hours. Seriously – knuckle down and get them scored off your list, you'll feel WAY better for it.

Here's some that I finally got done



this week;

**Organized my filing cabinet** – I recycled a dead weight in paper, a great feeling!

**Started reading “The Power of Focus”** by Jack Canfield and Mark Victor Hansen. This was recommended to me by Tom Beal and Mike Filsaime at their New York event earlier in the year. Only just started but I can see already it’s going to have a big, positive effect on my life.

**Ordered “The Secret” on DVD and you should too!** The Secret, in case you’ve been living under a rock for the past two years has become something of a phenomenon. Again, no affiliate link, just go to [www.theseecret.tv](http://www.theseecret.tv) and see what I mean.

## It’s Simple. It’s A Machine. It Makes You Money.

When Wayne Van Dyck (see right) created his product he decided to call it something that perfectly describes it. So he called it “**Simple Money Machines**”.



*This is Wayne*

Now this isn’t some Ebook that is claiming to be a system.

This isn’t a ‘special report’ that is claiming to be a machine.

**It actually IS a machine** (piece of software) that automates a lot of the money-making processes online.

It sounds impossible and I’ll be straight here – **I thought it was all hype when I first came across it.** And unless I’d [taken it for a test drive](#) I would have dispelled it as over-hyped nonsense.

I’ll show you the [video of my test drive](#) in a moment but first let me say..

It really does work.

Here’s a taster of what Wayne’s Simple Money Machines does for you;

- Complete web hosting

- Automated domain name registration and set-up
- Simple beginner-friendly, zero techie web page builder
- Powerful headline generator
- Automated split-testing of sales copy
- Email autoresponder
- Automated traffic and ad tracking
- Website audio for increased sales

It does all this for you in a simple step-by-step way and it is, hands-down, the easiest way to create your own website that I've ever used before. It's real push button stuff.

**Now this product deserves to sell a TRUCK LOAD but it won't.**

**You know why?**

Because people don't like things that *look complex*.

The truth of the matter is that although **Simple Money Machines** is a great product, in the LOOKS department it's kind of been hit with the ugly stick I'm afraid. (Sorry Wayne!)

Now for that reason some people are going to be put off because they'll think it looks complex but it's not! So please don't be one of them.

Go and have a look for yourself and you'll see just how easy using this tool is by **watching my test drive video;**

**<http://www.michaelcheney.com/simplemoneymachines/>**

# Tell Me What You Think!

I want to know what you think about this newsletter and the way I communicate with you..

.. so go ahead and post your comments (I'll read them all) over at my Blog;

<http://www.michaelcheney.com>

As soon as your comments are approved they'll be added to the live blog for all to see!



Speak soon,

A handwritten signature in blue ink, appearing to be "Michael Cheney".

Michael Cheney