



Hot Seat #5 – Headache Sufferers

This hot seat is submitted by Phyllis and Tom. The niche is headache sufferers or more specifically chronic headache sufferers. This is where they entered their information. They described their prospect in quite a bit of detail.

2. What is your niche or market?

chronic headache sufferers

“They are mostly women between the ages of 35 and 55 who have a high-powered and stressful job. They are controlling, perfectionists, and capable. They have a very stressful life. On the outside they look fine, but they have real trouble getting through their life with chronic headaches.”

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

Mostly women and between the ages of 35-55 who have a high-powered job or a very stressful job. Controlling, perfectionistic, capable. Tolerates a lot of stress, do it yourself attitude. Women have trouble talking care of themselves. To relax or let down means you are unproductive. Does too much for others. On the outside she looks fine, on the inside she is having real trouble getting through life with chronic headaches. Too busy to slow down. Often stays in work situation even though she hates it or it is detrimental to her health. May have problems in relationship because of frequent headaches that interfere with quality of life. Has taken multiple medications that do not work, and is skeptical of any other kind of treatment. In denial about the state of her body, thinks she can relax. They are stressed and tired of dealing with headaches. have tried lots of medications and other treatments. may have had bad reactions to medicine. Anticipate headaches and tries to schedule life around them. Friends and family may have lost patience with their cancelling plans because of headaches. Want to feel normal. Want to be in control of their health but discouraged. Wish there would be something wrong with them to account for the headaches so it would be clear. The idea that they could do something to prevent them is a bit suspect. Reluctant to have to do something to make them go away. In major denial about their bodies. Feel like a victim to their headache pain. Afraid they won't get better.

This is one where you don't have to look very hard for where their pain is. Their pain is right in their head, but then the implications of that in their life is they are taking multiple medications, they are stressed and tired of dealing with this, they anticipate headaches and have to schedule their lives around them, their friends and family have lost patience because they have to cancel plans because of their headaches. They just want to feel normal.

They want to be in control of their health. They wish there could be something wrong with them to account for their headaches so it would be clear. They just doubt that there is something that can really help them. They are in major denial about their body. They feel like a victim and they are afraid they won't get any better.

There are a lot of fears and frustrations, a lot of hot points and a lot of pain there. Now we are going to skip down to the launch story. "I think we are a lot alike. I think I'm a lot like you." This is one where Phyllis and Tom have real experience having had the headaches, so they basically lead off with talking about having the headaches. Let's read it...

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

I am a lot like you I think we're a lot like you. You are probably in the same spot we were in several years ago. We both had major health challenges in our lives that seem impossible to solve, and somehow the usual medical approach just didn't sit well with us. When we were suffering with these chronic health problems, we just want to get rid of them, be pain free and be in control again. We wanted to be healthy without taking medications that can have serious side effects. Most of all we wanted to know there was something that could help us regain our health and be able to live our lives without the fear and worry of chronic health problems. Discovering the body's amazing ability to heal, without harmful drugs and drastic, costly medical interventions became our passion. Years of school and special training gave us the tools we used to develop powerful strategies so people with chronic stress related conditions could not only get better but actually eliminate their symptoms. Early on we started to wonder if we could design a plan to do the same with with headache sufferers and come up with a way to train them to eliminate and prevent their chronic headaches. Common Frustration We know what it is like to have a chronic health problem that keeps you from participating in normal activities, makes you go through life with persistent pain and erodes your self-image as a healthy person. The longer the chronic headaches go on, the more your life is disrupted. Like most headache sufferers you have probably have tried lots of medications and other treatments and may even have had bad reactions to medicine. You find yourself anticipating a headache and try to schedule your life around them. Friends and family may have lost patience with you always canceling plans because of headaches. You just want to feel normal, be in control of your health but because nothing seems to work you are really discouraged. Sometimes you find yourself wishing there would be something wrong with you to account for the headaches so the reason for them would be clear. New ideas about preventing them are a bit suspect. It may be hard to relate to your body any more because it has betrayed you and you feel like a victim to your headache pain. The worst thing is that after all you have done, you haven't gotten rid of your headaches and you are afraid you won't ever get any better. Aspiration or Dream We know you just want to get rid of the pain, return to pain free active lifestyle and end the worry of having

chronic headaches. You want to be headache free, be in control again, be healthy and off medication. You desperately wanted to know there is something that could help you. You want to be seen as healthy by family and friends, be able to plan activities without fear of having a headache. How we found the solutions We didn't stumble onto this by ourselves. Out of our professional training programs starting in the 1970's we found a therapist who was actively involved with the research community studying unique solutions for pain and headache relief. Working closely with him for many years, gave us the foundation for our own work. During that time, we worked closely with physicians who would send us their most difficult headache sufferers who had been evaluated and cleared of any underlying medical causes for their headaches.. People who no matter what medication the doctor tried or recommended still had chronic headaches. By the time they reached us, they were very skeptical and had convinced themselves that there was nothing that could be done. But after we showed them things about their headaches that they had never been told and they didn't know, most decided to give getting rid of their headaches one more try. After seeing 95% of these difficult headaches improve dramatically, we knew we were on to something important. Most of these people became headache free within 3 months. Our training program worked and people got amazing results. And we decided to share Most of our clients were doctor referrals, but we knew that millions of people suffer from chronic tension and/or migraine headaches. It was extremely frustrating for us because we knew that if we could find a way to reach these people, many of whom had suffered from chronic headaches for years and years, we could really help them. We decided to take all our knowledge, experience and results and put them together in a class that we could deliver over the internet. We spent months converting our person-to-person training to an online coaching program that would give the participants the same opportunity to get rid of their annoying chronic headaches as those whom we saw on an individual basis. Basically, we wanted to make sure that anyone who wanted to learn this powerful, life-changing process would have access so they would no longer have to rely on someone or something else for their headache relief. Our Freedom from Headaches Class/Coaching Program/Course reveals hidden headache triggers and what's more gives you a clear, step-by-step approach eliminating the triggers that contribute to

“You are probably in the same spot we were several years ago. We both had major health challenges in our lives that seemed impossible to solve. Somehow the usual medical approach just didn't set well with us. When we were suffering from these chronic health problems, we just wanted to get rid of them and be pain free and be in control again. We wanted to be healthy without taking medications.

“Most of all we wanted to know that there was something that would help us regain our health and be able to live without the fear of chronic health problems.” Then they talk about discovering the body's amazing ability to do without drugs and how they went into years of training.

I think I would do it a little different in here. I would deal more with the pain and more with the different types of pains. Let's just go over here and do some scratch pad. Their pain is obviously their headache pain, but there are also lots of other pains.

There's what other people are thinking about you. I'm guessing that one of the pain points would be that they have a headache and people in their lives that are living with them having these headaches, at some point they might even doubt that they are having these headaches. They feel like their friends and family are just getting sick of hearing about these headaches. They are sick of having plans broken and schedules rearranged..

I think another thing is the fear of addiction to pain killers. And also the fear of side effects of pain killers. Phyllis and Tom obviously know their people a lot better than I do, but I think, if I'm reading stuff in here, I think you have those things in there. I think I'm translating what they wrote here.

To me it's, "I think I'm a lot like you. For years I've suffered these debilitating headaches. I live in fear. I've learned to manage them. I've learned to plan my life around them. That is pure hell as I always have to worry about it, but it is almost like I'm held hostage to these things. I make plans and I never know if I'm going to be able to follow through with my plans.

"In fact, I know my friends and family are sick of me showing up with a headache and having to break plans or I'm going to be the one holding everything back. I've tried so many different things. I've tried so many drugs. Who knows what the side effects are that these pain killers are going to have. Or even worse, was I going to end up addicted to this stuff? Was I going to become a drug addict?"

I think you build up the pain there. Instead in this story, Phyllis and Tom basically just talked about the chronic health problems a little bit, and then started to talk about discovering the amazing ability to heal without harmful drugs or medical interventions.

They are skeptical of any other kind of treatment. If your launch story is, "Yeah, I'm a lot like you. I had some headaches but then I discovered the amazing ability..." you are tipping your hand right off the bat. If these people are skeptical, then you have to do a good job of hooking them first and getting them interested in your stuff before you start talking about something that they are skeptical about.

You can't lead with this thing that they are skeptical about. If you are trying to sell something to someone and they have some skepticism about what you are offering, you need to romance them a little bit before you come out and say, "I think the thing that you are skeptical about is really the thing that is going to help you and you should buy it from me."

There a couple of different ways with this thing. Often you might be the person who made the discovery. You went and studied for years and pulled in different things from different people. You sort of assimilated a solution.

The second way is maybe you just made a lucky discovery. You found the solution. In this case what Tom and Phyllis are talking about is they were lucky enough to find a therapist who had this unique solution. That therapist could be the reluctant hero. You could play it up that way if you wanted to.

Basically, here you found someone who had the solution and you assimilated their work with your work. That is a great story there. Then you went on to help lots of people in your training program and got amazing results. Now you've decided to share. That is all great stuff. That is basically your story.

We went out and found someone who was like the guru on the mountaintop, so to speak. I'm not saying that in a denigrating way at all, but you found this person. You were able to integrate their work with your work. You had some really powerful results.

If you just tag this on to that other part where I started with the pain, then the solution was you found the guru; you assimilated their work with yours and started teaching people. You had great success and now you want to share it with the world.

So that is the solution. Now we are going to get down to the offer.

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.

We have delivered an 8 week online class for \$69.97, with good results but few participants due to lack of marketing knowledge and the uniqueness of using a training program not medical approach to solve this problem. We want to offer an online educational, coaching/training program Possibly membership based An initial cost (we are having trouble placing a value here) Monthly fee (we need them to stay involved) We want to include a biofeedback device that will cost us \$400 but they will get quicker and better results. 30 day guarantee Possible bonuses telephone coaching

This is where I think you have a problem. We've delivered an eight-week online class for \$69.97. We had good results but few participants due to lack of marketing, knowledge and the uniqueness of using a training program, not a medical approach to sell this problem.

I think that this is a problem. If you are offering an eight-week class, let's do the math. That is less than \$9 per class. I just don't think anyone is going to take you serious at \$9 per class. I mean, come on. What does a box of Tylenol cost? A box of Tylenol costs you \$6 or \$7 and you can get that at any drugstore, grocery store, anywhere – you can spend \$6 and get a Tylenol.

Prescription pain killers are expensive. Going to a chiropractor or massage therapist to deal with your headache is expensive. You are looking at one session with a massage therapist that costs you \$90, not \$69.97. This is an eight-week class with very advanced techniques that are new to the world. I really think that is way under priced.

These people are in a lot of pain. I just think that has to be significantly higher, at least \$200. Trust me folks – a lot of times you will hear people who pass themselves off as marketing experts and they are all, “Rah, rah, rah! Raise your price to \$17,000.” I’m not like that. I think I tend to be really realistic with pricing. I think this is more like a \$197 type of thing. You are talking about changing their lives.

You need a commitment. People are not going to commit even if you sell it to them for \$70. They are just not going to take the time to attend your eight classes.

Then a monthly fee – I don’t know how this whole thing is structured if they need monthly coaching once they learn this stuff. That might be tough to pass off. Here they have a biofeedback device that costs \$400 and gives better results. I think that probably makes for a good upsell. I think it is a \$200 course and as part of the course you demonstrate the techniques.

Then on the second or third or fourth class you can show them how this biofeedback device does great. At that point you can sell it to them for \$400 as an upsell. If it was a \$200 class you could even credit them the \$200.

You say, “This thing costs \$400 but we know you are going to get great results with this thing. In fact, we are so sure your results are going to be so good and we are in this thing to make an impact on people so we are going to give you a credit for the \$200 you already spent with us for this class. Instead of this biofeedback device costing \$400, we are going to give it to you for \$200.”

Then basically what you have done is taken a \$200 sale and moved it up to a \$400 sale. If it is a pure online class, then you have a very low cost of delivery so you can afford to give a large credit towards the purchase of that biofeedback device. That’s just one way.

Or you could just give \$100 credit. “We’re going to give you 50% credit for everything you spent with us already and get the biofeedback machine.” I don’t necessarily think \$200 would be the upper limit. If people are really in pain and you are talking about completely changing their life, if you can take these headaches away, their life will completely change.

You could possibly go quite a bit higher - \$500, \$800 – if you target the right people. You might be much better off selling an \$800 program to fewer people than trying to stuff a lot

of people in at \$70. I understand you are trying to make an impact on the world here, but if people are paying you \$400 or \$800, you might end up impacting more people because those people who take your class will take it more seriously and have better results.

I think \$70 is a real problem here. You could do a one-week class or a one-session class or a two-session class for \$70 that ends up upselling into the eight-week class. But I would look at raising that price.

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?

pdf and screen capture video history and results of this approach testimonials from former participants scientific research controversy about the approach

For pre-launch content – PDFs, screen capture video. I'll tell you what, the more you can do case studies – I would get on the phone with people and have them tell their story to you, the people you've worked with in the past. Certainly scientific research is good.

One of the things with this whole launch, this marketing approach, you could do the common enemy approach. The common enemy could be either the medical establishment or it could be the drug companies.

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

"I am relaxed and don't have any tension" Once you have had headaches for any length of time, you have lost the ability to know and feel what it is like to be relaxed. We will discuss the epidemic of stressed-out people in the U.S. who don't know how to relax as evidenced by the huge number of doctor visits for stress related conditions. We will demonstrate with screen capture video from our equipment initial high levels of muscle tension that are reduced in the process of relaxation training. "How do I know this will work for me when nothing else has?" Demonstrate through testimonials and our experience that it does work and it works for people with long standing headaches. We will discuss how the secret lies in something you don't know, the knowing of which will make all the difference. And, we know what that is and will teach it to them. "How long will it take?" This approach is not for everyone. It will require some practice time on your part. If you follow the instructions you will start to see results right away. Most people eliminate their headaches in 3 months.

"The drug companies don't want you to know about this stuff because they sell a heck of a lot of Tylenol and Motrin and Advil every year. They really don't want you to know about this stuff. That is why you haven't heard about this stuff. There is no profit in it for anyone for these healthy non drug based techniques for eliminating headache pain. There is just

no profit in it for anyone. If they haven't been actively discouraging you, they have certainly been shining a light in the other direction."

You could totally build that up. They don't want you to know about this stuff because they want to keep on selling you drugs. You could definitely do a common enemy approach here.

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

there will be only so many slots available as it is personal coaching program will go off the market at the end of the launch

Scarcity plan – there are only so many slots available. Right on. Again, if there are only so many spots available at \$70, you are going to have a hard time doing all that well.

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?

We see this as a seed launch so we can improve our product and the way we teach the information. Because we have the only online program that exists for chronic headaches we suspect that the pre-launch and launch will be over 4-6 weeks to give us time to pitch our credentials, proof and potential for headache improvement

The overall launch plan – it is a seed launch because they want to improve their product. That is a fantastic way to go. Because we have the only online program that exists. This is the only program that exists like this. The launch will be over four to six weeks. Again, a four to six week launch for a \$70 product is just crazy. If you are going to sell \$70 product, launch that over a maximum of ten days.

If you have this much in the way of credentials and proof, and the potential is that big, you can't sell it for \$70. You have to sell it for quite a bit more. I think a minimum of \$300 or \$400. You have to do that otherwise it is just crazy to spend four to six weeks building up to this for a \$70 product. People don't need that kind of time to make a \$70 decision.

10. Is there anything else you need to tell me about your launch or your market or your prospects or your situation?

We are counselors and biofeedback therapists. We have taught this educational approach for getting rid of chronic headaches in our private practices for over 30 years. We know it works. We are experts. It is the reason we got on the internet in 1996. We know it is not commonly held that you can get rid of headaches without medicine but we know you can and have years of experience otherwise. We truly want to be able to provide this opportunity for headache sufferers. The insurance companies and the lack of knowledge of the medical community have made it difficult to reach people directly. We have had trouble figuring out how to market something that headache people don't know exists. So we are thrilled that we might be able to use Product Launch Formula in this arena.

Here we go – first of all, they are counselors and biofeedback therapists. They've had a lot of success doing this for 30 years. They are experts. "We truly want to help," which is fantastic. "The insurance companies and the lack of knowledge in the medical community have made it difficult to reach people." That's what I was talking about that common enemy. That is a fantastic way to sell.

In your pre-launch content you can come out with this overall story. I would do a video talking about this. Talk about the way you stumbled upon this. Then I would come back with the second piece of content which is the common enemy – the drug companies.

Say you do a screen capture video and you could do it about this pain and talk about that. Then you could go right into the common enemy. "I'm a lot like you. I have this headache pain. I worry about what people think of me. I have to break plans with people, not being able to live the life you want, always being in fear of a headache disrupting your life; you are worried about being addicted to pain killers and possible side effects of these pain killers, and this nonstop money that you spend for these pain killers.

"I went through this for years and I was able to find a solution, but I'll tell you what – it is not the solution you are thinking. Part of the problem is the drug companies make a lot of money selling to people – selling to us – the people who suffer from chronic headaches. I don't want to make this sound like some big conspiracy, but they certainly have a vested interest in you thinking that drugs are the only answer. I'll tell you what – I was able to find a solution after years of searching.

"I was able to find a solution that works and has worked over and over in a repeatable fashion. In fact, I've made that my life's mission to share that solution with people. I've been doing it for 30 years now. I have indisputable proof and I'm going to be showing you that proof in a series of videos, so leave your name and e-mail address, yada, yada..."

That could be your first lead in video. Your second video you would come back with the proof. The proof would be whatever you have – what did you say up here? You've got all kinds of proof; I just can't remember where it is in here. But you have lots of proof, so come back with the proof, the credentials, and a case study.

In that second video you still don't have to name what it is. You can keep people guessing in terms of what it is and what your solution is. That first one you hint and touch their pain point. "I'm a lot like you," repeat the pain stuff, hint at the conspiracy or the common enemy, and then hint at a solution. Then you come back and show the results and show the empirical evidence, the clinical evidence, do a case study, do an interview with someone who has had great success.

Still at this point you are not completely telling them what it is. In the third video you can start to explain what it is. I think you will have people totally hooked at that point. Then maybe you could follow up with another video with a bunch more case studies and proof. I think you would have people sold at that point.

With that let's close up this hot seat.