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## Awesome Mark - You made it!

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## Relaunch Of The Late Night Internet Marketing News Letter

Hello Mark ;

I'm very excited to announce that my new email news letter series is finally here. You are getting a copy because you subscribed on July 23, 2013. I hope you'll stick around to see all of the new great content that I have planned.

Apologies if you were one of the few people that got an email out of sequence yesterday. Those problems have been corrected and your subscription has been reset to the beginning of the series as it should be.

Over the next 5 days, you'll see some amazing content (one email per day) in the form of a 5 day eCourse on internet marketing. After that, you'll get an email from me once per week for as long as you remain subscribed.

You can read more about what I have in mind here:

<http://www.latenightim.com/list>

I hope you enjoy the new direction, energy and content.

Best regards,

Mark

## Welcome To The Late Night Internet Marketing Newsletter

Hey there, Mark -- thanks for trusting me with your email address. **Seriously**. Thanks. Speaking as a guy that has 6,351 unread messages in his GMail inbox, I understand that giving away your email address is a big deal.

Because of that, my plan with this email newsletter is to deliver **crazy awesome value**. So much value that you will **rush** to open my emails when they come because you can't wait to hear what I have to say. That may sound a little silly to you -- but that's my goal.

### **Here's the thing...**

I'm trying to be different than most of those other guys in the internet marketing space. I'm a real guy with a real day job. I have an internet business because I love it. Mark Mason is my **real name**. I live in a suburb of Dallas, Texas called Allen. I have four kids and a dog named Sport. I help people online because helping people makes me smile. I've been working in the internet marketing space since 2007 (you can read more about my journey in the [about page](#)).

But the bottom line is, I'm probably a lot like you. And **I can help you**.

More importantly, **I want to help you**.

Why? My guess is that you might just be where I was back in 2007, and you subscribed to my newsletter looking for no-nonsense answers about internet marketing. If that's the case you're in luck! I'm a no-nonsense guy who uses words like **honesty, integrity, transparency and value** when I'm talking to people about my online business.

Make sense? Great! So, here is what you can expect over the next few weeks:

- **A quick eCourse**. Over the next five days, I'll email you each day with my brief overview of internet marketing eCourse. This is really helpful to get everyone on the same page. I remember clearly when I was getting started that I did not even know what all of the words meant. So getting people up to speed painlessly is really important to me. Don't skip this even if you are an old hand at internet marketing -- it's a fun and easy read that will help you with the big picture.
- **An informational email about once per week**. Forever. Great quality information doesn't end after the eCourse. In fact, the eCourse is just the beginning. I've learned a lot about internet marketing since 2007, and I have a lot to share. And share I will. So about once a week you'll be hearing from me on a variety of internet

marketing topics that I think are critical for your success online. Topics will range from SEO to motivation to traffic to social media and more. Much more.

- **A monthly blog summary email.** About once a month, you'll get a summary email from me that details what has been published on the blog in the last month. It's an automated summary (and I am not a big fan of emails like that), so I only send it once a month. If you want more frequent update, you should consider subscribing to my RSS feed.
- **Occasional promotional emails.** Don't panic. These are few and far between. One of the things that I am known for is that I only promote things that I have used myself. This means that if I do promote something, that I really love it, and I think you will too. As a result of this strict criteria, I don't send many promotions.
- **Free resources.** Keep your eye out for free downloads and other cool stuff. I'll be sending stuff that I think will help you (reports, eBooks, keyword lists, PLR, etc) periodically.

I hope all that sounds exciting to you. I am certainly fired up about it.

### **And here is the best part.**

You should know is that I am "available" to you. I try to answer every email, every blog comment, every support ticket, every tweet and every facebook wall post. Now, obviously I can't solve everyone's problems by email (**there are not enough hours in a day**). But if you have an internet marketing question, reach out to me. If I can't answer you directly, I'll tackle your question in a blog post or podcast episode (did you know that I [have a podcast?](#)).

### **Don't believe me?**

Head on over to my [FaceBook Fan Page](#) and introduce yourself. See what happens. Prepare to be amazed as I actually say hello back to you within a day. (Not my assistant in the Philippines either. Me.). Try it. I dare you. :)

### **What next for us?**

Well, I hope you are smiling inside. I am really excited. Through the miracle of modern technology, you'll be getting **Day One** of my eCourse on internet marketing starting tomorrow. Until then, I'd like to recommend that you read the Getting Started section of my blog. The LateNightIM blog is the hub for everything that I do online, and the Getting Started section will help you get oriented.

Until tomorrow..

Mark



Mark Mason helps people just like you understand how to start and build a profitable internet business on-line in their spare time



Visit my **Recommended Resources page** to see the tools I use for success with my Internet Marketing



Subscribe to **The Late Night Internet Marketing Podcast**

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