



Hot Seat #4 – World of Warcraft

The niche for this hot seat is the World of Warcraft which is a very, very popular online game. It is submitted by Kevin. I have to tell you that I don't really know anything about the World of Warcraft. I know a few people who play it, but I've never played it or looked at it. I know nothing about online games really.

2. What is your niche or market?

World of Warcraft (online game)

I do know that it is huge. There are a lot of people playing and they are really into it. The number one thing I have to communicate about this hot seat is that Kevin has done an amazing job. He got me so excited reading this even though I'm not his target market, that it made me want to go check out the games.

So let's go through this. This is an example of someone who just did a fantastic job.

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

26 year old male who loves to play video games, and spends 2 hours a day or more playing World of Warcraft - but wishes he had a lot more time to play. Personality is somewhat obsessive, maybe a bit nerdy. He is computer savvy, and has a fairly high-performance computer (needed to play the game). He enjoys online video and online communities, reads a lot of forums, and watches YouTube often. A significant part of his social life revolves around World of Warcraft: friends with other players, participating in a guild etc. He takes a methodical approach to learning how to play games (rather than all based fast reflexes and action). He enjoys World of Warcraft because it makes him feel accomplished and even "powerful". He wants to become very skilled at the game, especially the economic "power gaming" aspect, so that other players will respect him for his knowledge. - He fears that he can't keep up with friends or guildmates who have lots of Gold. - He fears that he can't "win" in combat or questing due to lack of gear and weapons (need Gold!) - He is frustrated by spending far too much time "grinding" on boring tasks to acquire needed Gold - He fears he won't be able to reach the highest levels of the game without more Gold Hot points... - can't get ahead as fast as other players in the game - not as successful as other players due to lack of Gold - spending way too much time trying to acquire Gold in order to get ahead - not having as much fun as they could, due to lack of Gold - can't get rare and expensive items that will make them feel cool and/or superior - doesn't understand why other players seem to get Gold easily He dreams of being rich and powerful in the game, winning the admiration of other players, and feeling like one of the upper-echelon of most accomplished players. He wants to be able to spend most of his time in the game questing, leveling, PvP'ing etc., and as little as possible on getting gold to fund other activities.

The prospect is a 26 year old male who loves to play video games and spends two hours a day or more playing World of Warcraft, but wishes he had a lot more time to play. He enjoys online video and online games. A significant part of his social life revolves around the World of Warcraft. He enjoys it because it makes him feel powerful. He wants to be very skilled at the game, especially the economic power gaming aspects so others will respect him for his knowledge.

He is worried about not being able to keep up with his friends who have lots of gold. I guess gold is the currency in this game. Now here's a real key – he's frustrated by spending too much time grinding on boring tasks to acquire the needed gold.

Again, I don't know anything about this game, but Kevin is doing such a good job of describing his prospect that I can instantly get this and understand this. It sounds like there are times when you have fun in this game, like he wants to be able to spend his time game questing, leveling, PvP'ing, which I have no idea what that is. But it doesn't matter because Kevin is basically telling us that his prospect wants to do this fun stuff and not have to worry about making money.

He's got lots of pain. He's not as successful as others due to the lack of gold and not having as much fun due to the lack of gold. So we are getting the pain.

This basically summarizes it really quickly. “The prospect is not able to do fun stuff because they have to acquire gold. He’s falling behind to his friends and competitors because he has to take the time to acquire the gold.”

Here is the launch story which Kevin just did an incredible job with:

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

I'm a lot like you. I love to play World of Warcraft, especially leveling up my characters to Level 70, and getting them all the best gear that Gold can buy. But early on in my time playing the game, I found that just leveling and questing didn't generate near enough gold to accomplish all I wanted... usually not even enough to barely get by. So I started figuring out the best ways to get gold fast. I got various Gold guides, I read everything I could on WoW forums, I talked to everyone I met in the game who seemed to know what they were doing. What I found was... nobody truly knew how to make lots of Gold fast and easy. But I started experimenting and testing... and testing... and testing. I found out which techniques worked, and how well they worked. I measured how much Gold you could make per hour using every technique anyone has ever devised. About 2 years ago, I began publishing a free newsletter (Secret Warcraft) to tell other players my results. And now I've got thousands of subscribers who are rabid fans and have profited hugely from my tips - got the testimonials to prove it. And gradually, as I kept testing and teaching my results to my readers, I made an amazing discovery: the absolutely best methods were easy to follow, and could be done by any player at any level.... even absolute beginners. So I set out to put this knowledge together as a foolproof, step-by-step system that leads you by the hand. And now I'm about ready to go public. I demonstrated the technique publically in Feb. 2008 with my "30-Day Gold Speed Run" - where I made 1,000 Gold in 30 days starting from scratch. And now I want to show you how to do exactly the same thing. I'm putting this out there so that I don't have to keep answering all the questions about how I do it - I want to get back to just playing the game!

“I’m a lot like you. I love to play the World of Warcraft, especially leveling up my characters to Level 70 and getting them all the best gear that gold can buy.”

The beautiful thing here is he’s implying, Level 70 sounds pretty advanced, and I’m assuming the way this is written that it is very advanced. He also talks about getting all the best gear that gold can buy, implying that he’s got lots of gold. That is establishing authority – this sentence is all about establishing authority.

“But early on in my time playing the game, I found that just leveling and questing didn’t generate near enough gold to accomplish all I wanted, usually not even enough to barely get by. So I started figuring out the best way to get gold fast. I got various gold guides. I read everything on the forums. I talked to everyone I met.

“What I found was nobody really knew how to do it. They didn’t know how to get gold fast and easy.” But then he went on this quest. As I’ve mentioned there are lots of different

ways that you come up with this information and you find the solution. One is that you just go off and become the mad researcher. That is what Kevin does here.

He was the mad researcher. He tested and tested, found the techniques that worked, found the ones that didn't work. He measured by the hour, being the mad scientist, and went and hid away. He studied and studied and studied. "Now you are going to get the benefits of me finding the solution. Two years ago I began publishing a free newsletter. I got thousands of subscribers who are rabid fans. I've got the testimonials to prove it."

That is all authority there – I love it, just love it.

"Gradually as I kept testing and testing my results to my readers, I made an amazing discovery. The absolute best methods were easy to follow and could be done by any player at any level, even absolute beginners." That's a key piece because it is one thing to find the solution, but it is another thing to be able to teach that solution.

Kevin is talking about how he already figured out how to teach that solution to others so they can replicate his success. "I put together this foolproof system. It's about ready to go public. I'll demonstrate everything publicly with a 30-day speed gold run, where I made 1,000 gold in 30 days starting from scratch." Sounds impressive.

Again, I'm not making fun of you. This is fantastic stuff. "Now I want to show you how to do the exact same thing. I'm putting this out there so I don't have to keep on answering all the questions about how to do it. I want to get back to just playing the game." That's the reluctant hero there in that last sentence.

This is really, really well done.

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.

The product is a set of instructional videos (screen capture / Power Point / in-game action / Whiteboard), showing exactly what to do step-by-step, to earn at least 1,000 Gold in 30 days, starting from brand new with nothing. 12 hours of video, organized into 4 weekly modules, viewable online, plus downloadable Quicktime and iPod videos, plus downloadable MP3s. Accompanied by a complete PDF version of the Blueprint. Standard bonuses include: - Quickstart Guide - Complete log-book of my original 30-Day Gold Speed run, transaction by transaction - 4 weekly Q&A Webinars, available live to all who buy during launch, or as downloads for later buyers - an expert online forum for members to interact with me, get questions answered - 2 special reports (Video/PDF) on "bonus" gold-getting methods (Darkmoon Faire, Blood Elf Bandit Masks) Launch bonuses include: - 4-week coaching program, you watch over my shoulder, live daily, as I do the 30-Day Gold Speed Run again, dealing with the questions and issues raised by members - starts as the launch ends - an additional 10 hours plus of video and audio content, documenting the new Gold Speed Run - Auction House Master Guide, a whole additional product that goes into advanced techniques of making Gold in the auction house, with video and PDF versions... info follows on from the base established in core product Price is \$67. This is the highest price product in a sizable market, where the products are usually priced at \$37 and \$47. This is a unique format product in the market, with MUCH greater value than competing lower-price products. It's a ClickBank product, with included standard "56 day" guarantee. But my main promoted guarantee is: "Make 1,000 Gold in 30 Days or your money back". I am also planning an upsell OTO, to a \$97 personal coaching program (by e-mail Q&A). This is mostly to test the market for acceptance of higher price points.

The product – set of instructional videos showing them how to do it step by step; 1,000 gold in 30 days; 12 hours of video organized into four weekly modules viewable online; guide as a PDF; complete logbook of his original gold speed run; Q&A. This is a well designed product. The price is \$67.

He says, "This is the highest price in a sizeable market where products are usually priced \$37 to \$47. It is a unique format product with much greater value." So it's a ClickBank product. ClickBank is basically a way to sell information products. When you sell there everything has to have an eight-week guarantee, so he has a 56-day guarantee.

Here, Kevin is going to promote as, "Make 1,000 gold in 30 days or you get your money back." He's thinking about a one time offer of an upsell to a \$97 personal coaching program just to test the market for higher price points.

To me this looks like a fantastic offer. I love that you are going in at a higher price than everyone else. I love that you have a great, very specific, strong guarantee. This just looks like a winner to me.

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?

I have already released (internal to my list) 4 preview videos, providing content from the product, as well as a "results" video showing the original 30-Day Gold Speed Run. Timing was off, I was planning to launch back in April, but postponed to take advantage of new info from PLF2 program. But I have my early-bird list already started, with 800 subscribers from my main list of 7,000. Intend two new pre-launch videos, following the full Product Launch sequence. 1) "Everything You've Been Told About Getting Gold in Warcraft is Wrong!": why you shouldn't do the tedious farming/grinding/camping that is recommended by other guides, and why you should set up a network of profit pipelines instead, using low-level characters that are completely separate from your main characters. 2) Proof: a look at actual testimonial e-mails, discussing how they relate to the content in the Blueprint product (introducing many of the tips provided in the product). Answering questions and objections. Format is: Screen-capture videos.

Pre-launch content – he has four screen capture videos. Again, this looks fantastic. He's got an early bird list of 800 from 7,000. One thing I want you to do Kevin is that you have to continually mail your main list. I'm not saying that you mail to them everyday, but as you go through this pre-launch, maybe once a week you want to remind those 7,000 people that this early bird list has started, that the 800 people are getting great stuff on the pre-launch list. You should be encouraging them to join the pre-launch list as you move through it.

I love this. "Everything you've been told about getting gold in Warcraft is wrong." This is selling against the conventional wisdom, selling against the experts and selling against the other people. This is a fantastic way to go. I love this why you shouldn't do the tedious farming, grinding, camping that is recommended by other guides. "Don't do the difficult, painful stuff that other people are doing; do it the quick and easy way that I'm going to show you." This is just fantastic stuff. I just love it.

For everyone watching this, go ahead and pause this video so you can read through everything Kevin is doing because it is great stuff.

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

1. It's too expensive. Answer: You're getting a huge amount of value, quantity of content and depth of detail - worth much more than the price. The result of 2 years of research. And it's actually less than the price of buying 1,000 gold from a "gold seller" - which will get you banned from the game - plus you learn how to do it over and over again, and make gold at will. Pay this price once, and you will never have to pay again for obtaining all the gold you need. 2. It won't work / I won't be able to do it. Answer: It's absolutely guaranteed to work, and proven to work. It's step-by-step and foolproof. And I'll be there to answer your questions, making sure that you actually get it done. 3. It'll be the same old stuff as all the other guides. There's nothing new to be learned. Answer: It's completely different than any other guide ever offered, because it is: 1) step-by-step method with a specific measured result (others are scattered tips, you have to figure out what to do with them) 2) showing you exactly what to do, in video (unique in the market) 3) completely focused on new/low-level characters (others require advanced skills and levels to work)

What do you think are the top objections? "It's too expensive," is going to be the number one objection because you are coming in at a higher price point. So this is powerful stuff here. "You are getting huge value, quality of content, depth of detail, worth much more than the price, the results of two years of research."

Now, this isn't that powerful. You are getting huge value. You are getting great value. You are getting great content. It took me two years to do it. That is just not that powerful. It is not nearly as powerful as – well, first of all I like this – "I'll tell you what. You can go ahead and try to cheat the system. You can buy 1,000 gold from a gold seller. That will get you banned from the game, but forget the part about getting banned from the game. You'll actually spend more money buying 1,000 gold from a gold seller than you will if you buy my guide and learn how to do it.

"When you buy my guide you can do it over and over again. It is not like you get 1,000 gold, you go and spend it and it's gone – you've got the skills to make it over and over."

What I would also do is I would talk about, "If you are like me and a lot of my friends, you have maybe two hours a day to play World of Warcraft." Let's just take a look at the normal person and the number of hours it takes them to get 1,000 gold. I don't know what it is, but you could just quantify what the number of hours it would take the average person.

Maybe it takes them 60 hours or something, well that's like 30 days or maybe more than that, whatever – take how many hours of grinding away that would take and do the math. Crank that back into how many days that it would take them to do that at two hours a day.

Say, “If you want to spend this many days of your Warcraft gaming working away to get this stuff when you could just spend the \$67.” Turn it into math. Take a look at what those hours would cost them and then divide it out. Maybe it would take 120 hours to get 1,000 gold. If that’s the case, then your \$67 price point is like they are investing 50 cents an hour to have all that much more fun.

I would play around with the math and look how long it takes your average person, if your average person ever really gets to 1,000 gold. I wouldn’t necessarily say to forget about how long it took you to figure this out, and the value and the quality, but that is secondary compared to all the pain and tedious grinding that they would have to go through, and the amount of fun they give up doing the fun stuff to try to get that gold.

I also like the idea of you being able to do it over and over again. That is real powerful.

The other objections here are, “It won’t work. They won’t be able to do it.” Well, you have your guarantee and that is a great objection crusher right there. Then, “It will be the same stuff as the other guides.” I’m thinking just by the pre-launch content you are going to be releasing, that is going to be helping to overcome that objection.

8. What’s your plan for scarcity at the beginning of the launch? How about at the end of the launch?

Initial scarcity: "I may have to limit number of buyers, or even pull the product off the market altogether, if I find that the game economy is being corrupted by everyone using my techniques. I have to protect buyers, and if there are too many people following my methods, it will be harder to succeed. After all, I have guaranteed the results." Also, I may make some of the launch bonuses "fast movers". Bad thing at end of launch: The live coaching 4-week program bonus goes away... because you have to sign on before the coaching period begins... and it begins at the end of launch. This may never be offered again, because it's a huge commitment of my time. Really doubtful that I can ever do it again.

Let’s move down to scarcity. This is great. “I have to limit the number of buyers or even pull the product off the market all together if I find that the gaming economy is being corrupted.” I think that is really powerful and a great reason why.

You can say, “I want to be real clear right here. We are not going to do anything that would possibly jeopardize the game. I also want to further clarify that nothing we are doing is illegal. Nothing we are doing is against the rules of the game, or the spirit of the game. We are completely in integrity with the game. The bottom line is that we love this game just like you do. We are not going to jeopardize it in any way. So we have to limit this to X number to judge and prove that we are not going to adversely affect the market.”

9. Tell me about your overall launch plan... what type of launch are you planning on? How long will the pre-launch be? How long will the launch be?

Big JV launch. Although I am doing an internal mini launch 4 days ahead of the big JV launch. Can't afford to offer the key scarcity bonus play twice (for internal, then again for big JV). But the 4 days between "internal" and "big" launches allows me to make sure that fulfillment issues are all worked out via the internal launch, before the big launch kicks in. 14 day pre-launch. 7 day launch.

So Kevin is going with the big JV launch. He says that he can't afford to offer this key scarcity bonus twice. There is nothing wrong with going with the big JV launch. You might want to re-examine this statement though. My guess is you probably can afford to do that key scarcity bonus, but I don't want to dissuade you from this. You have a fantastic plan. This is going to really rocket. It looks fantastic.

He says, "I started a half-baked launch at the beginning of April. I began building the early bird list. Now I am more or less restarting the launch with content, sequencing, and better informed by Product Launch Formula 2.0 training."

Kevin, you did a fantastic job with the Product Launch Formula 2.0 training, because this is a killer plan and I'm sure you are going to do really, really well with it.