



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Hot Seat #1 – Real Estate Agents

This hot seat is in the niche of real estate agents and is submitted by Sylvia. These are information products for real estate agents to improve and build their business, make more money, and enjoy a better life.

2. What is your niche or market?

Information products for real estate agents to improve and build their businesses, make more money and enjoy a better life.

Sylvia is in this target market or recently was, so she knows her prospect very well.

3. describe your prospect... what are your prospects top fears and frustrations? What are their dreams and aspirations? And what are their hot points?

They're afraid, really scared about the market in which they make their living. Real estate sales and marketing are changing, the Internet has proven to be the preferred choice for searching for real estate information, no longer are print ads in magazines and newspapers the number one way for agents to get leads. With the turmoil of the tidal wave of foreclosures, rising interest rates, and their "norm" for finding leads and clients changing, their world has been turned upside down. They know some agents are hugely successful attracting and converting Internet leads, but for the most part they're frustrated with website design, getting and converting leads, and having a site that ranks high in the search engines. They fear they're being left behind and don't know where to get the skills they need today to get more business. Their dreams and aspirations are to make more money number 1, and not work as hard or the long hours they put in away from their families. They want and desire a NORMAL life, where they don't have to answer their cell phones and clients in the evenings or every single weekend. They want to go to family events, celebrate birthdays, anniversaries, on a family vacation, and not have to worry about the homes they have in escrow or missing a sale. Basically, they want to grow their business and make more money, but at the same time they don't want to work any harder, or put in any more hours. But this is all they know, and all they've been told. To answer your phone 24/7, and be available to their clients every need 24/7. They want a life and to know the paycheck is coming!

She says, "They are afraid, scared about the market in which they make their living. Real estate and sales are changing. The internet has proven to be the preferred choice for searching for real estate information. No longer are print ads in newspapers the number one way for agents to get leads.

"In addition, the market is in a world of hurt right now. Foreclosures, rising interest rates, the norm for finding leads and clients is going online; the world has been turned upside down. They know there are some agents that are doing really, really well on the internet, but they don't know how to do it. They are frustrated even trying to think about web site design and getting and converting leads and having a site that ranks in the search engines. They feel like they are getting left behind."

For their dreams and aspirations – they want to make more money, not work as long and as hard. They want to be able to go to family events, celebrate things and not have to worry about homes that are in escrow or missing a sale. They don't want to have to leave their phone on and answer the phone 24 hours a day, seven days a week. They want a life and to know that a paycheck is coming.

This is great stuff. Sylvia definitely knows her prospect here. Let's move on to the launch story.

4. What is your launch story? Give me what you have so far...

I'm a lot like them (really)! I started brand new into real estate sales with no background in sales or marketing. I liked the idea of being able to make as much money as I wanted, and the freedom to run my business as I desired, and not to report to a "boss" and being limited to how much money I could make. I worried about leaving my job as an administrative assistant with a guaranteed pay check, for real estate sales. But I believed in myself and had a huge passion for real estate, even though I'm not an outgoing person, I'm pretty shy. I watched what the top producers were doing, I played "follow-the-leader" and held open houses, sent out meaningless post cards, etc. None of that worked. I almost quit - twice! Then I started reading marketing material, books on psychology about buying habits, etc. and going to seminars about Internet marketing. I didn't attend the normal real estate conferences. I started marketing differently, and using resources outside our industry, and went from a complete newbie in 2000 to making over \$300,000/yr. in a couple of years. I had no training, I started with Re/Max which brags about their agents having at least 12 years of experience (I had none, but convinced the Broker to hire me). My income passed many, many seasoned agents with 15-20+ years experience. After I figured out what worked better than the traditional real estate marketing (which is the "Look at me, I'm so wonderful" marketing most agents do) I just kept improving on it by attending more marketing/Internet marketing seminars and applying what I learned there to my real estate business which led to me helping other agents in my office.

“I’m a lot like them,” or in other words, it would be, “I’m a lot like you.” Sylvia says that really, she is, and that’s great. So, “I’m a lot like you. I started brand new into real estate sales with no background in sales and marketing because I liked the idea of being able to make as much money as I wanted. I wanted the freedom to run my business as I desired and not have to report to a boss and not being limited by how much money I could make.

“I worried about leaving my job as an administrative assistant with a guaranteed paycheck for real estate sales.” That’s just a fantastic lead.

“I believe in myself. I had a huge passion and even though I’m not an outgoing person, I’m actually pretty shy...” I don’t know if you need that in here. This is the aspiration. It starts off with an aspiration. “I was brand new and I wanted my own business and I wanted to control where I was going.” That is a great aspiration, so it leads with an aspiration.

“So what did I do? I went in and tried all the conventional marketing. I tried what they taught me.” Really, I see this as being the common enemy sale. She tried what she was taught, the conventional wisdom, and none of it worked. She almost quit twice. A lot of this could be selling against the common enemy. The common enemy would be your typical real estate training.

Basically, what Sylvia did then was she went and studied marketing and starting attending marketing seminars. She went from a complete newbie to making over \$300,000 in a few years with no training but by applying these marketing principles.

Here she says, “My income passed many, many agents with 15 or 20 years of experience.” She put together a fantastic marketing system. You can see where this is going. “I’m a lot like you. I started brand new in real estate because I had these aspirations to control my life, to work for myself, to not be limited in my income. So I followed the path that I think most every agent follows. I joined ReMax; I studied what they said I was supposed to do, and I did the same thing all the other agents did.

“And you know what? It didn’t work for me. I didn’t make any money. Sure, there are a few top dogs that have been doing this for 30 years. They have a rolodex that is so big it can’t fit on their desk and a little black book that they need a truck to carry it around in. They have so many contacts and so many leads, they don’t need to bother. If they disconnected their phone for three months they’d still have leads coming in.

“Those people don’t need any help. They are the ones teaching the same old stuff. Maybe it will work for you if you put in 30 or 40 years like those people, but I wasn’t willing to do that. I was going broke. What I did is try to do something a little different. I started studying marketing, not real estate marketing, but I went to the real experts, the people who were doing direct marketing, the people who were doing direct marketing online and I tapped into some of the greatest experts.

“I took that knowledge and I developed my real estate direct marketing system. And bingo! I went from a complete newbie back in 2000 to making over \$300,000 per year in just a few years without using any of the standard worn-out techniques that your real estate company is teaching you.”

I think it is a very, very powerful story.

5. What is your offer... tell me what's going to be included in your offer? Remember to include any bonuses. And write down your intended price and your guarantee.

I want to offer "interviews" with experts both inside our industry and outside our industry. The interviews will be jam packed with valuable marketing information that agents can take and apply to their business today to generate more leads, convert more leads to sales and grow their business. The CD will be delivered once a month accompanied with a transcript to ease note taking, and it will be a continuity program. When they sign up they will get two CD's, and 30 days to try it out without making a payment. After that, if they like them they'll be charged \$67.00 month and go into the continuity program. There's also free shipping. If they don't like them, they keep them and there is no charge, no hard feelings. They can cancel at anytime. As a bonus, I'm going to interview a real estate investor who is a self made multi-millionaire, also has an Internet business and puts on seminars twice a year for real estate investors. He will speak on what agents need to know to grow their business by having investors as clients, and the ways to market to get homes to sell to investors, etc. His seminars sell for \$2,500 - 5,000.

Let’s take a look at the offer here. With the offer I see a little bit of a problem. I really like the story here. I really like how Sylvia is in touch with her prospects, but let’s take a look at the offer. The offer is going to be interviews with experts, both inside her industry and outside her industry.

“The interviews will be jammed packed with valuable marketing information that agents can take and apply to their business today to generate more leads, convert more leads to sales, and grow their business. The CD will be delivered once a month.”

It's going to basically be audio interviews on a CD that is delivered once a month with transcripts. They sign up; they get two CDs and 30 days to try it. After that it is \$67 a month with free shipping, and a solid guarantee.

There's a disconnect here. The launch story is, "I'm a lot like you. I had the same aspirations as you. I tried the conventional stuff that is taught and it didn't work. I went and figured out a new method. I went and learned it and I created this new method to market real estate."

It's all about how you went and found out, and now you are coming down here and what you are going to be selling is not your knowledge, but it is going to be the knowledge of other experts. I think there is a real disconnect here. I think that Sylvia is bringing enough to the table as someone who went from zero to \$300,000 a year.

She knows enough and brings enough to the table where she should be the star. When you are just doing an interview product like this, you are not the star. You are turning other people into the stars, or you are presenting other stars. I just don't think it works. I think it might work, but I think it would be a big mistake. You lose the positioning of you being the expert.

Plus, what people are really buying into is the story of how you went from zero to \$300,000. I think with the product you can do interviews, but that has to just be a part of it. It has to be your knowledge being taught. I think a monthly CD with transcripts where you are teaching, and maybe a second CD where it is an interview, or every month or two they get an extra CD with an interview.

I think it has to be more about Sylvia and her actual expertise. This goes for everyone out there. Interview products are great ways to get started in information marketing. You can do an interview product and anyone can do it. You do get some positioning from that and you get some power from that, but in reality you are just another Mede to a person, because anyone can do an interview product.

If you have actual knowledge like Sylvia does here, you need to be teaching it and you need to be the star. This is an important piece I think you have to get. This is something that has to change in this launch.

6. What is your plan for pre-launch content? What is your pre-launch content going to cover? How many distinct pieces of content? What format will it be in?

This is where I'm a little stuck. I have two interviews already that I'd like to give away content from. I didn't get permission to put their info. on the Internet, even though they agreed to the interview. If I can legally do it, I'd like to give maybe 10-15 minutes of really good, valuable marketing tips from a top producing agent, and from the owner of a consulting/marketing firm to real estate agents about how to consistently rank high in search engines. I also am writing a report on today's market trends, trends for 2009, etc. and how agents need to prepare themselves to be successful in real estate sales in the future.

Plan for pre-launch content – Sylvia says, “This is where I’m a little stuck. I have two interviews already that I would like to give away content from. I didn’t get their permission even though they agreed to the interview. If I can legally do it, I’d like to give away maybe ten to fifteen minutes of very good, valuable marketing tips from those interviews.”

First of all, I’m not sure if you can do it legally. It all depends on what your agreement was with those people. Whether you can do it legally or not, the thing would be to go back to them and say, “Hey, you know we did that interview. It was really, really good. I just wanted to tell you what I was thinking of doing to see if it’s okay with you. I was thinking about giving away ten to fifteen minutes of that content to help generate some buzz and some leads for me. Obviously you’ll get some great exposure. Is that okay with you?”

The thing to do is get permission, but again, I don’t think this is what you want to do. I think with your pre-launch, your pre-launch story has to be about you – we’ve gone over this. You had aspirations. You started out and the conventional wisdom didn’t work. Then you went and learned this new stuff and the new stuff worked. I think it needs to be your story.

You can do this as a series of a couple videos. You can do them as screen capture videos. You basically put together a PowerPoint and then you talk while the PowerPoint is up there. Or you could have a full motion video where you are actually being filmed while talking about this. Or you could do this as a PDF report.

Here you have, “I am also writing a report about today’s market trends and how agents need to prepare themselves.” The first piece of content could be either a report about your story or a video about your story, a full motion video or a screen capture Camtasia-type video about your story. Then you could come back with the second one.

It could be about the trends and what's happening, and how people can prepare themselves.

Don't focus on other people with interviews. Focus on your story because it is a powerful story.

7. What do you think your prospects top three objections will be? What are your answers to those objections?

1) Does it work, and can I really use this stuff right now to make money. 2) Why would successful real estate agents share their money making marketing secrets. 3) It's probably anemic, re-hashed, watered down hype that's been peddled before.

Let's quickly look at objections here. "Does it work? Can I really use this stuff right now to make money?" You are basically going to be telling your story and how it worked for you. It would be better if once you start working with people then you can tell their stories. That is always much better, but in the beginning you are going to have to tell your story and how you started from zero.

"Why would successful real estate agents share their moneymaking secrets?" I think if you are selling against the common enemy, the conventional wisdom, the stuff that all these other people are teaching who have been doing this for 40 years and have this huge rolodex, "Yeah, it works for them, but that stuff doesn't work for the rest of us," when you do that sale like the common enemy type of thing, then that naturally sets up you as wanting to be the whistleblower.

"When I was first starting out I was taught all this conventional stuff by all these people who had been doing it for 30 years. Maybe it was working for them but it's not going to work out for anyone starting out without huge contacts and a lot of money. I decided to really dig into this," and you go back to the story we already talked about.

The next piece is, "I discovered this system. I created this system. Frankly, I can only work in one market. There is no possible way that teaching people my hard won secret system could hurt me at all. It is not like I'm selling all over the country or all over the world. I decided that it is time for me to share this stuff because the stuff you are being taught just doesn't work."

That common enemy sale can really eliminate this objection. Another objection is, "It's old, rehash stuff." I think that is beaten down by your entire story about how this is completely different from anything you've ever seen. "You were getting the conventional

wisdom and frankly, that conventional training is why you aren't having the success you want." So I don't think those objections are going to be too hard to hit.

All in all, as long as you change the offer and the focus of this away from the other experts and towards yourself, I think you'll do really well. It looks like a good launch.