

Special Note: I think this is the most powerful special report I have ever written. It covers many principles and tactics that are responsible for most of the wealth I have been able to build for myself. I would strongly suggest you **print** out this issue and **read it more than once**.

What you are about to read is more valuable than what you will find in many information products that you'd have to **pay** for. This is a ***HUGE*** report. Take your time to read it all.

INTERNET MARKETING: SPECIAL REPORT!



Advanced Internet Marketing Strategies, Techniques, And Ideas

From The Wacky Mind Of John Reese

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SHOCKING SECRET:

“The Biggest Niche Marketing Mistake That No One Knows About!”

Niche marketing. It's all the craze right now online. Finally. Other people figured it out. There's big money to be made by selling things online to tightly targeted niche markets – from information products to software to hard goods. There's a small fortune to be made by marketing to niche markets...

And that's what I've been doing... since 1991.

I started by selling little information reports to several niche markets that I could target through the classified sections of online services such as CompuServe, Delphi, eWorld, AOL, Prodigy, and others. Then the Web came about and started to take off in 1994. I ended up migrating to the Web and setting up specialized web sites to sell my niche market products – and I never stopped.

Today the niche marketing “game” is different. It's now much EASIER to identify opportunities and to exploit them. ***But only if you know how...***

While there have been tons of people “teaching” about how to get started with selling to niche markets online, almost all of them are missing one very critical element of the entire process. One that I feel is the “key” to success with targeting a niche market online.

I've sat back during the last few years and have noticed many of these people selling niche marketing “how to” information and software that helps people identify niche market opportunities...

And inside I've been laughing.

Now I don't say that to be mean. I say that because I get a chuckle from realizing how much of the process they are missing, yet they don't even know it.

What I am about to tell you is something that can make you very wealthy online. But only if you're willing to pay close attention to it, and actually learn what I am about to reveal to you. Then, of course, you must actually apply it.

The “key” for making a lot of money online with niche markets is to do keyword research and find niche market keywords that have heavy search volume (demand), but also have low competition (supply). In other words, there aren't many web pages ranked for these keywords. ***Right?***

BZZZZZZZZZZZZZZZZ. WRONG! THANKS FOR PLAYING!

This is exactly what almost every niche marketing course online is teaching. It's also the foundation for many pieces of software being sold to marketers. This couldn't be more wrong when it comes to making money from niche markets online.

Let me explain...

First of all, you probably don't know this (few marketers in the world actually do) but pay-per-click search engine programs (such as Overture and Google Adwords) have created something ***extremely powerful...***

They have created a real-time, lead generation marketplace. This marketplace represents what a lead in any given market is worth at that point in time.

Why is this important? Because if you know what the market says a certain lead is worth, you can make a distinction about how much money that type of prospect spends, and how lucrative that market is.

There's a reason "web hosting" terms are bid up to \$7.50 per click and higher. People in the market for web hosting services are worth a lot of money. Because they're about to make a purchase that can be worth as much as \$100+/month for a web hosting company that ends up with their business.

So back to what I was saying about the biggest mistake being people that are looking at high search volume keywords with very few ranked web pages or even very few Google AdWords advertisers...

This is a major mistake for a couple of reasons.

1. Don't kid yourself into thinking that out of the millions upon millions of people just dying to make some money online that no one has discovered a ton of niche markets online that you can go and make a ton of cash from tomorrow. Certainly that are "some" great niche markets waiting to be exploited. But more often than not, any of them worth pursuing are already being marketed to by others. (And this is a "good" thing which I am about to explain.)
2. In order to make maximum cash from marketing to a niche market online, you need to be able to leverage the resources of other people that are currently reaching that market online. (Your distribution.)

As I previously stated, the PPC search engines have created this real-time, dynamic marketplace for what leads are worth. Because of this, you can do a little research and find niche markets with what I consider "sweet spot" lead values.

The "sweet spot" lead values I find best for building a niche marketing business is between 5 cents and 30 cents per click. In many cases, it's more like 6-7 cents to 30 cents per click. Despite what many people are trying to teach, you don't really want to target a market where you can get traffic (such as on AdWords) for the minimum of 5 cents. Not unless there are plenty of advertisers AND they are keeping the cost down. You want the average bid prices to fall in a range between 5 cents and 30 cents.

Let's examine why...

If you identify a keyword that has less than 5 or 6 advertisers, it's probably not very good. (In most cases, and there are certainly rare exceptions to this.) You want to target a market that has TONS of advertisers, yet a somewhat low click cost that hasn't gotten out of control. There are tons of advertisers because there are many people that have built a business around that phrase and that market. This is a GOOD thing for you.

In addition to you wanting quite a few advertisers, the importance behind a low click cost is simple... it affects the overall metrics of your business. The cheaper you can acquire leads, the much weaker your site can convert visitors into sales for you to still make a profit. This is critical when selling low price-point products like software and ebooks. It would be nearly impossible to turn a profit if you had to pay \$1+ per click and you were selling something for \$40.

So that's criteria #1.

The 2nd criteria that must be in place when going after a niche market is that there are a lot of existing web sites on the Internet that are targeted to the niche market you are considering selling to.

Why? Because in order for you to build a business in a niche market, you will need to leverage the resources of others to grow a wide distribution. In other words, you must be able to tap into other sites online to use them for lead generation.

Otherwise, the only sales you will make will be what you can get from keyword search and you paying for PPC listings. This is certainly a decent way to make a little bit of money, but you're never going to build wealth and grow a real business this way. THIS is a mistake many people are making. And THIS is why many people are only making 2% of what they could be making in their niche market.

I want you to understand something...

One of the major differences with me compared to other Internet marketers is my mindset about creating new assets online that will make me money. Here's a very important distinction that I have learned to make. And this is one that you should write down on a piece of paper and keep near your computer...

"I don't believe in creating moneymakers. I believe in creating businesses."

(Please reread that statement a few times.)

If you're targeting a niche market just to run some PPC ads and make whatever you can from those ads, then you have a moneymaker. But if you target a niche market (with the strategies I just explained to you) you can position yourself to build and GROW a business around that niche.

If you haven't yet figured it out, an Affiliate Program is one of the most powerful ways to make money online. It's the ultimate no-risk deal having thousands of people all over the Internet linking to your site and sending you traffic. Well, it's pretty hard to have a successful Affiliate Program if there aren't many people on the Internet that have web site content targeted to the niche market you are trying to sell to.

Are you starting to see the light? I hope so. I'll explain more about leveraging other people's online assets in the next section...

“The Fastest Way To Build Wealth On The Internet”

You can apply much of what I am about to teach you to marketing as well as other parts of your life. This is a “process” that I have fine-tuned and used myself to grow my wealth on a daily basis.

Okay, the first “step” to building wealth and really improving your life is a little homework assignment I have for you...

I want you to get (2) legal pads and a pen. If you don't have any legal pads, then make a run to your local store and pick some up. They are important to this process.

Once you have these legal pads in front of you, I want you to do something. It's basically Step #1 of my “Fast Wealth Building” plan for you...

My Powerful “Brain Dump” Method

Here's what I want you to do...

I want you to take those legal pads and that pen and go sit somewhere quiet in your home where you will not be distracted. Get comfortable. Take a few deep breaths. Relax for a moment.

Now here's what I want you to do. I want you to write down everything you want. That's right. I want you to write down everything you wish you had in your life. Whether it's a new Mercedes, a trip to Paris, a new hot tub, some new clothes, college tuition completely paid for all of your kids, a \$10 million mansion, a Rolex watch, new shoes, new furniture, the latest Harry Potter book, whatever...

Write it down. Just trust me and do it. 😊

So I want you to spend some time writing down everything you want and desire to have. You can also write down things that you desire but can't just go out and buy. Such as "love." (Okay, I guess, technically you could go out and buy that, but let's not go there.)

So write it all down. Everything. Get it on one of those legal pads. It doesn't matter if it takes 1 page or 20 pages. Just write it down.

The next thing I want you to do (on the same legal pad) is to write down everything you feel you "need to do." Write down everything that you can possibly think of that you need to do or accomplish. This can range from taking out the trash tonight to calling your insurance agent to get a new policy to going to the dentist for a cleaning that you haven't had in 8 years to setting up 10 new Google AdWords listings for your business.

Write it all down. Everything on your mind that you feel you need to do. Things for your business or things for your personal or family life. Just write it all down. EVERYTHING.

And don't worry about going into many detailed steps about what something will take to accomplish (if you are in the "flow" and just want to write it out now, go ahead) you can do that later.

But spend some time and just do exactly what I am telling you to do. You are basically dumping your brain and what encompasses your thoughts onto paper. You're getting it all out of your head and onto that legal pad.

- You'll quickly discover that once you start doing this it feels AMAZING. I recently taught this technique to one of my close friends and he ended up doing this exercise for over SIX HOURS. He said it's one of the best things he's ever done.

The next thing I want you to do is to write down all of the business ideas you currently have – whether it's ideas for creating new products for your existing business, running some new ads, or ideas for new businesses. Write it all down.

After you have dumped your brain of everything you want, everything you feel like you need to do, and all the business ideas you have, then next thing you

need to do is start transferring those items to the other legal pad. You're going to create a master "to do" list of actions you can take to accomplish some of those things on your initial list – many will be the same such as "go to the dentist."

You will use that 2nd legal pad to manage and build a plan to accomplish whatever it is you want or need to do. You can take some of your business ideas and also formulate those into several steps of this plan so you will see what you need to do in order to accomplish them.

The next thing you need to do is PRIORITIZE this new list of action to take. Put them in order by what you feel you should accomplish first, then second, and so on until your last item is the last thing you should be doing – i.e. when everything is accomplished.

Now start with #1 and just do it. Then when you're done, strike through the entire line with a pen. And, No, you don't want to do this on a computer. Your brain will get much better "feedback" by you writing it down on paper.

Obviously, many of your "wants" will have to wait to be accomplished until you achieve certain financial milestones with your business. But you will, and then you will buy those things along the way and strike them off the list as you go and can afford each item.

After you've dumped your brain and created that "to do" list, what I want you to do is take a blank sheet from the legal pad and write down all of the money you currently OWE. Write down every single debt you have and the amount that it is. Then I want you to total up all the debt and put a big circle around it. (For some people, this will be a scary exercise because many people don't like to "face" their debts.)

I want you to put this piece of paper near your computer so you see it – ALL THE TIME. The only way you are ever going to plow through your debts and get them completely paid off is to know exactly how much you owe and how much is left to be paid. Each time you pay some of it off, update the total.

Take it from someone that was once in \$100,000+ of debt at only age 22. The best way to get out of debt is to constantly face it and know what the mission at hand is. You WILL get out of debt, you just have to work towards it and chip away at it. Once you start chipping away at it the process will accelerate and you'll get out of debt much faster than you trying to "avoid" it.

After you do this "brain dump" exercise I promise you that you will feel incredible. This exercise does a few things...

1. It allows you to free your mind so you are no longer focusing on much of what you've written down. Once you write stuff down you no longer need

- to dwell on it. It's on that legal pad and it's not going anywhere. This will allow you to think much more clearly and allow you to get a lot more done.
2. It allows you to create a "to do" list of action steps that you can immediately go and start accomplishing. You'll be surprised how fast you can get things done that you want/need to do once you have them on that list.
 3. By using this process you will learn to get things done extremely fast. The faster you can get things done, the faster your business will GROW. Your income can truly soar once you learn to get things done quickly.
- I use this method about every two weeks to update my "to do" and "idea" lists. It's very very powerful.

The Faster You Fail, The Faster You Profit.

I want you to understand a very important concept...

When we do anything as marketers, one of two things happen:

It either makes us more money or loses us money. This holds true for how we spend our time or how we invest our money in our business.

But the powerful thing that happens is that as we test and try things out and take action to do things, we will fail more than we will succeed. But that's okay! Because most of what we do to fail is cheap and FAST if you learn to do it quickly.

The amazing thing is that when we hit on something that makes money (and this may only be 10% of our tests) we know to keep doing that FOREVER. (Or until the money stops.)

So stop being such a baby and go and do some stuff! Got an idea for a new product? Well write a sales letter TODAY, put it online and send some traffic to it. See what happens. Oh, but the product isn't made yet? Who cares. Just don't collect money from people. Gauge their response as an indicator of the potential success for that product. Nothing will motivate you to get a product made than knowing there are people waiting to buy it.

Seriously go try some stuff. It doesn't have to cost you a lot of money to do it. The more stuff you try, the more results you get, and ultimately the faster you will grow and make more money. Period.

The most incredible thing about direct response marketing is how statistically consistent things can be. For example, if you test an AdWords listing (written a certain way and for a certain keyword) you will eventually experience some pretty steady and predictable results. As long as you keep running that ad you will keep getting those results. Why this is so important is because as we test many things, and we find a few that make money, all we are doing is growing the amount of money we make on a day-to-day basis but continuously adding new things that make money...

Gradual Improvement Creates Massive Wealth

What I just explained to you is the key for building massive wealth. As you continue to run a few new tests and try some ideas you will gradually find things that you will want to repeat that will create profits. As you do more and more of these things your income will only continue to grow.

Too many people want to come up with the “home run” project that makes a killing. And more often than not those people fail and never make any money.

The entrepreneurs that get rich are the ones that have NO FEAR of their results. They are not afraid of something not working out. They just stay hungry and stay active and do stuff. By trying new things and finding a few that make them money, they are essentially giving themselves a PAY RAISE on a week-to-week basis. Because they continue running the tests that made them money and stop messing with the ones that didn't – then they quickly move to test new things to find more things that make money.

If you want all of your marketing ideas and actions to turn a profit, you might as well get a day job. This business definitely isn't for you. I don't know any successful marketers that have this attitude. The wealthiest ones I know are the ones that know to throw 10 things against a wall and see if one of them will stick. Then they take the one that stuck and milk it for all its worth before moving on to another project. This is another very important part of building wealth...

The Ability To Focus Maximizes Profits

Write this down...

“It's better to do one project great than ten projects fair.”

Too many online entrepreneurs end up cutting themselves short (and their income) because they have their hands in too many things at once.

You need to learn to FOCUS on taking one project with solid potential and squeezing every ounce of profit out of it BEFORE moving on to another project.

Why? Because it's far easier to grow your income by taking an existing idea that makes some money and ramping things up to make even more money rather than going and starting a second or third project.

And if you spend the majority of your focus on that one promising project and constantly ask yourself, "how can I make this bigger," you'll make TEN TIMES more money with that one project than many projects combined.

And aren't you in this to make MAXIMUM CASH? I know I am.

Leverage The "Brain Power" Of Others And Maximize The Profits For Your Business

You've probably heard of the "mastermind principle" before. It's one of the most powerful things in the universe. If you are not actively seeking to find new people that you can share ideas and results with, you're not going to make 10% of what you could be making.

A moment ago, I talked about the importance of the entrepreneur that has no fear and simply tries tons of stuff as quickly as possible. The value in what that person does is the RESULTS. As we already discussed, the results are what pinpoints for us the things we need to keep doing that make money.

But what's even better than trying a lot of stuff to get those results is doing that AND being able to talk to other people about THEIR results.

If you learn to work with other people and share results and ideas, you will accelerate the rate at which your profits grow. 100% GUARANTEED.

So if you aren't actively seeking out new people in your market, you need to be doing so.

For example, let's say you are thinking about running an ad in a magazine. Well, you know what you need to do before you test it? You need to contact some of the existing advertisers. See if they will share their ad results with you. Some of them won't, but others will. And if you have something to offer those people in return, you're much more likely to be able share in their results.

This is a very very powerful concept that you need to tap into.

Research And Learn New Strategies And Methods

One of the most powerful ways to leverage the “brain power” of others is to study what they are doing. It’s critical that you constantly seek new ideas and strategies. One of the best ways to do that is to actually BUY PRODUCTS.

Many people cry and moan about “spending too much money on courses and infoproducts.” They just don’t get it...

If you can learn just ONE new strategy or technique from a product that you can immediately add to your “gradual improvement” process and make more money on a day to day basis, YOU MUST DO IT. The price you end up paying for a marketing course or new ebook is PENNIES compared to what it can produce for you in additional profits.

The problem is that most people that buy marketing courses and training DON’T USE IT. That’s right. They don’t take any action to use it for their business. So, of course, they are wasting their money!

I, personally, buy *EVERYTHING* I can get my hands on. If you come out with a marketing course or product that promises to teach something you’ve figured out, I’ll buy it. RIGHT NOW.

Why? Because all I have to do is learn one little new thing from you to make a fortune from it. I am constantly seeking positive results that are created by new strategies, and so should you.

Marketing courses and products yield one of the highest returns on investment in the world. But you have to apply the new ideas.

A lot of people cry and moan when they buy a new marketing product and say, “man, that sucked, most of what was in that product I already knew.”

HELLO, EARTH TO DUMMY... the true value is in the few NEW IDEAS that the product contains. People shouldn’t be so quick to focus on things they already know, they should be seeking NEW ideas and things they can immediately implement to make more money.

In a future issue, I will create a list of resources that I regularly study for new ideas.

Leverage The “Online Assets” Of Others

And there it is. Multi-million dollar advice. The “key” to making HUGE money on the Internet.

I previously mentioned what most people are doing wrong in regards to going after niche markets. And I briefly mentioned this powerful principle.

In order to grow your business as big as it can be online, you must be able to build a large distribution network that generates a TON of new leads for your business. The best way to do this is by leveraging the online assets of others and building out a massive distribution network.

What are online assets? Online assets are email lists of any kind, content, web site traffic, links, and more.

You need to be able to leverage these online assets for your business. Create partnerships with people. Get them to become your affiliate. Make money by promoting THEIR products. Work together. Take advantage of all of the great things they have built for their business (incoming links, a constant flow of new customers, an archive of great content, etc.) and it will make your business money.

Go and do this with 100 people and watch your income go nuts.

Go and do this with 1,000s of people and get rich.

If you want to be able to build a MASSIVE distribution network that can constantly drive you a huge flow of new leads to your web site, then you'll want to seriously consider getting a copy of what I am releasing very soon...

“Traffic Secrets” Release Date: August 17, 2004



Finally! My long-awaited “Traffic Secrets” home study course is ready for its

official release on Tuesday, August 17th, 2004. This breakthrough course all about Web Site traffic generation will be released at 9AM EST on that Tuesday.

I am extremely proud of this product. It's essentially my life's work. Over 14 years of online marketing experience (even pre-Web) has gone into this massive course. I reveal certain techniques and tactics that I've personally tested and profited from. Many of them have never been discussed in ANY other product that's available in the world. (I know, because I own all of them.)

I've spent the last FOUR MONTHS working nearly 1,000 hours on putting this huge course together. And it's truly a "step-by-step" course, not like other courses that claim to be. **I give you a workbook that outlines every single step you need to take (and in what order) to grow your traffic levels to numbers you never believed possible.** And it's TARGETED traffic that can produce a steady flow of sales for your business, not just "traffic."

And I'll go out on a limb right here and right now... This thing is far and away the best and most extensive Internet marketing course ever created. And I'm not just saying that because I want you to buy it. Heck, if you don't buy it it's not going to hurt my feelings. BUT if you don't buy it, I strongly suggest you ask someone that has, how great they feel the product really is. I guarantee they'll feel like they want to sleep with it under their pillow so no one can take it from them.

Many people are about to be truly blown away when they learn the contents of this course. And not only that, the Internet marketing education market is about to get put on its ear. This product is going to raise the bar so high that I think we'll see a lot of the people that are trying to sell sub-standard Internet marketing products GO OUT OF BUSINESS.

Our industry desperately needs a change. We need new and powerful training products that actually teach tested and proven strategies and tactics that produce huge profits. Not just "theories" or ideas that "might work."

Anyone that knows me knows that I am all about seeking the truth and finding out marketing tactics that WORK. I could care less about opinions or ideas. I only care about results. And this is the exact reason I have created my "Traffic Secrets" course. So I can teach hard-working entrepreneurs (like you) many tactics that I have worked very hard to discover over the past 10+ years that can actually improve their business and make them more money. **Period.**

These are the same tactics and strategies I use on a daily basis to continue to build wealth with.

If you missed out on attending my sold out workshop event this past March (where 125 of the top marketers from around the world attended and where the

price to get in the door was \$4,500), then this is your “2nd chance” to learn (and cash-in from) the powerful techniques and “tricks” that I taught at the event. “Traffic Secrets” contains (7) DVDs of video footage from my workshop, and you’ll be able to discover the same profit-boosting strategies that my attendees did. It also includes several “blueprint” hand-outs that my workshop attendees received that show you how to do several things with exact, A-To-Z detail.

But this course goes beyond what I taught at my workshop. After my event, I spent the next couple of months sitting in front of my personal workstation and created several CD-Rom “tutorials” that demonstrate many additional tactics and strategies that I didn’t have time to cover at my workshop.

I’ve also created several additional “blueprints” that show the exact steps for utilizing several other profit-making strategies that I regularly use.

New Video Now Online For You To Watch

I’ve recently put up a new, never-before-seen, video clip online that you can go and watch right now. It’s a 6-minute movie I have put together from footage that was recorded at my workshop. This movie contains footage of a “take aways” session that we had at the very end of the event. It shows many of the attendees sharing their thoughts on what they learned and got out of the event.

This little video brings back a lot of the excitement of that truly rare event each time I watch it myself.

** There is also an audio-only version of this video also available for dial-up users.*

On the web page that contains this new video, you will notice an opt-in form asking for a first name, last name, and email address.

I am using this form to build a “Priority Notification” (pre-launch) list for the release of “Traffic Secrets.” (You don’t have to submit the form to watch the video. The video is on the same page.)

If you have any interest at all in getting a copy of “Traffic Secrets,” I cannot urge you enough to just go right now and submit the form.

Why? For two reasons...

1. I fully expect a quick sell-out of the initial inventory I have created for this highly in-demand course.
2. There’s a very good chance that the “2nd run” of this course will not contain everything that’s found in the “1st run” group of courses.

HUH?

After going over a few of the “1st run” copies of the course from my suppliers, I realized something...

Two of the CD-Rom tutorials contain a few strategies that I almost regret including. Now it's not that I don't want people to learn these techniques and go and profit from using them, it's just that, in this case, these strategies happen to be ones that I honestly don't want “everyone” learning and using – as they can and most likely will have an impact on others that will use it. (Including me for my own marketing.)

I'm sorry if that sounds “selfish” of me, but it's the truth. The fact is, I discover new techniques all the time that other marketers don't know about – and I make huge profits exploiting this across many markets. That's one of the benefits of being an avid tester and hardcore marketing research nut.

I haven't yet made a final decision on removing those techniques. I may just go in and do some minor editing and revise them a little. (Especially a “trick” on the Google AdWords CD-Rom that practically guarantees an increase in click-through rate.)

So... if you have any interest in picking up your own copy of “Traffic Secrets” when it's released, you really need to join the pre-launch list. The people on the pre-launch list (based on first come, first served) will have their courses shipped first. So I will go down the pre-launch list and fulfill orders in the order which people joined the pre-launch list. Once the initial 1st run inventory runs out, everyone else will have to wait a couple of weeks until a 2nd run is produced and back in stock.

Some “price” info...

The price for “Traffic Secrets” is \$997. I will also have a 3-payment plan option as was requested by several people that have been keeping up with the release news on my blog.

Okay, maybe you think the price for the course is really expensive. **IT IS.**

But it's for a good reason... this isn't just another “ebook” that's being sold to Internet marketers. This is a time-tested and **proven** ‘system’ for generating thousands upon thousands of highly targeted leads to your web site. I have used the exact same process to produce several million dollars online. I recently used just one of these strategies to produce \$52,780 in sales in less than 48 hours. *And it wasn't even for a product I own.*

But, frankly, who gives a crap what John Reese has accomplished with these techniques!

The REAL test if something works is if someone else can take it, learn from it, and produce profits. Well, the success stories of people that were at the workshop and learned what you will learn in "Traffic Secrets" are already producing amazing results. *Again, because this stuff is tested and just flat-out WORKS.*

One attendee took a site from \$650/month to over \$24,000/month. (And in just a few months since the event.) Another attendee went from doing \$3,000/month to over \$10,000/month. (Again, in barely 120 days.)

Another attendee was carefully tracking the new traffic he was able to generate after the workshop and he just broke the 200,000 unique visitor mark. And that's for highly targeted traffic for his niche. (You'll be able to learn more about the success stories that are already happening in the sales letter when the product is released.)

BACK TO THE NEW VIDEO...

Sorry about that. I really got off-track there for a bit. ☺

Okay, back to the new video. You can go and watch this new video right now. AND if you are interested in getting your own copy of "Traffic Secrets" you'll need to submit your information in the pre-launch form on that page.

You can check out the new video, and join the special pre-launch list, by visiting: <http://www.trafficsecrets.com/reservationlist.html>

If you join the pre-launch list I'll send you a special message right before the release to notify you so you can be one of the first people to grab the course.

Now get back to work!

Yours For Online Profits,



John Reese