

Hi

I've never been to a wedding like it before and I suspect I will never see one like it again . . .

I'm talking about Biz Opp Jungle's Charlie Wright's nuptials . . .

But before I give you some of the jaw-dropping details, let me give you a few dates for your diary.

First off, see if you can make it to London's Olympia on either the 2nd or 3rd of November.

YOu see, the Business Opportunity Show is coming to town. Now this is significant! The last time a biz opp exhibition was on in London was the mid 1990s. I remember meeting Andrew Reynolds who was then a virtual unknown in the biz opp world. He had a small stand selling his Bill Myers video sets through Manhattan Direct.

But I digress . . . the good news is you can reserve free tickets for the show by going to this site:

<http://www.businessopportunityshow.co.uk/>

I also want to give you a tip. If you go on Saturday, make sure you go to Roxanne Cross' Trading financial Markets (Forex & Indicis). I think it is sometime in the afternoon.

Full details here:

<http://www.businessopportunityshow.co.uk/seminarsandworkshops.asp>

I know Roxanne very well and rate her VERY HIGHLY. If you see her please say 'Hi' for me. You'll also find her on Stand 632.

I love going to these exhibitions (and so should you) for the following reasons:

1. Research: what better way to get a feel for

the range of opportunities available than to stroll around a the stands and actually get to ask all those difficult questions you would never normally have a chance to do if you got a direct mail piece or came across it on the internet.

2. Networking: get chatting to other attendees.

You'll find that you will have a LOT in common with others. You'll realise that all the frustrations you might feel are not unique. If you're feeling a little down, then it's good to realise that there are plenty of others who are experiencing the same highs and lows of searching for a decent business opportunity as you are.

3. Become a list whore: yes, I love junk mail and try to get myself on as many lists as possible? Why? So I can check out the competition. See what's hot and uncover all the new products for review.

4. Motivation and Inspiration: obvious I know, but I always get fired up after visiting a show. I guess it must be all that focused entrepreneurial energy!

5. You never know who you might meet! If you decide to go on the Friday you never know we might bump into each other! I'll be wearing a 3 piece grey suit and will probably be surrounded by a clutch of beautiful women. Now before you jump to conclusions these women will include Heloise, my wife, Emily (wife of Charlie Wright: see below) and Helen Holden (my old co-publisher) . . .

If you do see me, please feel free to have a chat!

Now for another date for your diary . . . and this is something very special:

"You have just 7 days to get in on the biggest trading opportunity of the decade!"

We've all seen the long queues of worried customers trying to withdraw their savings from Northern

Rock. But did you know that this crisis is also providing some insiders with a massive money-making opportunity?

Here's why...

The US Federal Reserve recently dropped interest rates by a half a percent to stem the financial aftershocks caused by the American mortgage crisis. And this is creating a massive trading opportunity between now and Christmas. You see, with cheaper money flooding in, markets look set to trade back to all time highs, the dollar will continue to hit multi-year lows and crude oil is set to smash through an historic \$90.00 per barrel high!

All this means that you could get into some of the most profitable trades of the last 10 years! And that's why we have decided to open the doors of the Don't Tell The Professionals trading course to new students for one week only. Please take a look at the enclosed information. But hurry, the doors will close again at midnight on Sunday 14th October.

As you probably recall, the Don't Tell The Professionals trading course was so popular we closed the doors to new students back in July. We didn't plan on reopening the doors until 2008. However, global events have overtaken us and we have now drafted in extra support to make sure that no one misses out.

More details will be with you next week . . .

And The Groom Wore a Black Lame Suit,
chainmail belt and Stetson!

Biz Opp Jungle's Charlie Wright got hitched recently. The bride was our very own Emily Mason - web manager here at Canonbury Publishing.

The bride wore a beautiful turquoise Matthew Williamson creation, her hair crimped high upon her head, hooped gold earrings the size of saucers and a skull tattoo in the same turquoise as the dress.

Charlie wore Cuban heels, a black lame suit, chainmail belt, white shirt with feather detailing and

topped it off with a black cowboy hat. His best man (also his brother) donned a striking scarlet tartan suit.

Emily walked down the aisle, lead by 4 bridesmaids dressed in 60s mini-dresses to an obscure 60's garage punk song ('Psychotic Reaction' by The Count Five).

Trust me, if you think this is bizarre, it gets better . . .

After a brief civil ceremony, we had a couple readings. The second was the lyrics to Rick Astley's classic 1980's popstastic hit 'Never Gonna Give You Up' delivered completely straight-faced and deadpan:

"Give you up, give you up
Give you up, give you up
Never gonna give
Never gonna give, give you up
Never gonna give
Never gonna give, give you up"

Well you get the idea!

The signing of the register was accompanied by one of the bridesmaids playing an avant-garde Japanese piece on flute.

I could go on and on and tell you about the disco balls on each of the tables at lunch, the gravity defying wedding cake that looked like a sputnik, the wheels of cheese . . . but you really had to be there to appreciate it!

The happy couple are now honeymooning in - wait for it . . .

COLUMBIA!

Fingers crossed they're not detained by bandits or drug barons!

Also, I did my little bit for the couple, by offering my services as the wedding DJ. Charlie and I used to DJ together in some grimy London pubs 7 years ago.

Ever the marketer, I did my own bit of market research before going on. From my days DJ-ing in those rough pubs I learned from bitter experience

that you have to play to the crowd to make sure the punters enjoy themselves and yours truly doesn't get booed . . . or worse!

So, as I wasn't on until 9pm I mingled and asked all the women (this is significant as you'll see in a moment) what would get them dancing . . .

"Superstition by Stevie Wonder"

"Groove is in the Heart by Deelite"

"Kylie!"

"James Brown!"

Now, here's a DJ secret: if you can get women to dance, then you have 90% of your job done. And if women dance, then you'll find it won't take long for the men to follow (for obvious reasons!) . . .

I didn't try and play obscure tracks or be 'cool'. I found out exactly what my audience wanted and delivered it.

I'm glad to say my strategy worked and I had a full dancefloor for over 2hrs and a ripple of applause at the end!

Wherever I did stray from the core audience (into a couple of Ska numbers), the dancefloor did thin out and I quickly reverted to the tried and tested tracks.

Now, I think you can clearly see the parallels here with any business you may be starting up.

Don't try and be clever.

Don't try and be unique.

Don't try and shoehorn a product or service onto a market where demand just doesn't exist.

All you've got to do is identify your hungry market and find out exactly what it wants and make sure you deliver it . . .

Now you can see why so many 'info publishing' manuals, seminars and courses emphasise research as the vital first step to success.

Indeed, just today I was talking to a subscriber who was trying to narrow down his choice of niche area

for an eletter.

He was trying to decide between a specific area of natural health relief and holiday insurance. Now while both of these have a huge demand, I urged him to follow the natural health angle - in fact I suggested that he drill down even further and try and identify a specific ailment (let's say it was arthritis or back pain).

You see, that way you have an info-hungry audience who are unlikely to find a 'cure' to their malady. But there are certainly ways that pain can be alleviated. So you have an audience that is looking for timely and updated information and ultimately are more likely to buy related products and services.

And what about holiday insurance? Yes, this is a huge area and there are millions of hits every month online, but this market is completely sewn up by companies dedicated to creating websites designed to act as affiliate portals.

More importantly, although he may have been able to create an eletter, I don't think anyone would willingly subscribe and continue to read something which is in effect a one hit opportunity. Besides that, can you think of anything quite so boring to write every week!

OK, so people may be looking for holiday insurance one or twice a year, but someone with an ailment (or equally it could be a hobby) are interested in getting updates on that subject all year around . . .

Finally, as a little wedding present to Charlie (and Emily), why not check out Charlie's Inbox Tycoon opportunity that shows you exactly how to create your own niche eletter publishing business . . .

<http://www.bizoppjungle.com/cashgenerator>

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Regards

Nick

<http://www.canonburypublishing.com>
