

Mortgage Web Success Launch

Version 2.2, last revised 05/17

Changes from version 2.1 are highlighted in RED!

--Launch Timeline--

May 9th - Initial email - main list... something is coming. Survey on what they need in a website. Squeeze them on the thank you page to get on the sublist.

May 11th - Email main list - thanks for so much great feedback. Look for our summary of the feedback from your fellow loan officers soon. Send them to a squeeze page to get on the report on the top ways that loan officers are using their web sites.

May 15th - Post card sending to squeeze page to get report on the top ways that loan officers are using their web sites.

May 17th - Email main list - Report is now available... send them to a squeeze page.

May 17th - mail sublist, point them to the report. Send them to blog for comments.

May 24th – release camtasia, announce to sublist. Camtasia videos should demonstrate system and answer objections. However, I think we should probably also be answering objections in text form, probably via a blog.

May 29th – blog post, traffic objection – email sublist

June 1st – postcard/fax - it's almost time, get on sublist

June 2nd – start contest... post contest announcement and rules to blog. Email to sublist about the contest.

June 3rd – blog post, price objection – email sublist

June 4th – email sublist, ground rules for the launch (scarcity email). Update on contest.

June 5th - email sublist - tomorrow is the day, answer objection. Send them to a camtasia? Announce contest winners on blog.

June 6th - email sublist 11am - "almost time" email

June 6th - launch at noon - "it's live" email to all lists **OR do we want to launch with a teleseminar?**

June 6th - fax blast at noon - "it's live"

June 6th - email sublist in the evening - "tsunami" email

June 7th - email sublist on status

June 8th - email sublist

June 9th - email sublist

June 11th - email sublist

June 12th - email all lists - 24 hour notice

June 12th - fax blast - 24 hour notice

June 13th - email sublist in the morning - last chance

June 13th - email sublist again in the afternoon - really last chance

-- To Do List --

NOTE: These are NOT listed in any particular order!!!! Numbers are purely for reference. Changes from previous version are highlighted in red.

1. Get Brian/Joe setup to record Camtasia.

2. Script and record Camtasia clips (Brian, Joe, Jeff)

3. Get sales letter done. (Brian and Jeff)

4. Setup launch blog.

5. Setup and test shopping cart (Joe and Ben?)

Sounds like this is already in place. If so, just need to double-check everything ahead of the launch.

6. Setup affiliate promotion

We will not be using affiliates for this launch.

7. Create mailings to main list (Jeff, Brian)

Per launch schedule.

8. Create mailings for sub list (Jeff, Brian)

Per launch schedule

9. Create and send postcards and fax blasts (Jeff, Brian)

Per launch schedule

Jeff and Brian to work on copy on 05/05

Using City Blue for printing and Handy Mailing for mailing. Need to track via separate domain.

10. Double check with merchant account (Brian)

DONE 11. Guarantee

Guarantee is 30 day free trial, and we will even refund \$97 setup fee if unhappy after 30 day trial... plus they get to keep all training material. This guarantee is only available during the one-week launch period.

DONE 12. Setup launch sub-list

Hosted at profollow.com

DONE 13. Create squeeze page for sub-list (Jeff)

14. What is offer? (all)

price?

bonuses?

Guarantee covered above