

# Cheney's Marketing Newsletter July 23rd 2007



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

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# “The Oxygen Your Website Needs To Live..”

You might remember me sending you a survey this time last year when I asked what you most wanted to know about? You know what the answer was? TRAFFIC.

That’s right – it doesn’t take a rocket scientist to know that of all the things you need as a website owner TRAFFIC is right up there at the top of the list.

*Traffic is like the oxygen your website needs to live.*

That’s why I’m especially excited to have unearthed a real gem for you this week.

Now firstly let me tell you – this is *NOT* some massive launch where everyone and their dog starts promoting something. The product has already been live for a week or so and it’s *gone under the radar* of almost all the gurus.

Why haven’t they noticed it?

Because the man behind it, Costa Dedes, is underground.



*Costa Dedes, quietly raking it in right under the gurus’ noses*

Costa is making fortunes in several different markets and is not even a recognized name with most of the gurus. But I was lucky enough to meet this elusive character in person a few months ago and I’m going to tell you all about that meeting and how he’s raking it in using simple traffic methods he applies in a diverse range of markets.

Anyway, watch out for some emails from me this week about Costa’s traffic system – I thought *I* knew a lot about traffic until I saw Costa’s system. Watch out for my video on it soon.

# “How Did A 24-Year Old British Kid Make Enough Moolah To Buy His Own Ferrari 430, Porsche 911 and \$1M Ocean-front Mansion?”



*Andrew Fox and me in New York*

This is Andrew Fox. He is an unstoppable Internet marketer who both *inspires* and *infuriates* me at the same time.

## **Why does he inspire me?**

Because he is one of the most successful marketers I know. He already owns a \$1M mansion, a Ferrari 430 and a Porsche 911. They're just toys I know but the thing is – he's been making huge profits in business since he was 16!!! Not only this but he is totally grounded and shuns the limelight to just focus on growing his business.

Andrew is prolific in his work and has created a ton a successful SIX FIGURE launches recently as well as being the top affiliate for countless other products.



*View from Andrew Fox's \$1M mansion in Ireland*

### **Why does he infuriate me?**

His brain is wired funny. Honestly – it is just wired different from the rest of us. I know this because he cuts through junk, fluff and distractions like a knife through butter. You can be struggling with a hugely complex and tasking issue and you'll ask for Andrew's advice and he'll give you the best possible solution in about 20 seconds without even blinking.

He makes everything look so easy!

I know this because he's my friend. A true *online and offline* friend. In fact – I spoke to him on Saturday. It was then that he told me about his plans for this September that I have to share with you.

No exaggeration - you are one of the first people on the planet to hear about this, Andrew (or "Foxy" as I call him) only told me 48 hours ago!

### **Why am I telling you about Andrew Fox's brain?**

Because on Monday 17<sup>th</sup> September – *I WANT YOU TO WRITE THIS DATE ON YOUR CALENDAR NOW* – on Monday 17<sup>th</sup> September Andrew is giving you *direct access to his remarkable money-making brain.*

For the first time ever he is going to be giving a select group of people access to his inner circle and COACH them on how to copy his exact money-making formula. I've already secured my place with him and I plan on visiting him over in Northern Ireland before September to see if I can get you some exclusive tidbits and juicy morsels of his grey matter. Stay tuned..

## **“Take Time Out To Have Fun!”**

I know how much you love this stuff and I enjoy taking the photos so much I thought I'd share a few more with you. 😊

Don't underestimate the power of taking time out and just having fun – it's easy sometimes to get caught up in the busy-ness of life and business and forget about the REALLY important things like sunshine, laughing, friendship, relaxation and reflection.



*Max enjoying a bone in his favourite spot in my front garden*



*Max and Coco (the in-laws' dog) enjoying the scenery near my house*



*Just clouds. Looked up and saw these shapes, thought it made a nice photo.*

# “My Final Thought..”

You might recall a few weeks ago that I’ve been devoting some time to planning a new direction for my life?

Well, I’m getting closer to being able to announce publicly what that is! I will still be keeping my hand in Internet marketing and my new direction will help me to help you even more.

I’m really excited about it – it won’t be for everyone but I know, deep down, that this is the right move for me and the best way for me to make a positive difference in people’s lives.

**As always – I want to hear what YOU think about this newsletter or how I’m communicating with you. I READ EVERY SINGLE POST so make yourself heard now;**

<http://www.michaelcheney.com>

Speak soon,



Michael Cheney

**P.S.** Watch out for a video from me this week where I’ll share with you what I learned from Costa Dedes and how it’s going to help you get a TON more traffic into your website..



*What Costa Dedes doesn’t know about traffic isn’t worth knowing. I’ll tell you more this week – I’m still going through his system myself!*