

=====
NewbieShock - The Ezine, Issue #1

Neil Shattles, Pale Horse Marketing

www.newbieshock.com
=====

Greetings, [[name]]!

Neil Shattles here, with Issue #1 of "NewbieShock - The Ezine."

Well, here we go on what I am convinced will be a wonderful, mutually beneficial journey.

You say you didn't know you were signing up for a journey?

Well, that's what having your own business is - a journey. There is SO much that could be said about that metaphor - and in weeks to come you can bet I will - but let me leave it at this:

Isn't a journey so much more enjoyable when you don't have to go it alone?

I thought so. That's why I'm here with you, but even more, FOR you.

[[name]], I'm going to make this brief today. Don't think this first issue is at ALL typical of what is to come. I am like a kid in a candy store right now. I have made some eye-popping discoveries, and I have SO much I want to share with you that I scarcely know where to begin.

But begin I will.

This week:

1. What Lies Ahead
2. Something Of Value I
3. Something Of Value II
4. It's A Wrap

1. What Lies Ahead

Just a taste:

=> Articles. By me and others (many of them *genuine* gurus), containing some of the VERY BEST helps and information anywhere. I have at my disposal (i.e., on my bookshelf and the old hard drive) literally THOUSANDS of resources - with more arriving *every day*. My collection comprises a priceless education resource in itself. I can't wait to share with you.

=> Downloadable ebooks and special reports. (I'm starting you off with a GEM today).

=> E-courses (i.e., instruction by e-mail, over a period of days)

=> Special subscriber-only offers

=> Too much more to mention here -- really!

2. Something of Value I

Too many marketers make ezine content an afterthought (Result: I've UNsubscribed to many). Some consist, week after week, of just ONE article -- usually written by someone else!

Are you kidding me?

Why even bother?

Too many others are hype and empty promises; little more than house organs, thinly disguised excuses to push product after product.

NewbieShock stands for none of that.

=> The focus will be: useful, quality content, every issue.

=> Not every issue will have something f*ree, but each will have *something of value*, designed for your success. If you succeed, I have succeeded, because I believe Napoleon Hill:

"It is literally true that you can succeed best and

quickest by helping others to succeed."

=> I learned the concept of "over-delivering" from mentors like Phil Wiley, Michael Campbell, and Dr. Andy Williams. Their ezines are a masters course in successful marketing. I feel utterly *schooled* after every issue.

That's my plan for NewbieShock

In the future, NewbieShock may become a paid-subscription newsletter, but for now, you can help it remain f*ree by supporting our sponsors.

3. Something of Value II

Today, it's from another mentor, Jim Edwards. It won't make you an overnight success; it just prepares you to be. I call it "winning the battle in the mind."

Trust me - you'll hang on every word. If you'll actually read it. It IS that good. (Jim don't make no junk).

Go here to pick it up:

<http://www.palehorsemarketing.com/guaranteed-success-thinking>

3. It's A Wrap

I will plan to publish each issue on Thursdays. Bonus issues will pop up now and then when something's too good to wait for the next issue...

So long for now.

Neil

=====
THE LEGAL STUFF
(The government made me do it...)

Copyright 2004 Pale Horse Enterprises. All rights reserved world wide. All trademarks and service marks

are property of their respective owners.

Original content of this newsletter is based on the author's personal experiences and knowledge. Borrowed content is the property of the copyright holder and is endorsed by me.

Neither Neil Shattles nor Pale Horse Enterprises assume any liability whatsoever for the use of or inability to use any or all of the information contained in this publication. Use this information at your own risk.

PRIVACY POLICY: I never sell, rent, trade, or lend my e-mail list to anyone, for any reason, whatsoever. I assure you that your privacy is respected and well protected. In short, I HATE SPAM.

TO UNSUBSCRIBE or CHANGE YOUR EMAIL ADDRESS:
Please use the link at the bottom to manage your subscription options.
Thank you!

TO OUR SOON-TO-BE SUBSCRIBERS:
If you're reading this because someone forwarded it to you, we welcome you! I hope you'll want to get your own subscription, which you may do by clicking here:
<mailto:newbieshock@getresponse.com>

We use "double opt-in" to make sure someone is not falsely subscribing for you. Simply reply to the confirming e-mail and, if you have s*a*m filtering, remember to set you white list/permissions list to allow messages from newbieshock.com.

NewbieShock - The Ezine is published weekly on Thursdays.

Neil Shattles
766 Baskins Circle
Winder, GA 30680
(770) 656-7819
<http://www.newbieshock.com>
<http://www.palehorsemarketing.com>
<http://www.endzonereplicas.com>
