



## **Jeff Walker with Jason Potash How to use Front of the Line Software**

**Jeff  
Walker:**

Hi folks, this is Jeff Walker. I'm very happy to have Jason Potash on the line. Jason and I have been playing the most massive game of phone tag as we tried to arrange this audio for you.

Jason is the developer of Front of the Line software. It is very exciting stuff. It is very, very effective. What this call is about is just sort of describing the software just a little bit and then talking about a lot of the psychology behind it and the best ways for you to use it.

As you'll hear, if you don't use it properly, there can be some blow back during your launch. You want to use it right. What we really want to do is drill in the basics of how it works, but also how and when to use it and why to use it.

Jason, thanks a lot for coming on the line. I'm really excited to be able to share this with all my people. I know they are going to get a lot out of the software and a lot out of this call.

Could you just give us a quick description of the product or of the software?

**Jason  
Potash:**

Yeah, let's do that. We'll get into a lot more detail as we go through the call, and how to apply it, and that sort of thing. I think people will be really excited once they understand how they can use this thing.

Again, it has been proven many, many times. Rich Schefren has used it. Our good friend, Dave Mizrahi, has used it. I've used it on several launches myself. It has just worked like gangbusters every single time.

Basically, this software really stirs the emotional pot of your prospects, if you will, and gets them really excited about the launch coming up. It builds anticipation. It pushes a lot of the psychological

triggers that I know Jeff talks about. These are the things like using social proof and scarcity to get people really in tune and engaged with what it is you are launching, and also paying attention.

There is so much noise out there on the internet. This really grabs them by the collar and pulls them into your launch and gets them to pay attention and be excited about it.

Essentially that is the overlying description of what this does. How it accomplishes all this is something we'll talk about. But before we get into detail about how the software works and that sort of thing, maybe it would be helpful if I give people just a real simple example of how I have applied this system and this software, and then we can sort of sidebar on various things.

Does that sound okay, Jeff?

**Jeff:** Yeah, that sounds great.

**Jason:** Jeff and I will talk later on about the whole story behind the software. It is an interesting story about how it came about, but basically, I went through several launches before I actually came up with this idea of the Front of the Line Free Pass or the 'Psycho Script' as I sort of coined it recently.

Basically what I wanted to do was find a way to really, first of all, get the temperature of a launch. Jeff, sometimes as you are going through a launch, you do the pre-launch and you have an opt-in list, videos, content, or whatever, and people go crazy.

Then it seems like two or three days before the launch, sometimes there is this weird silence. You know people are kind of waiting on the sidelines, they are anticipating the launch, but you are not seeing massive comments to the blog always, or you are not seeing tons of activity because your partners are waiting in the grass to hit the send button on launch day.

They are not necessarily hitting the send button two or three days before the launch. I just want to get a gauge on what is happening and get a sense of the level of excitement, response and that sort of thing.

It is almost like using a cattle prod to jolt some life into your prospects and find out if they are excited and if they are paying attention.

So this whole idea of this Front of the Line Free Pass came about. Basically here is how it would work. Let's say that you are going to be launching a product on a Thursday for argument's sake.

Usually on a Tuesday I would send an e-mail to people that would say something like, "There are a lot of people who have been contacting us about the launch and they are really excited about the product launch on Thursday. I'm getting a little bit worried that we are going to have some server issues like what usually happens on product launch day.

"I thought it would be a good idea to give people who are really interested in this product a first mover advantage and give them a front of the line free pass. If you are really interested in this, we'll give you a two-hour head start on launch day as a token of appreciation."

I emphasize in the e-mail saying, "Again, if you have pretty much made up your mind that you want to go ahead and order this, or if you are extremely, extremely interested, go and claim your free pass tomorrow at 2:00 p.m. Eastern. Only 300, 400, or 500 are available." That number will kind of depend on the size of your launch and so forth.

But say that it is 500; we put the e-mail out there and get it out to our list. People know that tomorrow they have to basically grab their front of the line free pass. There are only 500 available. That gets people paying attention.

It is an exercise that is very similar to what you do on launch day. You tell them that tomorrow is the day, or today is the day, and pay attention. I think it is conditioning people to pay attention, to react on your command, go through the exercise claiming their free pass, and then on launch day they are just repeating the same exercise again.

It becomes a little bit repetitive and they get in a pattern of clicking on your link and then going to the pages you ask them to. What happens though is that the hottest buyers on your list who are generally interested and actually grabbing the product or service, they raise their hand in the air and say, "Hey, I want this front of the line free pass because I am really interested in whatever you have."

The concept is very similar to if you've ever bought tickets to a live concert or a rock show or whatever. They always have this armband thing that happens. The day before, they'll say that at 12

o'clock you can get an armband. Only the first 1,000 people will get an armband.

People line up like crazy. You watch the news and you see this lineup all the way down the street because of whoever is playing or whoever the latest is like Justin Timberlake. People are lined up and when you see this, you say to yourself, "My goodness, this is insane the amount of people who want to go to this concert."

I think internally it pushes a few buttons where you want it even more. Or you say to yourself, "Man, I really want to be at this concert tomorrow and get tickets," because it seems like there are a ton of people who want to be there.

That is sort of the mental picture I want people to have when they go to the front of the line pass page. Basically, they go to the web page after I send them the e-mail and it is just like a regular launch. The page has a countdown script or maybe it just says, "Please refresh this page at two o'clock Eastern."

They hit the page; they're waiting – they're waiting – they're waiting, pushing the refresh button. Or they're watching the countdown go from five minutes, four, three, two, one, bingo – the page goes live.

The cool thing is that when people start registering and grabbing their front of the line free pass which mainly requires them putting their first name, and we ask also for a country, and their e-mail address, it sends them to a sub-list. When they go through that process it shows them right on the page in real time who else has registered for their front of the line free pass.

The powerful thing is there are a couple of really powerful psychological triggers here. Obviously you have massive social proof because as you are sitting there in front of your computer, this page is filling up with names. It has the first name of the person and I think their last name initial, so it would be Jeff W, United States.

It is just filling up with all types of people all over the world. It really is an eye opener to see this page filling with names. The cool thing is, and this has happened multiple times (I'm not making this up), I've had people e-mail me and say literally, "Holy moly! I was sitting there watching that page and my jaw was literally on the floor because I could not believe how many people were jumping on this thing."

It almost becomes a spectator sport for the person that grabs their free pass. Think about the psychology behind that. You are ready to buy this product. You are a hot prospect. You've grabbed your front of the line free pass which means you are going to get a two-hour head start on launch day. You are super excited because you were among the first 500 that could grab that.

Again, that is also a huge scarcity play there. Only 500 people can get their front of the line pass or their armband to buy Justin Timberlake tickets when they go on sale.

It is exclusivity. You are getting special treatment because now you are part of the special 500, who of course you are putting on your prime list, and they can get a head start before everybody else.

There are a lot of factors at play there. More importantly, you are seeing the massive demand for this product. Obviously, if they are seeing this happen with the front of the line free pass, they are assuming that on launch day that this is going to happen. It is going to be even worse – the massive frenzy.

There are a couple of things I've done to really hammer this home. In some cases I have taken screen shots of that front of the line pass page. I've shown them at the one-minute mark that we have let's say 100 people. A lot of times, at five, ten, fifteen minutes, all 500 spots are gone.

If you can document that or even shoot a video saying, "Hey, here we are. We just went live. Let's see what's happening." Stop the video and show them again at the five or ten minutes, that sends a very clear message to all your prospects who are looking to pick up your product or service on launch day, especially if you have some sort of scarcity – limited time bonus, early bird bonus, only 1,000 available, pulling it off the market in two days.

People know that they can't screw around because your front of the line passes went so quickly. I have used that one-two punch multiple times and it has worked out extremely well.

Jeff pointed out to me several months ago what he loves about it. We've all seen launches go down in a ball of flames because your server ends up getting overloaded or something happens with the connection or a database craps out. All these things can happen – it is very real. It happens to massive companies; it happens to small and medium sized companies like us.

It is one of those things where anybody is vulnerable at a certain point in the launch process. If you are taking your most rabid, likely to buy prospects, and you are putting them on a special sub-list, and you are giving them a two-hour head start, I think that is going to take a lot of heat and load off of your servers by having those rabid buyers hit the site, hit the order page, go through the checkout process before you go live.

If you have any problems potentially, I would sure like to have two hours to get my technical guys to get in there and work some magic before I fall flat on my face in front of tens of thousands of people, and potentially really aggravate my partners because they are mailing my offer and my link.

People are going to a web page that isn't coming up or there is a technical issue. That is kind of a bad way to start off the process.

**Jeff:** Right.

**Jason:** In a nutshell that kind of gives people the play-by-play of how I've utilized this very powerful system and script to really just prime the pump, as I said, for a launch. It gets people really super excited about what is to come on launch day.

**Jeff:** That is a great overview. Just to underline what is actually happening when someone goes to the page, when your prospect goes to the page, and let's say that there are 500 spots at the front of the line. They'll go to that page. At the top of the page there will be some text and your name and e-mail address to get a front of the line pass. Then below that they'll see the first name, the last initial, and the country of all the people who have already joined the front of the line.

**Jason:** And the time – that is very important – and the time stamp. You can see exactly when the page went live and every second is stamped.

**Jeff:** As you are sitting there watching the page it is updating in real time. You don't have to refresh it. Let's say that you hit that page and you are thinking, "Well, okay, whatever – the front of the line pass."

All of a sudden you are seeing names popping up and being added to that list. I think you put the number next to them, right?

**Jason:** Exactly, yes.

**Jeff:** So they know that there are 500 spots available, and all of a sudden it has been live for five minutes, and already 232 of the spots are full. Then, oh, there's 233, 234, 235 – there is this huge sense of social proof and of scarcity and of urgency.

Then they want to put their name down. They get to see their name pop up there on that list. As it goes on, you have this whole – I mean, I think when Rich Schefren did it that he had 1,000 names.

**Jason:** He did.

**Jeff:** And it filled up in I think within under an hour. It was very, very fast. You could sit there and look and see how fast it filled up. This is proof staring right in someone's face, if they had any doubt that there was demand for this product. And they know this thing is going to launch the next day.

I think when Rich launched he had 100 total spots to sell, and he did a front of the line pass with 1,000 spots. People could look and see that this thing filled up in an hour. I'm sure our listeners can grasp how that will take the energy of a launch and just put it on afterburner and completely change the dynamic. It will turbo-charge what is going on. That is what I like about this thing.

The way I've taught to do these launches is that you gradually increase the momentum and the urgency as you go through the launch. When you are three weeks out it is all pretty casual. We have this thing coming.

Then as you get closer the intensity increases, the intensity in your copy, the intensity in your messaging, the momentum, the frequency, all starts to build. But it is generally a nice smooth build. Then if you can drop something like the front of the line pass in when there are just two or three days left before launch, it can all of a sudden completely be the game changer.

Maybe your prospects are feeling this gradual tension increase and the momentum increasing, but all of a sudden it is like, boom! And it jumps up to a whole different level with the front of the line pass. That is what I really love about it.

As you mentioned, there is the added benefit that it can really help save your server if you take your top 500 or 1,000 most rabid people and give them an hour or two hour head start. All of a sudden, that takes a big strain off of your server and gets your most important prospects into your server before it goes down.

If you are doing a big coordinated launch where all your partners would be mailing later on, or even if it is not – if it is just you mailing your list, it is not like this huge ton of people all hitting your server at once. You are getting 500 or 1,000 people out of the way.

There is that added benefit and that is a strong benefit. What I really love is the psychology and the social proof and the way you can just all of a sudden just turn up the heat right at the last second.

**Jason:** What is powerful, too, is that you really can't fake this stuff. If you have a ton of time on your hands and want to hire someone to key in 500 or 1,000 different names and countries and then have them automate a way to post it, come on. You can do that, but really, I don't think there are that many people trying to do that.

It really puts your cards on the table. Let's be honest. People are often very skeptical and have their guard up any time they see a marketer making claims. They are always wondering if this is false scarcity or is this person really trying to create anticipation and build this momentum. They're saying, "Oh, we're getting tons of e-mails coming in. Oh my gosh! I can't believe the response. I think we're going to sell out in an hour."

Well, your people on the other end, like your prospects, they can't necessarily see that. They can't necessarily get a first hand perspective on what is happening on the front lines with the launch. Obviously there are different ways to do that with blog comments and that kind of thing. But if somebody is just sitting there on the sidelines watching your e-mails come through, what this does is it really clearly demonstrates and gives them hardcore proof.

It says, "Here's the deal. Here's what is going on." The cool thing is that when they come back to that page and it is full, it will have a message there saying, "Sorry, all 500," or, "all 1,000 front line passes are gone." Then it leaves the names on the page there.

So if someone comes along and says, "Oh crap, I missed out. It's only been like five minutes since I got the e-mail." They scroll down the page and they see one, two, three, four, five, numbered all the way to 500. They can see clearly based upon the time stamp that the names came in every two seconds or every second or whatever. There is nothing you are trying to hide.

That also becomes part of the launch strategy where it is an element of social proof. You can e-mail your list and say, “Man, I’m kind of sitting here bewildered that we had 1,000 spots go in an hour. If you missed out, I apologize, but I think this really gives us an idea on the demand for this product.” You can phrase it your own way, but really just communicate to people on the temperature of the launch and where things are at before you go live with it.

**Jeff:** It is important with the software that you can pick the settings. There are going to be people listening to this call who are going to do million dollar launches and then there are other people with a two thousand dollar launch which is huge when they have 173 people on their list.

With the Front of the Line software, you can set what the number is for the number of passes available.

**Jason:** Exactly.

**Jeff:** If you have 173 people on your list and maybe you are selling some coaching service where there are only 20 spots available, you could set that front of the line pass so that there are only ten or 20 or 50 front of the line passes available.

It is not like you have to worry about filling up 500 passes when your list is only 173 people. You can scale this up and scale this down. It is very, very flexible in how you use it.

**Jason:** Well, the sweet spot is really the time it takes to fill up the front of the line passes. For example, that is a good example you gave – having ten. If your list is 173 and you have ten of some kind of a coaching deal, for whatever reason, you say that you can only handle ten and here’s why.

You want to fill up those ten as quickly as possible.

I’ll give you an example. We ran the front of the line pass with a marketer, and I won’t tell you who it is. He said that he wanted to put the throttle to 1,500 people. I think he was offering 400 or 500 spots or something like that for the actual product itself.

I said, “You know, that is a large number and I think that is a huge gap there between 500 and 1,500. You want to keep it somewhat close.” Say we had 800 people grab a front of the line free pass and we’ve only got 400 or 500 spots on launch day, they can see

that it seems like more people want the product than there are available.

That is not even including partners mailing this, and other people who didn't get the e-mail. People can kind of see that there is definitely higher demand than there is supply. In this case we had 1,500 front of the line passes and I think it ended up taking five hours to fill. At that point you kind of lose a lot of the sizzle and the momentum.

Imagine the e-mail the next day. "Wow! I can't believe it. All 1,500 spots were gone in five hours." Not that exciting. As opposed to where I've had launches where I got rid of 300 spots – I remember specifically with Content Composer – it was 300 spots in less than 15 minutes. It was like 12 minutes or something like that. That is pretty impressive – 15 minutes – bam! Done – spots were gone.

There is a bit of a sweet spot there that I want people to think about. Depending on the size of their list, how many partners they have, how much traffic and support they are going to get behind their launch – all those factors come into play.

If you don't find that sweet spot you could end up having the crickets chirping on your page because it has taken five hours to fill those spots and that kind of thing.

**Jeff:** Right. Let's go back and talk about the evolution of this and how you came up with it. Even then we can get into the first time you used it and some of the lessons learned there.

I can't remember what product this was originally developed for.

**Jason:** This was first developed for the Portal Feeder launch back in early December of 2005.

**Jeff:** That was a while ago.

**Jason:** Yeah, and I talked about this a little earlier in the call. I forget where you and I were at an event or somewhere kind of chatting about stuff. That is where the idea sort of started coming about on this whole front of the line pass thing.

Basically, going into the launch I knew I wanted to do something a bit different as opposed to the usual type of process. What I wanted to emulate was, as I mentioned earlier, that armband type of a process that you use when you are buying tickets to a live

concert. The first 1,000 people get their front of the line armband type pass. They can grab tickets when they go on sale.

The second type of model I wanted to follow was Macy's Boxing Day Sale. If you've heard stories about Macy's in New York, there are just people lined up all around the block. It is insane. There are cars piled up. There are cabs everywhere. It is just a total mess.

People want to get a hold of the Boxing Day sales that badly. We all know this. You have a hamburger stand with nobody in line, and you have a hamburger stand next door with ten people in line, you actually gravitate toward the hamburger stand that has people in line. It is just basic psychology.

Even if the product is inferior, you see the line up. You think it is good. It creates that inner desire and demand. You want it even more. The same thing also applies with these types of sales and that kind of thing. You can physically see the line up.

You say, "I want to be there because the deals have to be amazing because of all these people who want to be there." Sometimes they have door crasher specials – the first 100 people will get this Louis Vuitton bag for \$50; it's worth \$800 – all that kind of stuff. Again, it is basic salesmanship. There is nothing new here.

I thought, "How can I apply those same elements online?" Online it is you and your keyboard. You don't see a crowd of people beside you and behind you waiting to stampede the front door of this web site. How do we create that type of an environment?

Being a techie, we thought about how we could utilize some software and that kind of thing. When you and I started talking, the idea really started to crystallize. I think it was you who came up with the phrase. You said to me, "Jason, I'm thinking this is sort of like a front of the line free pass. I like the concept of the 'free' pass because obviously it is free, and front of the line gives them that feeling of exclusivity."

It's like going into a nightclub and you get ticked off at these people who go in front of the red ropes and they whisper something to the bouncer. They get whisked in the front door and there are like a hundred people waiting in line in the freezing cold. It is like, "What's the deal?"

It is a great feeling if you are that person being escorted to the front of the line. I thought, "Let's give people that front of the line, VIP treatment."

**Jeff:** Yeah, I remember, and my memory could be completely wrong because it's been awhile, but I remember sort of thinking when I came up with that term, of Disney. At Disneyworld where I think you can buy your regular ticket at the park, but there is some extra ticket you can buy and walk up to the front of the line. You are standing in line for Space Mountain and it's going on an hour. All of a sudden someone walks up to the front and they just walk right in.

**Jason:** Yeah, you're right.

**Jeff:** It would be really cool to give someone that feeling of exclusivity to be able to do that.

**Jason:** You are right. That was an example you brought up as well. That all sort of started to come together. I was just throwing some ideas around and obviously I valued your input. You are very knowledgeable in this area. The whole concept of how to put this together – I had some raw bits and pieces, but when we talked it really started to gel. It made a lot of sense.

I went back to the bat cave. I actually ended up talking to my business partner Marc Quarles who can do circles around most guys I know in terms of coding. He sort of made the magic happen and put together the raw framework of this front of the line free pass that we talked about.

There were a couple of things we used in terms of technology that helped us. Without getting too technical, one thing is called Ajax which allows you to refresh that screen in real time. There is also another option we have that is built in to the software. Don't worry if your eyes are glazing over.

The second option is a manual refresh, or when they hit your thank you page after putting their name and e-mail in, on the thank you page it shows them all the people who have signed up.

We did that for a couple of reasons – actually for one reason. That was that some people, depending on whether you are using a shared server, or if their server is not that strong, if you have a lot of people hitting that page, they will forget that it is refreshing in real time, to potentially 20,000 people hitting your web page, that can bring down your site if you don't have enough server muscle.

If you are only launching to 173 people, you've got ten spots, no problem. You are totally fine. Once again, we've given you some flexibility based upon what makes sense for you, how big this launch is, the amount of people hitting your page, and that kind of stuff.

That is basically the story of how it came about and how this whole concept became this software package that you can get access to.

**Jeff:** Let's walk through that first time you used it because there were some good lessons learned there. You got some blow back because of some of the things and the way it was deployed, but it was also extremely effective in terms of turning up the heat on your entire launch.

**Jason:** Yeah, let's talk about that because it is also important to cover lessons learned. Any time you are dealing with a launch you have to be careful how quickly you throttle it or if you put the pedal to the metal too quickly.

I find that it is not a bad thing if people are getting a bit agitated. Whether they want your product and it is gone, or they wanted the early bird bonus and it's gone, those are good problems to have. It just shows that you had every chance to step up and order this. If you delayed for whatever reason, I warned you that this was going to go quickly. It just proves your point.

Having some people who are a bit ticked off is not a bad thing, I think, because it just proves that people are paying attention. They are emotionally engaged and involved in the process. If they didn't care, they would kick up the stink sometimes.

The first time I used it, of course, I was super excited because nothing like this was ever done. I thought, "I'm going to launch this new concept into the wild with a launch and see how it works."

The fatal mistake I made though, was that I didn't give people enough warning. In particular, you have to understand that not everyone is living in North America, like most of us are. A lot of people are overseas and in different time zones. Sometimes it is two o'clock in the afternoon here and it might be two o'clock in the morning for them.

They aren't going to get your e-mails at the same time. Some people might get your e-mail the next day in the morning, twelve

hours later. That is something I didn't really think about. I was just, again, over excited about releasing this thing out to the wild.

If I recall, I told people something like, "Hey, we've had a lot of feedback and people asking how many quantities are available. We are excited about this. Can I just buy it now? So I thought I would give people a chance to get a two hour head start on everybody else on launch day.

"Here's a page I set up. You can grab a free pass and go here now. There are only 300 or 400 available. Once they are all gone, then they are all gone."

I was thinking, "Hey, what a great idea." I put it out there and lo and behold, I think we ended up filling up all 300 spots in 15 or 20 minutes, somewhere around there. My memory escapes me right now. It was fast though. It happened fairly quickly.

The next day we got e-mails from people that were pissed off. They thought I was playing some game. "What are doing? This is just unacceptable. I didn't know about this. I had breakfast and I checked my e-mail. I found out that this front line pass thing opened up last night when I was in bed."

People were just getting really angry. Like I said, on the one side it was good to see they were paying attention. They were angry because they really wanted a front of the line free pass, but the fatal mistake I made was that I didn't give people enough notice.

Once again, this is almost a mock-up launch, right? On a mock-up launch, people know you are launching. Usually, 24 hours ahead of time you give them a warning saying, "Look, it is happening tomorrow at two o'clock. You should be aware of this. In case you are not, here is your last reminder e-mail from me." Then they know it is coming.

No one saw this coming.

One person said to me that it was like getting a shovel to the side of the head. They didn't see it coming. Bang! There it is. They wake up and realize that it is over.

Had I taken that same e-mail and sent it 24 hours prior, and told them, "Here is our crazy idea. Tomorrow at whatever, two or three eastern," that would have given everybody in the world plenty of time to get that e-mail, set their clock, or maybe say, "I'm going to

get up early because I want that free front of the line pass.” And all is good.

When you do that, you don’t get any blow back. By just throwing it out there and saying, “Surprise!” people don’t like surprises of that type. Like I said, I got some pretty serious blow back and accusations like, “You dirty marketer. This is just being deceptive and shady,” and all that kind of stuff.

I understand that I would also be a little ticked off if that happened to me. It was a big lesson.

**Jeff:** Yeah, because people are projecting, thinking, “If I missed out on the front of the line pass, then I could miss out on the launch.” You are building them up for two or three weeks about this launch and they are starting to get really excited about it. Now, if they miss the front of the line pass, they are thinking that now they are going to miss the product and they get very upset.

You have to stage the thing just like you stage a launch. Just like you wouldn’t pop a launch on someone, you have to stage the front of the line pass. You have to give them at least a 24-hour notice.

Typically, a lot of times with these front of the line passes you will end up doing that process either 24 or 48 hours ahead of the launch which means 48 to 72 hours, a full 24 hours before the front of the line pass, you have to tell people.

You say, “You know what? It looks like things are going to be pretty crazy on launch day. We are a little bit concerned about our server going down. We are a little bit concerned about it almost being like a lottery for people to get these limited bonuses. We want to be as fair as possible with this, so we’ve devised this front of the line pass thing. We are going to be releasing this tomorrow at noon.

“All you have to do is go to this site and sign up. It is not going to cost you a penny. It is only going to cost you 30 seconds to sign up for your front of the line pass. That is going to happen tomorrow at noon. Once you get the front of the line pass, then on launch day you are going to get a two hour head start.”

That is all you need to do. Just give them that heads up, but don’t drop it on them at the last second. Jason took all those arrows in his back for us so we don’t do that.

**Jason:** You’re welcome, everybody.

**Jeff:** [Laughter]

**Jason:** Something I want to mention also is another benefit of using this system. I don't know about you, but I find that as you are getting into the last two or three days of the launch, you have given them all your best content, usually they have gotten some sort of a free gift or whatever it might be as part of your pre-launch, and the last two or three days you don't want to hammer them with, "Hey, three days left. Hey, two days left. Hey, one day left."

Some people might say, "You know what? Enough; I'm tired of getting the daily, twice a day e-mails from you. You are brow beating me on why I should be ordering on a certain day."

What this whole front of the line pass thing does is give you a legitimate reason and excuse to mail people without you just saying, "Go buy my stuff on Thursday because we're launching."

Don't forget that you are e-mailing them on the Tuesday saying, "In 24 hours the front of the line pass goes live." On Wednesday you might tell them that it goes live in an hour. "Maybe you missed my e-mail. Just want to give you a bit of a heads up. In an hour the front of the line pass page is going live. Check it out."

Then when that passes, you still have one more mailing that you can use, like a freebie mailing, which is a legitimate reason to contact them. Sometimes what I will do is pick a couple of random people from the front of the line list.

I'll say, "I feel bad. We filled up all 500 spots in ten minutes. A lot of people are disappointed. I'm going to go ahead and give away two free copies of my product." I've done this before. You pick the two names. People are happy. They're like, "Wow! He's so generous. That's great." It gives you another reason to mail.

Or you can say to people, basically the subject could be, "Wow! Sold out in six minutes!" In the body it says, "I'm not Nostradamus nor am I a psychic, but I can pretty much tell you that because we went through all 500 front of the line passes in six minutes, that on launch day these thousand units we're selling are not going to be available very long. You can go to the page and check it out. It shows you that all 500 are gone."

It gives you a reason to follow up with them without just saying, "Go buy my stuff tomorrow and don't delay," kind of thing. I find that

sometimes it just kind of softens people up a little bit because you are not just ramming it down their throat. Buy my product; buy my product.

You are taking the focus off your product and really focusing on the demand and the anticipation and the social proof of the front of the line pass that you just went through as a way to subconsciously implant it into their brains that this thing is hot and is going to sell out in a heartbeat if they don't step up and make sure they hit the order page when you go live on launch day.

**Jeff:** One of the things that I teach is turning your marketing and turning your launch into an event. This is an event. It is newsworthy. Something is happening. It is not a static thing. Even better, it is a spectator event. People can go watch this page and it is pretty fascinating when you are seeing this thing fill up in real time.

I remember watching Rich Schefren's when he did one of his launches. It is oddly compelling to sit there and watch these names pop up one after another without doing anything in your browser. It fits completely the definition of turning your marketing or turning your launch into an event.

Like you said, those last couple of days that you are coming down to the launch, you aren't sort of limping into your launch just saying, "Yeah, it's coming, it's coming. It's going to be cool. It's coming."

Now it is more like you are communicating news to them. You are giving them something to watch and an event to check out. It is something that is out of your control. It is dynamic and it is really very cool how it fulfills so many roles in those critical 24 to 48 hours right before your launch.

Have you used it outside of a product launch for any other applications at all?

**Jason:** I'm trying to think here. I have a bunch of notes that we can go through just in terms of...I brainstormed a lot of different ways to use this thing. The only other way I can think of is I believe that we had software that we were giving away. I'm not sure what software it was but we had it so you could basically see how many people actually downloaded the software.

Again, it would show you that there are a lot of people that have shown an interest in this package and they downloaded it. It is just

a way to kind of prove to people that this software is in high demand and it is receiving a lot of downloads.

You could do that with any type of digital product to sort of have a live real time counter, and a page of people who have actually gone ahead and downloaded the free product that you are offering.

I have probably just skinned the surface. There are probably a dozen different ways. I'm sure that your customers will probably put their thinking caps on and have some really cool ways to stretch this thing far beyond anything I ever imagined.

**Jeff:** It is very, very cool software. You have built a whole sort of a control panel type of thing.

**Jason:** We tried to make it very much push button easy. When we've set up the script for other people, like Rich Schefren or Dave Mizrahi and others, we've gone in there and get into their web hosting cPanel account and mess around in there. We customize the scripts and so forth. It does take a bit of time.

What I've tried to do in the software is have you answer a bunch of questions, click some check boxes, and define some of the settings. How many spots are available with your free pass? Is it 50, 10, 500? You go through that process in the software so when you actually click the finish button, it is going and creating these files for you.

Depending on if you have cPanel access to your web site and so forth, you put in your username and password and we go in and actually create the database for you. We help to automate a lot of that process. You don't have to go in there and mess around with a lot of stuff.

It really should be a click-click-click type process to get up and running. The only thing you really have to do is customize the page. When you send your traffic or your visitors to a front of the line page, you might want to have your logo, if that's your thing, or you may want to have a blue background as opposed to the burgundy background.

Maybe you like Arial font instead of Times New Roman – these are all window dressings. We have a couple of basic templates that we included in the package. If you want to go ahead and change the web page you can, or if you have a friend or somebody on RentACoder who can do that for five bucks, it is simple to do if you

have the skills or the time to do it. If not, it is an easy job to outsource.

**Jeff:** Cool. Well I am personally very much looking forward to seeing how all my PLF owners use this and report back to me. It has been used a couple of times, but not extensively in the internet marketing space. Obviously it has never been used anywhere else in any of these other niches.

I mean, you know, Jason, from our conversations I have people doing launches in every niche you could imagine and a lot you would never think of. So it is going to be fun to see how they use this because they can get very creative with this stuff. I'm very excited about this.

**Jason:** Another side bar – what is neat though is most of my customers and my prospects have seen the front of the line pass in action. I haven't seen any type of a diminished response rate even though I've used it at least five or six times over the past few years on various lists and various products.

When I'm promoting a new product that I'm coming out with, all my lists are aware of my product. I'm not just hitting one list, so they are all seeing it work with Product A. A few months later there is Product B. They are seeing it happen again. Every single time I use it, they just stampede the front of the line pass page. It usually sells out within ten, 12, 15 minutes, without fail more or less because there is a lot of traffic coming to those pages. It is a cool thing.

You can use it repeatedly within your market as well. You don't have to worry about people getting out, seeing this, "Oh this is just a bunch of nonsense." It just works like gangbusters every single time.

**Jeff:** That's great. That's great.

Thanks so much Jason for coming on and sort of explaining the overall overview, but also a lot of the psychology behind it, and also the lessons learned. This is really great and I'm really excited to share this with my members.

**Jason:** You are welcome.

**Jeff:** Cool, thanks a lot.

**Jason:** All right; take care everybody.

