

# Product Launch Formula Case Study: Kenny and Rob Salter

[Product Launch Formula.com](http://ProductLaunchFormula.com)

Hosted by:

Jeff Walker

With Special Guests:

Kenny and Rob Salter

Version 1.0

You may not distribute this report in any way or any format.

Copyright Notice: This report is Copyright Jeff Walker © 2007. Additional material is copyrighted to its original owners.

**Jeff Walker:** That last call was just with another guy who just did \$340,000 in product launches.

**Kenny Slater:** We're kind of dwarfed; we're a little smaller than that.

**Jeff:** Well, I'll tell you what. The first time I launched I think I did about \$1,800. Then by the time I actually did my first six figures in seven day, it was just a natural, next progression.

I did the \$1,800 the first time around. That was in early '97. Then I got better and started having these launches that did \$8,000 and then \$10,000. Eventually I did one in '98 that did like \$34,000 or \$36,000.

That was 2000 when I did that first six in seven and that was \$106,000. But it was just like one step after another. And it is; it's just a gradual process. You learn more and you get better; you build a better list.

**Kenny:** Right, yeah. That will help us a lot. That's cool.

**Jeff:** A lot of times I'll talk to someone and they'll tell me about a \$3,000 launch. To me, that is as significant as doing a three million dollar launch for that person.

**Kenny:** Right, for that individual; exactly.

**Jeff:** Right, and for that time in their lives. In '98 I did this launch. This was the first one where I really started to put some of the pieces together and it was around \$34,000 or \$36,000. That was more money in a week than I'd ever made in a year.

That was way more significant than when I did \$600,000 in a week; I mean it really was.

**Kenny:** Right, because of the impact it made.

**Jeff:** Yeah, even that first \$8,000 was more significant than any of them because I realized that people would actually buy stuff from me.

**Kenny:** Yes, I know exactly what you mean. That first time you sell something you're like, "People are going to pay me money for this?" That's cool.

**Rob Slater:** Our heart was racing, yeah, when we did that first launch and realized it was happening. It was cool.

**Jeff:** Right. So, Kenny, you published a book, like a trade published book, on learning guitar, right?

**Kenny:** That's right. That was a while back. That was in '96 I did a book for Warner Bros. and it was called Unlocking the Finger Board, and that was really the first big thing that I had ever done.

I thought that was just awesome. "I'm on my way now! I'm going to make some money and really get out there as a teacher."

But, no. It went out and it was great. It was all over the Web, but I really didn't make any money on it because I didn't realize that these are publishers that don't really promote your stuff themselves.

That kind of got me into wanting to promote my own material. To me, that's when I discovering the Internet was right around the. I really wasn't into it earlier than that.

I thought, "Well, the Internet is the way to go," and that's when I began thinking about it. But it was a long time later before I started actually making that come to pass.

**Jeff:** Yeah, well, and it takes a long time; at least, it takes me a long time. It takes most people a long time.

**Kenny:** You want to learn everything, you know, the different steps. And we use a lot of video and we had to learn that. It was just step by step.

This year, finally, was the big time. But a couple years ago we did a product called Turbo Tab. It was a two-DVD set. It took us about a year to build that product and then we had no idea what a product launch was, though. I had never heard of a product launch at that time.

What we decided to do was just go on Google, do some AdWords, so we bought a couple books on AdWords and tried to figure that out. We went on Google and we sold about 13 or 14 copies.

We were like, "Okay, what do we do now?"

**Jeff:** What was the price for that?

**Kenny:** The price on that was about \$60. Yeah, right around \$60 the price went on that. We were doing that and just doing AdWords.

It was really part-time for me because I have a music school, a guitar academy, where I teach everyday and it was really part-time for me. So we just did it on the weekend. We were fooling around with it and trying to get it going.

We did that and it just wasn't that successful for us. We were happy that we sold something. We made \$1,300, \$1,400, or \$1,500, something like that, over a period of time.

So we were like, "Okay, what do we do next?" And it was a couple more years before we got to the point where we made this product. We decided a little more than a year ago to build a big product.

I thought my problem was that there are big products out there so I need to make a big product. That was my thinking. We made a big product, the seven-disk set, and I started out not really knowing exactly how that was going to end up.

It took us about a year and we built it and built it and built it, and I kept fine tuning it and fine tuning it. We really worked a lot on our video shooting at that time, too.

But anyway, we got that done and by that time I had discovered who you were and I had discovered what a product launch was. I had actually seen a product launch before, but I didn't know it was a product launch. I had seen John Reese's product launch when it was happening, and I didn't know that was a launch. I didn't know what was going on, I just knew I was getting e-mails and learning about this new course.

But anyway, that was the first time I had experienced one, and once I learned what a launch was I thought back and said, "That's a launch, Okay, now I know what's going on."

So then I thought, "Well, we're going to do a launch this time and I'm going to use a JV partner," because I knew I needed a list and I didn't have one. I only had maybe a list of 200 or 300 people, but it was just what I had gotten from Google. I hadn't done anything with it. I didn't send them any information other than the initial few autoresponders that I had set up.

At first, with the Turbo Tab product I was just creating these e-mails, writing just words basically, little lessons and stuff. But this time around we did something different.

When we created this product I had a JV partner picked out that I wanted to use because he had a pretty good sized list and a good newsletter. I thought, "Okay, I'm going to get with this guy."

So we did. We talked to him and talked about doing a JV deal around Christmastime; this past Christmas I'm talking about.

And he said, "Well, I'm kind of booked up with doing some other deals right now. I really don't have time to do it. But maybe in January we'll do it."

I said, "Cool, that would be great." So I had a few things set up. I had a free e-book I wanted to give away and a couple things ready to go. But I didn't really have any plan for the launch. I didn't really know exactly what I was going to do because I didn't have y our product yet, your formula; I really didn't know what the deal was on that.

He called me back up a couple of days later and said, "Hey, I'm doing this Twelve Days of Christmas thing. I need you to go ahead and give your free book away."

I said, "Oh, okay. Sure, go ahead."

So I gave him the URL for it because I already had it set up and went ahead and gave away that free e-book, and immediately, like overnight, just in a couple hours my list was built up to like 2,000 people and I was getting e-mails like crazy.

Actually, people started buying my course immediately. So it was kind of interesting but at the time I had been offering my course at a discount, like \$100 off. I had been discounting it, so I decided right in the middle of this I was just going to go back to my original price and stop discounting it.

I did that and as soon as I did, it started selling even more which was surprising to me. I mean, the moment I clicked the button and uploaded it to the site it was like boom! boom! I started getting sales.

**Jeff:** What were the prices then?

**Kenny:** The price as \$298, the list price on it. And I had been discounting it to like \$198, and I even discounted it as low as \$148 at one point during Christmastime when I was promoting it like that.

I decided just to try it. I said, "Well, I'm just going to stop discounting it and see what happens."

I uploaded it to the site, and the moment I uploaded it a couple seconds later I started getting sales. I was surprised. I was like, "Wow! We're getting sales at \$298!"

I also had a payment plan available. You could do three payments of \$99, but not too many people used that. Most of them were doing the whole deal.

Anyway, we were getting sales and it was getting going. So we thought, "All right. This is pretty cool." We weren't really doing a launch yet. We just gave away our free e-book and we were kind of like, "Okay, what do we do now? Now we've got this started."

We decided to do some free videos, so I did some free videos that kind of explained what was in the course and just really casual-style videos. We put them out there and it had a great response. People started e-mailing me back and buying the course even more.

But what happened through this whole process was that I decided to go ahead in the middle of this thing to buy your Product Launch Formula. I said, "I'm going to get that because I need to know what I'm doing."

So I was in the middle of it and I started reading through your Product Launch Formula and watched all the videos, made some notes for myself. I realized there was something really different about what I was doing and I didn't know how to get out of it at that point.

I had already let people start buying the product and I kind of was thrown into it. They were already buying it so I thought, "Well, I'm not going to stop them from buying it."

**Rob:** You couldn't say, "Now you can buy it during this period," because people were already buying it."

**Kenny:** Exactly. So they were already buying it, so I thought, "Well, we'll just continue with this and we'll keep putting out the free videos." But I did get a lot from your Product Launch Formula.

I went through everything you had in there and I made a bullet list of purposes like the purpose of each e-mail and it was great. That gave me a guide to go by.

So we started making our e-mails based on those purposes and trying to get that out there, and really thinking about the reason why we sent each e-mail. It really made a lot of sense because I listened to the audio interview you did with John Reese.

Actually, I listened to all of them over and over again, but I really liked that, "The reason why; there's got to be a reason why you're doing it."

Anyway, that helped a lot and we went through and structured some stuff right in the middle of this. So at Christmas, like I said, we started a launch at Christmastime. I

I got really sick so we had to actually just stop the launch for about a month. Our whole family was sick, so we stopped during the whole month of January; we didn't really do anything.

I didn't stop people from buying or anything. I just really didn't do anything at all. I answered a few e-mails and just let it ride and they were just getting all these free videos.

Well, after that period of time in February we decided we needed to get started with it again. I quickly made a few new free videos just to have something else to send out, and we sent those out and we also sent out the free e-book, the same one we gave away again. But this time we had a bunch more people sign up.

By this time my list was getting to be around 4,000 people. This is really what I considered to be the beginning of a launch.

So in the middle of the thing we decided what we were going to do, since we can't say, "Okay, now it's time to buy," we'll just announce when we're going to not sell the course anymore; when it will stop.

For us, I wanted to rebuild my course because I had gotten such great feedback from people. The way I built this course was from total beginner to way advanced. Well, a lot of people thought it was too advanced and some people thought it was too much for beginners.

So I thought it would be great if I just separated this stuff and I decided to pull that into the marketing. I said, "Well, John Reese had a thing where he said he might change his course, and I am definitely changing mine, so I'll just throw that in there. I'll use that as part of my marketing."

We decided to take the course away and say to people, "Okay, Version I which is what you've got right now is going to go away. I'm going to come out with Version II."

What I was trying to get across is that I was going to make a basic version and then separate the advanced materials and put them in another course. But anyway, people got a little confused with it.

So Rob came up with a great idea to kind of stop that confusion and I'll let him tell you about that.

**Rob:** People were upset because they were like, "Is Version II going to be better than Version I?" We kind of created that problem for ourselves

So we decided to call Version I the Director's Cut because the director's cut usually implies that it has like bonus footage or extra stuff that you don't find in the standard version.

We started calling Version I the Director's Cut and referring to Version II as just the Standard Version. People were like, "Aw man! Please save us a copy of the Director's Cut! Save us a copy!" and they got all excited about it.

We didn't even plan that but it just unfolded and became that.

**Kenny:**

Yeah, most of the launch was like that. We started it without any guidelines. We didn't even know what we were doing. We had watched a lot of your case studies and kind of had some idea, but until I saw your Product Launch Formula and really saw what was going on, I didn't really know or understand what was going on with the launch.

It really solidified everything for me, and when I made the list of all your e-mails that you had listed in there and the purpose of each one that really made me understand what was going on.

So we started using that as a guide and started creating our e-mails accordingly and it worked great.

We decided, "We've got a different kind of launch here," We didn't know if anybody else did that before or if it was more effective or less effective because we didn't test it against any other method.

We said, "All right, I think we're going to call this the reverse launch." We decided we were actually calling it that.

We said, "Well, we've got a reverse launch going on here." So that's what we called it. We were just kind of curious to see if other people had done that type of thing.

**Jeff:**

One of the things I like is this. A lot of times what the launch ends up being is a conversation. If you do it really well it's a conversation with your market and you are reacting to your market's reaction. That's what I hear you guys did a lot of throughout this thing.

Some people would call it "seat of your pants" or "making it up as you go along." Well, there's a part of that, but then there's also knowing what to do next and you guys were sitting down with the course and plotting everything; what e-mails are doing what. It sounds like you guys were doing great.

In terms of what you call a reverse launch, I've certainly heard elements of that in other people's launches in some of the case studies I've done. But some of this stuff was very unique.

I'm curious, so now you said, "Okay, this is Version I and this is the Director's Cut. We've got the regular version coming out." Then did you give them a countdown for how long the Director's Cut was going to be available?

**Rob:**

Yeah, the timer was actually on the page. You can tell them about that.

**Kenny:**

Yeah, we decided to let it be available for about another week after we had made the announcement that we were going to do away with this version and come out with the separate basic and advanced versions. So we gave them about a week.

We did a countdown timer, so we considered the announcement day to be our launch day. We said, "Okay, we're announcing that it's coming to an end and this is the last time you'll be able to get this product the way it is now."

We counted down to that. We used the end of the month because we were already in it in February, so we decided February 28<sup>th</sup> would be the last day which was Wednesday. We decided to go with that.

Our JV partner said, "I think that's a good time to end right there at the end of the month," so we said, "All right, we'll do it. We'll end it right there."

And it worked great. We were hoping, originally, to sell maybe 100 copies and I thought that was a lot. To me that seems like a lot. We hit that 100 mark and we were surprised. We hit it and we were like, "Man! We hit the 100!"

Then we wound up doing like 140 sales. We got 140 sales which was really a lot more than what we thought we were going to do.

My confidence has grown a lot since Christmas, but at Christmas when I really first started it I thought, "You know, I might make about \$5,000 doing this." That's what I thought. We wound up grossing a little over \$40,000.

**Jeff:** Wow.

**Kenny:** Of course, some of that went to my JV partner and stuff, but we ourselves wound up keeping about \$24,000 which was pretty life changing for us. It's good. It made me realize I could make a living doing this. This was going to work, and it will overtake my other business eventually; sooner than I thought, actually.

It's great, and also another thing we did was at the Web site itself, when we closed it off, at the end of the launch we put up a sold out sign and then we said, "If you want to get on our prenotification list for our next product, Version II, go ahead."

I don't know how many people are on that now, but the last time I checked it was over 100 people on that list. I'm sure that's a pretty small number, but for us we're just getting going. I think it was pretty good.

**Jeff:** Yeah, that 100 is highly targeted there.

**Kenny:** Yeah, it's very, very targeted. So our list right now is about 4,300, right in that area. We started with no list, so it was awesome. It was a lot of fun to do, too. We learned a lot from doing it and it was just an interesting process to go through.

**Jeff:** Generally it's pretty fun.

**Kenny:** It is. It was stressful. I have a whole new appreciation for listening to the interviews now when you were talking to Jim Edwards and a couple other guys and you were talking about how sometimes these things can be a little stressful, the launches.

I really wasn't sure exactly what they were talking about, but now I do. I understand. It is a little stressful because it's the first time that I had been

overwhelmed with so many e-mails, so many sales at one time. Just getting the stuff shipped out was a bit of a challenge, but we got some help with that.

We've got our set up pretty smooth right now as far as that goes. I used some people locally here. We actually had a fulfillment company we were working with, but in the middle of it they kind of dropped the ball so we had to take over. Then I got another company to work with me and it smoothed it right out.

So by the end when we were getting 50 or 60 at a time, it was going well. That's another thing I should mention. It was really the last two days that we made all the sales. We probably made \$3,000 or \$4,000 before then in the month of January, then the last two or three days of February we made all the rest.

**Rob:** It just flooded in. It was crazy.

**Kenny:** Right at the end it was just all of it. So it was a lot of fun. We enjoyed it. But we definitely couldn't have done it without the Product Launch Formula. That was really key in getting that and checking things out.

Like I said, I just went through it really fast because we were in the middle of this launch. I went through every video and I made notes and I made a list. I'm really good at extracting information anyway out of stuff when I read it, so I made this great list of all the purposes.

To me, that was the heart of it; the purpose of each e-mail. Even though some of the launches you were talking about were very specific to your particular product, I mean, I think it applies across the board; that purpose and having a reason. It worked really well.

**Jeff:** It's funny because, yeah, I've seen some of the swipe file e-mails that I include in the course that I might have used in the trading market, but I've seen them used. People have taken those swipe files and used them in every market; in fact, in the guitar market, the Learn Guitar market. I'm on every Learn Guitar list there is because I'm trying to learn how to play the guitar.

So I've seen all my swipe file copy coming back to me.

**Kenny:** Coming back to you; that's funny. I used some of yours, too. I would take a piece here and there and see how I could use it. It was good; it was great stuff. So I used a little bit of that.

But I got confident as I was doing it and I was like, "Okay, now I understand the reason that this is happening," and then I could create more of my own thing and it was great.

We recently watched the Pipeline Profits launch, too, which I'm sure you had a lot to do with that. Were you doing that launch with them?

**Jeff:** Yeah. Buck was in my coaching group. I did a high end coaching group so Buck, who is one of the partners there, was in the coaching group.

**Kenny:** That was a great launch. That was the first launch that I watched knowing it was a launch. The great thing about the launch stuff is even if you know what it is, you know the tactics, and you know what's going on, it still works.

I get people writing me all the time, "Hey, great marketing, Kenny." They don't know what's going on exactly but they were like, "Hey, this is a great message, man! I can't believe that these free videos were such a great idea," and different things like that.

We just got a slough of testimonials from it, too. We didn't ask for any of them. They just started coming in and we get them everyday. I get like 10 or 15 different testimonials from people.

**Rob:** Also I was going to say that the blog, you know how you talk about using the blog for marketing.

**Kenny:** Oh yeah. I forgot about that.

**Rob:** The blog was important.

**Kenny:** Right in the middle of the thing we knew we had to have a blog so we went and got one. We bought a little plug-in to make our WordPress blog look a little neater.

But we got it set up and I said, "You know, think about it. If you don't have a blog you don't have some meeting place for people to see there are other people involved in this, and you're just a guy on the other end getting an e-mail from me and you might get the impression there are other people involved but you really have no proof of that."

You might think, "Hey, I'm the only guy getting this e-mail, or maybe me and a few other people."

But with the blog, as soon as we had the blog we started driving people to the blog. We did a giveaway. We had a little contest where we said, "Hey, we're going to give away a copy of the course. We'd like everybody go to go the blog and just tell us why you should be the winner."

Man, we had huge response. People just started going to the blog and making posts. When they did that, the e-mails I got from people were saying things like, "Hey, thanks for sending us the videos."

It started to be more of a community statement rather than, "Thanks for sending me the videos." The phrasing was different. The people immediately got the idea it was a community event. More than one person was doing this, and that was very cool.

**Jeff:** John Reese is the first on that used a blog in his launch and to my knowledge I was the first one that did the contest.

**Kenny:** That's cool.

**Jeff:** It's powerful. What's the address for the blog?

**Kenny:** It's [www.GuitarIn60Seconds.com/blog](http://www.GuitarIn60Seconds.com/blog). And currently something's wrong with the blog.

**Rob:** I have to fix that right now.

**Kenny:** Yeah, we've got to get in there and fix it. But it was a lot of fun. We had a great time. Did we catch all the points, Robben?

**Jeff:** You know, here are some of the interesting things that I heard. First of all, the idea that you're getting so many testimonials; it's been my experience and I'd love to hear your opinion, but my experience is that when you do a launch like this and you do it properly, you do create that sense of community.

You create a lot of interaction and you end up with people who buy from you, they not only buy from you but they're happy and they're excited that they bought from you.

**Kenny:** Exactly.

**Jeff:** When you have happy, excited people then they love you and they love giving you testimonials.

**Kenny:** That's it completely. It was kind of funny because when we started I had all these written e-mails. I had like a bunch of the lessons written out in words and little diagrams and stuff, and I was going to send that out.

But then at the last second, Rob and I decided, "Hey, let's make some podcast videos." So we did and we just made these really quick videos and we sent those out just really to see what would happen. And they were much more successful than the written copy. The last time I did it I did written copy.

I think it has to do with the fact that it's learning how to play guitar; it's a very visual thing. But we sent the videos out and that was really, really, super successful and it was really easy to make. I'm a teacher and I can create content quickly, so it was really easy to make those video podcasts and we just sent them out and they were a huge success as far as people liking them.

**Rob:** A lot of testimonials were people who hadn't even bought the product, but they were like, "Man! We love your videos. We love your teaching style." And it was stuff you could put up because it was about my dad, it was about Kenny, about his teaching and the way he taught, even though they hadn't actually bought or experienced the product.

So we got some testimonials that way and it was pretty cool.

**Jeff:** That's great. And then the idea that a lot of people get stuck on the "I don't have a list," Even a lot of Product Launch Formula owners say, "I don't have a list," but you basically started with no list and you built it.

**Kenny:** Right, we did. We started with no list and the list that we did have was two years old and it I really had not sent them anything and I really don't even believe that I'm getting responses from them.

I had actually had them in my 1ShoppingCart account and I had taken them out, exported them, and I closed that account from when I was doing Turbo Tab because I said I was doing it really part-time.

When we stopped marketing it at a point on Google, I stopped because I didn't feel like my return was good enough to keep spending the money I was spending at the time, so I shut it down.

I put these people back into 1ShoppingCart this year when I started back up, but you know how it is. They make them opt in again and most of those people did not opt back in. So really, I had nothing, no list at all when I did the JV with my friend.

So we really started with zero. Zero people could receive our e-mails, let's put it that way. Even though I had that list it didn't help me because they weren't opting back in because I hadn't talked to them in two years.

But this time around we JV'd with someone and our list grew incredibly; very, very quickly. This I think is a good point that some people might miss. When you give away a free product, an e-book or whatever, I always do it with a squeeze page so I can make sure I'm getting people on my list.

I've heard of people just giving the book to people with links and stuff in it, who just give it to their list straight out. We would have missed a huge opportunity to get our list built up if we had done that. So we used a squeeze page so that people had to opt in to be able to get the free e-book and it worked great.

I think it's what everybody is doing now, but I had seen a lot of people send stuff out like that where you didn't have to go through a squeeze page. You just go right to the product and there it is. But that was huge.

**Jeff:** Right. A lot of times it seems like there are people in those joint ventures like in the Internet marketing everyone is sitting there promoting each other, but I'm in a niche where that doesn't work.

But you proved in guitar playing which doesn't have anything to do with making money, or I don't think it does. Maybe some of those would-be, wanna-be guitar players think it's about making money, but I think they'll find out the reality is that there are a lot of guitar players.

**Kenny:** You're right, absolutely. And it's all about spending money at the music store.

**Jeff:** Yeah, that's what I do. I just spend money on guitars. But a lot of people think joint ventures work great, you know, in Internet marketing but I'm in a niche so they're not going to work in my niche.

I think in some niches people probably aren't as aware of it, but it seems like you didn't have any problem.

**Kenny:** Yeah, it was easy. I just started looking at people's newsletters; I just started reading them.

This one guy, Andrew Koblick from Amazing Guitar, he said in his newsletter, "Hey, my list is around 39,000 people." I don't remember why he said that in the newsletter, but I thought, "Well, if that's a fact, he would be a good guy to work with."

And I liked his stuff. He didn't have a big course like I did. His stuff was compatible with mine, but it wasn't really competing. There are some guys

out there who have really big courses and they're just like mine, a super course, and that would be more of a competition thing.

But Andrew and I weren't in competition with each other. We were complementing each other so it was a really good match. And he was really casual to work with; it was great.

**Jeff:** That's awesome. Do you have plans for another launch now?

**Kenny:** We do. We're going to do a launch. We have the new version of this product coming out and we're going to do that launch for Version II.

**Rob:** We're also going to relaunch Turbo Tab.

**Kenny:** Yes, we're going to do that, too, and we have some new products that are coming out. We have a thing called Song Club that we're going to be working on shortly. It's going to be a DVD, a recurring product. It's going to be a monthly service where you get a DVD each month.

We're going to have like three or four songs on there, but the whole song is laid out from beginning to end, so my idea is that every weekend you have a song you can work on.

We're going to do that very shortly, and I have an e-class that I'm working on right now and a couple other small, really short things.

We're also going to do a Webinar because I saw Jim Edwards Webinar the other day, but I saw a few that he did before that and I just thought, "Hey, that's cool. What's he using to do that?"

Then I saw he was using [www.GoToWebinar.com](http://www.GoToWebinar.com). I assume he's going to come out with a course about Webinars next. That seems like the right thing for him to do next.

But [www.GoToWebinar.com](http://www.GoToWebinar.com). Com is what he was using, I think. Is that right?

**Jeff:** Yeah, [www.GoToWebinar.com](http://www.GoToWebinar.com). Yeah, certainly there are all kinds of opportunities. I mean, I would think you'd also have an opportunity to do like a camp, a real, live event.

**Kenny:** Yeah, that would be great. I have a friend who does what he calls intensives and they're just kind of like a seminar that he does with his band. They go through his entire one-year course in just a few days. That's really cool and I'd love to do something like that.

**Jeff:** Basically, now that you've got a list and you've got momentum, you've gone through this process and you've learned a lot about it, it's sort of like the sky is the limit in directions you can go.

I love the idea of a continuity, a monthly DVD. Certainly, I think that will sell. I'm an information consumer; I'm a complete information junkie. I can't tell you how many courses I've purchased. Of course, I haven't gone through hardly any of them, but I've got them.

I bought Andrew's; I've got Amazing Guitar. I'm almost positive he's a Product Launch Formula owner.

**Kenny:** Probably. Do you have Dan Denley, Amazing Guitar Secrets? He's got printed books with DVDs.

**Jeff:** I can't remember. I have a stack in my music room that's like four feet high of DVDs. Frankly, and this is sort of off topic, but I'm in the information marketing business and it's been an interesting process.

I just started playing guitar. Actually I hate to admit this but it's been a little over two years now since I got my first guitar, and the reason I hate to admit it is because I'm still completely inept. But the thing that's been interesting is to observe my process as an information junkie in a new market.

I'm selling information in various markets, but to go back into the process and be a beginner myself and be in the space of complete and utter confusion to start off and then just buying lots and lots of product and gradually using some of them and not using some of them and watching the ones that are effective for me and what marketing gets me to move and what my decision-making process is; to step back and watch myself do that has been very instructional as an information marketer. Now I'm thrust into being a consumer in a certain sub niche and it's been an interesting process.

**Kenny:** Absolutely. And I feel kind of the same way about the Internet marketing world because guitar is my expertise. To me, I know what's going on with all this stuff. But with Internet marketing it was the same way.

We got into it and we were like, "Man! There's so much stuff to this. What do I do?"

We're starting to really understand what was happening now at this point. At first it was like building Web pages. That was unique. It looked difficult at first. And then all the little pieces, you know. There's so much to it.

Robben really handles all that stuff. He builds the Web sites, does the photo shop and all that stuff. I basically just make content. It's been a process that takes a while. You're right. It's good to look at it like that because you're a beginner in that one and I'm a beginner in this field, so it was neat to look at it like that. It does play into your marketing.

**Jeff:** Right. You just have to remember, "Okay, this is where my prospects are." One of the things is that people are insatiable. If you put out that monthly DVD you think that your big course is like six or seven CDs and DVDs. You're like, "Okay, people are never going to get through all that and still want more," but the reality is that they do.

**Kenny:** It's true.

**Jeff:** Like I said, I've got more than I can consume in the next five years, but your idea of putting out one DVD where you walk through a song and show me how to play the song and play it really slowly so I can play along and lay out the tab and lay out the exact timing of it and show me the rhythm and show me the strum pattern. I'd buy that! I'm all over that.

So that's a good thing for any with notes. I heard Dan Kennedy say this first. Let me think of the best way to say this. "Your market's hunger for more product will always outpace your ability to create it."

**Kenny:** Wow!

**Jeff:** They're insatiable. There's a certain subset that are insatiable and you'll never be able to keep up with them which is one of the reasons why you should, and I think most people should, promote other people's products on a joint venture basis selectively. I'm very selective to promote the very best quality stuff.

But you just can't keep up with it so you might as well send them to other good stuff.

**Kenny:** Absolutely.

**Jeff:** Even if you don't want to do that, you need to keep on producing more and more stuff because they'll buy it.

**Kenny:** That's our plan. That's what we're doing right now. We're gearing up. We're actually remodeling our garage to be our office and we're putting all our stuff in there permanently so we can set up. It's going to be where we can create these things quickly.

It's easy for me to create content. It's just the technical part of it, setting all the equipment up. That's where the trouble is and it just takes time. So we're setting our office up right now and getting ready to knock out a bunch of new information so we can get it out there quickly.

I think that time is a really important factor in these types of things. Once you get the momentum going, you've got to keep it going or people forget who you are.

**Jeff:** Right. Yeah, you've got great top of mind awareness because people got excited about this launch, you went to 4,300 people almost overnight, just in literally a couple of months or less than a couple months, so you're perfectly set up for your next launch.

I know you go in here and you're expecting to make a few thousand dollars in sales and you make \$40,000 in sales and you net \$24,000. Anytime someone does that then they instantly start to think about that next launch.

**Kenny:** That's right.

**Jeff:** And they want it to be a lot bigger.

**Kenny:** Exactly. So now my mindset is, "I know I can do that, but now I want to make \$100,000. I want to go to that next place." But I love doing this; playing guitar and creating guitar stuff. I did it for no money for many years.

I love doing it and it's just a fascination to me and I love the teaching side of it which is why I do this. I played in a lot of bands and played in studios and stuff before when I was younger. But I really like teaching because that's just fascinating to me. I just love doing it and figuring it out; that's the fun part.

I just love doing this stuff, but at the same time we want to make our living doing it. Now it's a challenge, now that we understand how to do this, it's a challenge to beat your record the last time. That's what we want to do. We

want to beat it and get more people involved and more people in my method of teaching.

It's really a lot of fun. But I know for sure that the Product Launch Formula idea was crucial. Man, if I didn't know what a product launch was I never would have made that much because my idea of promoting before was turning it on Google and letting it go.

**Rob:** I forget who it was who said it but, "Hey, look next Monday for my e-mail," or whatever. That was our idea of promoting the product.

**Kenny:** Exactly. "Next week on Monday I'm having a sale." Or the perpetual JavaScript sale, you know.

**Rob:** No scarcity, no social proof, nothing; just, "Hey, look for us next week so we can advertise to you," you know.

**Kenny:** I don't know if I was right or wrong about this, but the funny thing was, too, when I first learned who you were I said to Robben, "Robben, I've learned about this guy, Jeff Walker," and I said, "But you know I'm on everybody's marketing list and I've never seen anybody send me an e-mail for Product Launch Formula," like an affiliate. I had never gotten one.

I never even knew who you were until I saw something; I think it was on a blog, it might have been on Michael Fortin's blog. He was saying something about "Jeff Walker was the real secret behind John Reese's launch, not me." It was something like that.

I read that and I said, "Interesting." I had never seen your name before and I thought, "Wow! These guys have been keeping this from me!" That was the first thing I thought. "Jeff is the secret and they haven't been telling me about it."

So it was kind of funny, but that's what I thought when I first saw that.

**Rob:** And it was true.

**Kenny:** I think it is! I think it's true.

**Jeff:** Well, back in October 2005 when I launched Product Launch Formula, everyone heard about it then. It was a big splash then. And that's an interesting point because there are always new people coming into your market, into any market, and you always have to stay in the forefront.

I'm getting ready to do a couple of things in the next month or two that hopefully will bring me back into the forefront.

You know, the interesting thing is I look at this and you take your \$40,000 gross or your \$24,000 net and in reality that could be zero dollars. If you came out of this with nothing but a list of 4,300 people...

**Rob:** That's a huge asset.

**Kenny:** Absolutely. I'm driving down the road right now so I might cut off but Rob will still be on the line there.

If you don't mind, in your Product Launch Formula you mentioned the fact that sometimes you might want to have more than one merchant account. I kind of maxed my merchant account out this time, but I didn't have any problems; it was okay.

But I was wondering, my thought on it was to have a couple of merchant accounts and use maybe a rotating script to show a different page with different order buttons. One order button would go to one account and when the page rotates it would go to a different account.

Is that kind of how you would set something like that up?

**Jeff:** Well, since this is being recorded I have to be careful about what I say. Let's just put it this way. Doing that is not, to my knowledge, against any agreement you sign with any merchant account.

I don't think they would be particularly happy if you did that. But the reality is that that is the way to do it. I mean, just don't broadcast to them. Like when you're going and getting your new merchant account, don't tell them that you're planning on doing that and then don't go back after the fact and tell them that's what you're doing.

But it's not illegal and to the best of my knowledge I haven't seen any agreements where that is against the agreement. They just don't particularly appreciate you doing that. That is the way that you want to go because the biggest problem once you start generating serious amounts of money, the biggest problem is collecting on it.

So you always want to have more than one just to cover your hide because otherwise they can put you out of business, literally.

**Kenny:** That's true.

**Jeff:** That's also the reason I like to use PayPal. If you've got two merchant accounts and PayPal, that gives you some redundancy.

**Kenny:** It does.

**Jeff:** So that is exactly the thing to do. Set up a script, and there're a few different ways you can do it. Some shopping carts you can do it right within the shopping cart. Otherwise you can be popping up two different sales letters just like you would pop out an AB split test.

Yeah, send them to the two merchant accounts because that's a weak point in any business; how the money's coming into your business.

**Kenny:** Exactly; how you're going to collect.

**Jeff:** And the worst is like if you're collecting and if you owe partners and then the merchant account freezes you, then you've got a real problem.

**Kenny:** That's true.

**Jeff:** Absolutely, that's the way to go. That is absolutely the way to go.

**Kenny:**

All right. Well, I appreciate it, Jeff. I'm going to cut out because my phone's going to cut off anyway where I'm at. But I appreciate it and thanks for all your help.