

Product Launch Formula Case Study: Martin Howey

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

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With Special Guest:

Martin Howey

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Martin Howey: See, there's a conflict in what I'm selling and what people are buying, and here's what it is. There's a disconnect here. What I'm selling is, leave your corporate job. Give up the nine-to-five.

If you're making \$100,000 a year, you're having to produce a minimum of \$200,000 a year of income for that company in order for them to keep you on. They have to pay you \$100,000, and then they have the FICA taxes and they have the benefits and health insurance and dental insurance and life insurance. They have all the training and the support, and your secretary and your computer and your office space and all the rest of the stuff that goes along with it. So, why are you trading your hard-earned experience for half of what you're worth? Why not take that same experience and go out and do something with it where you can work the same hours and make double the money, or work half as much and make the same money?

You could call your own shots, work with who you want to work with, and that's really what I'm selling. But here's what people are hearing: "You're asking me to quit my job, give up my guaranteed paycheck, give up my benefits, my life insurance, my health insurance, my retirement plan, my 401k, give up the care of my aging parents, my children's education, give up the support of my wife, and come out here and try something that I don't even know that I can do, and work in a business that I don't have any experience in."

It's a tough thing to overcome, but if I can approach this like a home-based business, here's something you can do right now. You're already a consultant. You've walked into a number of businesses and you've looked around at the business, and you've said, "You know, I sure wouldn't do what they're doing there. I wouldn't do that, and I sure wouldn't do this. But I like what they're doing here. I'd do more of that, and I can see if they just did this, they could make more money here."

You've already got ideas. If you went to that business owner and said, "Hey, here's some ideas for you to help your business," he wouldn't pay you a bit of attention.

But he was to call you and say, "Hey, Jeff, you know, I've heard about you, I've read about you, I've seen you, and somebody's told me about you. You're reputation precedes you. I understand what you do for businesses. When can we talk?"

All of a sudden, the situation turns, and they'll pay attention to you. Now, I can show you how to grow your business or how to take your business experience or your consulting experience that you're not getting paid for right now, and how you can create a home-based business. You can work out of your home, you can work part-time until you build this business up to the point where you're making more money than you are on your job, and you can quit your job.

I can show you how you can do it, probably in the next 60 to 90 days. All of a sudden, it's a different situation, see? Because I'm not asking you to give up your income source and your guarantees and all that. So we're thinking about maybe doing some things like that as well.

Jeff Walker: Yeah. So, just sort of transition into like, a case study portion here. Obviously, you've given this a lot of thought over the years. That basically is your positioning statement. You just voiced your positioning statement and the number one objection, and sort of how to turn that around, because in any sale, there's always an objection. Here, they're very heartfelt, strong ones.

You're asking someone to trade security. These aren't people that are working at Taco Bell. These are people that are having real success in their careers, or at least, what most people would define as real success. You know, they've achieved basically a corporate executive level of position and salary, and now you're proposing that they leave all that behind and go off on their own. So it's obviously a difficult sell.

Martin: Yes it is.

Jeff: So, now, you've done, at least the ones that I know of, three significant launches. There's probably, knowing you, Martin, that there's probably some that I don't know about, too. I have a feeling that you're just non-stop with these. I want to talk about these last two. Could you just give us a real brief synopsis on what you did the first time around with your first big launch?

Martin: We had a list of about 3,600 people that had come to us over the years, maybe the last four years or so, from various sources. We used to advertise a lot on www.FranchiseOpportunities.com, www.FranchiseForSale.com, www.BusinessesForSale.com, some of those kinds of franchise-type sites where people would go and they would look for various kind of businesses. Sometimes they know exactly what they're looking for, and other times, they don't have a clue what they're looking for. They're just looking around for a business, and they have heard through various sources that franchises are the way to go.

There's a lot of money in franchises, and franchises have the greatest chance of success and non-failure of any kind of business. In some cases, that's true, and in other cases, it's really not. Many times, franchises just don't pay very much money. You don't make very much money for several years, but anyway, some people go to those sites looking for various kinds of franchises. They might be looking for, I'll just say, a sandwich shop. But they get distracted, they look at a Midas muffler or a Dunkin' Donuts, or they might look at a blinds and drapery shop, or whatever.

If your ad is compelling, and it looks like it might be a good business, a lucrative business to get into, many times, they'll just go ahead and fill out the information and submit it and request information from your business. So, many times, when we would get a lead that came from one of those franchise sites, we'd be on the phone, and we'd call them up and say, "You know, I understand that you have just been to www.FranchiseOpportunities.com, and you requested some information about consulting. Do you remember doing that?"

And we would always say that, "Do you remember doing that?"

And they said, "Now, what kind of a business is this?"

"Well, this is a consulting business on how to become a business consultant."

"No, as a matter of fact, what I was looking for was an ice cream shop."

Well, what we found out was the franchise sites, they wanted to monetize their lease because they're drawing traffic to their sites by pay-per-click. So they wanted to monetize that as best they could, so if somebody didn't buy an ice cream shop, well, maybe they'd be interested in something else, so they would just start sending those leads around to everybody. Of course, that keeps us buying from them, because we're getting tons and tons of leads from them, so they could always point back and say, "See, our sites really do work, because this is how many leads we provided you."

Well, the leads weren't quality leads. But anyway, these people came to us over a period of time, maybe three or four years, and in some cases, we'd contact them, you know, maybe one or two times, and they weren't interested, so we just didn't delete the names. We just left the names on the list, and we were getting ready to discard all those names, and we thought, "Let's try to monetize this, and see what we can do."

So we sent out an e-mail to them, and the e-mail said basically this, it said:

"At one point, you had come to one of our sites looking for ways to increase your income, or perhaps change careers altogether. But for some reason, the offer that we had at that time wasn't right for you, and I'm a little bit concerned. I'd like to know why, because since that time, other people have come on to our program and are making in the five figures in their first 30 days, and their six figures in the first 90 to 120 days, and they're doing very well. But for some reason it wasn't right for you, and I was just wondering if maybe you'd take a few minutes and answer a four-question questionnaire that we have. If you'll do that, I'll give you a copy of one of my very popular books which is, How to Start, Run, and Profit From Your Own Seven-Figure Consulting Practice. You can see it here on Amazon."

And I put a link, it's selling for \$24.95. So there was a value that I had given them at that point, just to ask them to come do a SurveyMonkey quiz and fill out four simple questions. So they did that, and we had something like 1,500 responses to that. They downloaded the book. I gave them, actually, a download copy, a digital copy of the book.

At that point, we had a tremendous number of responses to the survey. So I went back to them, and I said, "Do you know, originally, I was going to take these questions and I put them into eight categories, and I thought what I'll do is I'll address these eight categories and I'll print out the content and send it out to you in a PDF document. But then I got thinking about it. Somebody might ask a question that wouldn't be covered in one of these eight categories, and that wouldn't be fair to them. So instead of doing that, what I've done is I've put together a teleconference, a live teleconference, and here's the date and the time, and you're welcome to come. I will cover every single question that was submitted." So I sent that out.

Jeff: So you started off with 3,600 people.

Martin: Yes.

Jeff: And this wasn't necessarily a high-quality 3,600, as you mentioned. A lot of them were completely untargeted.

Martin: Yes.

Jeff: A lot of them had been on this list for maybe three years, or something, and hadn't been mailed. But then you came out and basically made an offer to go fill out a survey, and you gave them a bribe, "You get a copy of this book."

Martin: Yes.

Jeff: So, how many people took you up on that bribe, out of that 3,600?

Martin: Well, there were about 1,500 that completed the survey.

Jeff: Okay.

Martin: So there was about 1,500. Now, understand that my books are self-published books. I didn't publish my book to put in a bookstore. If you put a book in the bookstore, I'm going to make \$5 on the book if it ever sells. If you put a book in the business section of a bookstore, you better have either a very well-known name or you'd better have a very exciting title in order for it to stand out, because there are books coming out every day in the business section of the bookstore, and yours is just going to get lost.

So I didn't really care about that my book is really a credibility-builder, a legitimizer, a position enhancer. That's what it's for. So if I give a book away, if I give a digital copy away, I gave it to somebody that wasn't going to buy it in the first place. But if this book, really, the way I wrote the book, it was an interview that I had with somebody on the telephone. I sent them some questions, they interviewed me, then we went back and transcribed it, and then took the questions out and made transitions from one subject to another, or, chapters.

That's really the way the book came about. It's just a transcription, really, a rewritten transcription of an interview that I had. And I talked to them, I walked them step by step through the process of how to become a business consultant, how to make a six- and seven-figure income as a business consultant. That's really what it is. So people have looked at that and have said, "Gee, how can I do this? How can I build a six-figure income in the next 90 to 120 days by using some experiences and skills that I already have, coupled with the things that he'll teach me?"

So it other was very compelling to people to want to get a hold of that book. We had about 1,500 downloads of that book.

Jeff: Okay. I mean, that strikes me as a pretty large percentage.

Martin: Well, it is, but see, I'm not even sure that all these downloads came from the people who were on that list. I'm just wondering, and I have no way of showing or proving this, if that didn't get passed along in some type of a viable way to other people, that said, "Hey, here's a chance to get a hold of this book and get some information. This might be of interest to you."

Jeff: Yeah, that's a great point.

Martin: So I don't know how many of those were directly from that list, or maybe it was passed on to someone else. I don't have any way of knowing that. But we pulled out all those questions, and then I did a teleconference. We had just a bit over 300 people on the teleconference, and it took two hours and 17 minutes to do the teleconference. So I recorded it, and then I thought, "You know, two hours and 17 minutes is a long time to listen."

So then I went back to my original eight different categories and then I just did a one-person discussion. I just recorded the comments or the answers to those eight different categories, and then that took 16 minutes. Then I posted both of those on a Web site, and I sent out another e-mail, and I said, "Here are the recordings from the teleconference that we had. It's two hours and 17 minutes, but there's also a 16 minute shortened version, if you'd like to listen to that as well.

Well, there were a ton of people who went on there and listened. I don't know the numbers that were on that offhand, but I do know this, that we signed up a lot of people from that, and many of the people said that they had listened to both of those interviews several times over. That's two and a half hours of interview if you listened to each of them just one time. We had a tremendous number of people who listened to that. Then, what you had done on yours, you had it transcribed and then sent out in a PDF.

Well, I didn't do that, but I would then go back to them from time to time, and I would say, "Here are some comments that some people have said and submitted to us about what they had heard on the teleconference. I would pick out various e-mails that people had sent to us about the comments that they had, and positive things, and then some of those I would enhance a little bit, too, where I would say, "Here's what somebody said. Now, one of the things that they alluded to but didn't say was," and then I would cover that.

So I would actually enhance, or not enhance their words, but I would add to what they said in my own words, after that, to point out some additional things where that could take them. We had a series of about nine e-mails that went out before we had our training.

Now, our training at that point was selling for \$10,000. I'm sorry, it was selling for \$20,000. But I knew that this list, probably because it was so old and so cold, I didn't think they would go for the \$20,000 price. So I had to figure out some way that I could make this exciting and enticing for them. What I did, is I said "We're going to record this program. Now, this program is going to be at the end of the year, and it'll be held in Phoenix, Arizona."

Now in Phoenix, wintertime is our season here. People don't come here in the summer. They come here in the wintertime and the hotels are booked up pretty solid, and then we have Christmas coming, and the holidays coming, so it's tough to find hotels. So instead of having our regular four-day training, I held a three-day training.

I said, "We're going to tape this to make a home study course. Now, if we're going to tape it, then we're going to need to have a release from you saying it's okay to use your image and your comments in the taping. So here's what I'm willing to do. I'm willing to buy your release for \$10,000.

"In other words, we're going to have a \$20,000 program, but if you'll come and you'll sit through three days instead of four days, and you'll give me your release, I will then knock the price down from \$20,000 to \$10,000."

So that's what we did. It went like gangbusters.

Jeff:

Wow. So, before we talk about how you did, I just want to point out what you did there, some people listening might not understand exactly what you did with the pricing. But it was pure brilliance. You maintained your \$20,000 positioning, you had a reason why it was discounted to \$10,000, so people still knew they were getting a \$20,000 value.

It didn't hurt your perceived value. It didn't hurt your positioning. You still have a \$20,000 program. The problem is if you just have a sale, and I know you know all of this, Martin, I'm just summarizing for the people listening. If you have a sale, and you consistently have sales, what you have is a new lower price. So if you claim to have a \$20,000 event, and you consistently put it on sale for 10 grand, then you don't have a \$20,000 event, you have a \$10,000 event.

But when you protected your positioning by having this very real, very legitimate, and very logical reason why and it enabled you to sell this at \$10,000, but still maintain that \$20,000 value. Plus, people were thinking that they were getting a fantastic deal, and, in fact, they were. That was just pure brilliance, having the very good, solid reason why, that I'm buying this video release from you for \$10,000. I love that.

Martin: Well, thank you. And that's a key point. I think it's important for people to understand is that you never lower your prices. You always try to add value, and in this case, I'm willing to buy from them. See, the most important thing somebody can give you is their heartfelt comments about what they've done, because you're asking for something that's very personal to them. You're asking them for their comments about the experience that they had with your product.

Now, those comments, we don't treat those lightly. The good, solid testimonials are really tough to come by, testimonies that you can use. Sometimes we hear these fluffy testimonials that say, like, "Well, Jeff's a great guy, and I really like him, he's a quality guy." That's not what you want to hear.

You want to hear comments about what people have gained and how it's changed their lives, how it's changed their business, how it's made them a better person, how it's made them more money, how it's enhanced their love life. Whatever it happens to be, the benefits that they have gotten, those things are very valuable for several reasons.

First of all, it's the way a person really feels, and you have to treat people's feelings as though they're valuable, and they really are. The second thing is, those testimonials can make you an awful lot of money. So I'm willing to pay a lot of money for a good testimonial. At least in this case, I was willing to pay a lot of money for a good testimonial, especially from people who I didn't think would pay \$20,000 to begin with.

Jeff: Yep.

Martin: So we had to position it in such a way that they felt like they were, and they really were, getting value. See, there are two things, Jeff, and one of those that we talk about is perceived value, a lot. But there's also real value, and sometimes we diminish the real value. Real value is just as important, if not more important, than perceived value. Perceived value is what you think you're getting. Real value is what you actually got.

Jeff: Mm-hm. And just to be clear, you said that you're willing to pay a lot for the testimonials. In reality, I think paying for testimonials might be illegal, probably, I would call it unethical. But you're not actually talking about giving people money. You're just using that as a figure of speech. I know you're aware of that, I just want to make that clear for everyone listening.

Martin: Yes. In real life, if I could say it that way, in real life, I don't pay for testimonials. People give us testimonials because that's the way they feel about our program. But I was trying to figure out some kind of a way that I could say to them, I had to have a reason to lower the price. I didn't think they would pay that price to begin with, but I had to have a reason to lower the price, because, like you say, the reason why is so important in advertising and promotions.

Unless you have a reason why I just lowered the price, what are people who had just paid the month before, who had just paid \$20,000, and the people that were coming in the month after them were paying \$20,000. How do I explain it to those folks?

Well, I can say to these people now, "Look, the reason I did that is because it was a last-minute thing. You came for four days, they came for three days. Yes, they were very long days. We go from 7:00 in the morning to 11:00 at night, and they were very long, very intense, very focused days. But also, we're using them in a taped presentation that we're able to sell later on."

So there's a trade-off right there.

Jeff: Yep. Okay, I derailed you a little bit there, so you had 3,600 on this list, and it wasn't a particularly great list. It was a list you basically bought through advertising. It had grown cold, you'd done some initial follow up for the most part, but hadn't really mailed them. But you're still able to turn that around and generate 1,500 surveys where people took 1,500 surveys, which in and of itself is a huge value for your business, because you're tapping into the minds of these people.

Then, you're able to drive 300 people onto this live teleconference, plus a bunch more listened to the recording after it, and then you rolled out this \$10,000 program. So, what were your results?

Martin: Well, in this particular case, we had, I'm trying to go back in my mind and think, now. We had pulled, out of this group we had pulled something along like 26 people out of this particular group, which was about \$260,000 in brand new money that we didn't think we were going to be able to get out of this group.

Jeff: Mm-hm. Wow. \$260,000. The other thing is that, in essence, you're creating a product. If I recall correctly, I mean, you really had two things going into this, well, three. One is, I've got this list that's been sitting around, it's sort of bugging me that I've got this list, and I don't know if it's any good or not. I haven't done anything with it, so I want to find out if it's worth anything. Then, two is, I want to create a product, I want to have a DVD product that I can sell. And three was, boy it wouldn't break my heart to make some money here.

So you basically got paid \$260,000 to create this product, and you put this all together just in, I think you went from that first e-mail to the list, to the 3,600, having to run them through the teleconference, to actually having your live event in a matter of just a couple of months, wasn't it?

Martin: Yes, it was. It was very quick. It happened just, I think we had, it was about six weeks or seven weeks from start to finish.

Jeff: Wow. In a busy holiday season, too, right?

Martin: Yes.

Jeff: Wasn't it early December, I think?

Martin: Yes, we did it towards the end of November, actually the beginning of November, and we actually held it in December.

Jeff: Yeah. That's not bad. You know, so many people say, I don't have a list. I can't do this without a list. Certainly you started with a list, but it really was a hard-locked list, sort of, and it was a list you were able to buy. I say "buy" but to create through advertising.

But, fantastic results, running people through this in a very short process. I know, I was talking about lists. For a lot of people, lists are stumbling blocks. This shows what you can do with a relatively small number of people, and not necessarily the greatest list. But through this launch process, you sort of rehabilitate your relationship with a list, don't you?

Martin: Well, yes. What's happened now is we've been able to go in and clean up the list, and get rid of those folks who were non-responsive or maybe some bad e-mails. You know how e-mails are, they change from time to time, especially Hotmail and Yahoo and AOL, some of those, they'll change. So we got rid of some of those.

Then we just did another list recently, and another launch, rather, to the same list, and we brought in another eight people. What had happened was, we went back to this list again, and we went to them and said, "By the way, some of the recordings didn't turn out the way we would like to have them, because the air conditioner in the room came on, and it was a loud hum, so it showed up on the recordings. So some of these we want to do over again.

"The other part of this was, some people came to us at the beginning of the year and said, you know, 'It wasn't fair for me because I didn't get on the list. I was on the list, but I didn't get in the seminar, it was at the end of the year. I didn't have any money, or I was out of town, or for some reason I wasn't able to attend.'

"We got several people who had responded to us that way, but unfortunately, we didn't keep the names of those people, so just to be fair, we're going to open it up again and take it on our system. If you were one of those people who couldn't come on for some reason, if you'll let us know who you are, we'll go ahead, and we're going to do one more taping of this, just to be fair to you, and because the air conditioner came on and made a lot of noise. We're going to do one more.

"So here's your chance. The doors are going to close in two weeks, so here's what it is."

We had eight people who came on for another \$10,000 apiece. So it was another \$80,000 that we just went back to that list and monetized it again!

Jeff: Just found money, really.

Martin: Yes, just found money really.

Jeff: Wow. So a total, then, of \$340,000.

Martin: Yes. Then, you know, it's just very quick. It just happens just that quick. We pulled that out in just two weeks, that last \$80,000.

Jeff: Mm-hm.

Martin: Now really, when you take a look at the marketing costs, there were no marketing costs because it was all e-mail. The training cost and the room for eight people was \$200 a day, the training room. So we had that for four days, that's...

Jeff: \$800.

Martin: \$800. Then we buy lunches and we buy the initial meal. The night before, we buy a meal for everybody. That's the time that we all get together and we talk about who you are, where you're from, what you're up to, and what you want to get out of the training. It's kind of our ice-breaker thing.

Jeff: Right.

Martin: So that night, everybody gets to know each other and they go back to bed, and the next morning we get up and we start at 7:00, and we've already done the ice-breaker and the acquainted thing, so we don't have to take the training time to do that. That's how it works. And of course, we have our training materials, which are a box of books and CDs, and that's about a 30-pound box of manuals, so that's really all it takes.

Jeff: I'm sure you don't have this number sitting around, but you initially spent some amount of money to create that list, that initial list of 3,600 people. Could you guess what you spent?

Martin: I know we advertised on those franchise sites, and we would get into the Platinum group, which was the highest level of advertising, and I think in some cases, we were paying \$1,200 a month, and some we were paying \$1,500. And we were advertised on three of those franchise sites at a time. So in some cases, we were paying around \$4,500 or so a month for advertising. We did that for, oh, I don't know, maybe it was six months or so that we did that, and it just wasn't that worthwhile for us.

I know there are other companies that do that, and I'll tell you, we're tied in right now to a company, and this is going to be absolutely mind-blowing. We're tied into a company who continues to advertise on both sites, and they are all over those sites. Not only just on the site, but they're deep into the site, so when you click on something and you go into somebody's site, you'll see a little banner in there someplace.

These folks are all over the sites. They have been doing this for years, and they have a similar type of business, but in another industry to ours. They have approached us about all the leads that they have that they haven't been able to convert, and of course, there are a whole lot of leads that you get from those organizations that just don't convert. They're not interested, they don't have the money, it was something else that they were looking for, whatever it is.

So now we're teaming up with this company, and we're going to offer our program to their folks at a discount, because that company has come to us and has hammered out a deal with us that they were able to get for their prospects that the general public couldn't get. So that's the way we're going to approach. We're going to tie in to them in a joint venture strategic alliance type of a thing, where we're going to write all the materials and they're going to send it all out to their list, and I have a feeling that this is just going to go right over the top.

Jeff: Wow.

Martin: We're talking about leads over a six-year period. These folks have been advertising like that, and they are driving so many leads to their sites right now, but they just can't monetize them.

Jeff: Wow. So it sounds like you have 4,500 bucks approximately for six months you spent maybe near \$30,000 for that list.

Martin: Yes.

Jeff: I know there are a lot of people listening, and that's a lot more money than they could ever conceive of spending to build a list. But on the upside, you made almost ten times that. You know, if you spend \$30,000 and you pulled out \$340,000 with essentially no costs, tops, maybe \$10,000 in costs. Well, I guess maybe merchant fees...

Martin: Oh, no, no, no, no. There are no merchant fees.

Jeff: Oh, really?

Martin: You and I have talked about this before.

Jeff: Oh, then I forgot.

[Laughter]

Martin: We have the ability to take credit cards, but we don't. Unless that's just a dire, absolute, last choice way to do it. We ask people to wire transfer money to us. Like, if you're paying 6% for credit card fees, for merchant fees, 6% of \$20,000 is a lot of money.

Jeff: Yep.

Martin: Why would I give that to the bank when I could have that myself? Sometimes people will say to us, "Well, I want to put that on my American Express card because I want the miles." So, in other words, you want me to pay \$1,200 for you to get the miles. Not a problem at all. If you want the miles, here's what we can do. The price for our program is \$20,000, not \$20,000 minus \$1,200. It's \$20,000.

If you want the miles, and they're for your benefit, it's only fair that you pay for them. So if you'd like, what we'll do is we'll just increase the amount to \$21,200, and then you can get all the miles you want. Oh, no. See, all of a sudden it changes when they have to pay for it. The number of miles they're going to get aren't that great anyway. They could go out and buy the miles for less than that.

Jeff: Right, right. So you've got a tenfold return on your investment, and frankly, those numbers are similar, I know I've been in some very competitive markets where I've essentially advertised, even done pay-per-click advertising. Even in the most competitive markets, I can usually build a list, a double opt-in list for about \$10 per name.

Now, if you're in a little niche, a little hobby niche, or maybe you're not going double opt-in, you could probably do it 20 cents a name or 30 cents a name. But in highly highly competitive markets, even the most competitive, you can still do it for about \$10 per name on the list, which is basically I think what you spent.

Martin: Right. But, now, see, we're selling a really high-end product as well. Our prices now are at \$30,000. We moved them up this year. We're sold out through June. That's how far we're booked ahead, all the way through June. We're selling July right now, and we're booked ahead at \$30,000 per head, and for the next several months, we're sold out. We have one a month.

Now, let me go back and tell you there's another way to do this. You and I have talked about this before, and that is to do offline marketing, and there are other ways to build a list. Now, the way we did it was probably not the most efficient, but we didn't now any different. That's how we did it. We did it with the Franchise Opportunities. We don't sell a franchise, but we sell something that's very similar to a franchise, and so we figured if that's what you sell franchises with, that's what you sell ours with. We found out that that was not really a cost-effective way to do it.

The real way to do it is the way we're going to do it now, and that's tying into somebody who already has a list that they can't monetize. So what are they doing with all of those names that they've collected in the last several years? How can we tie into those folks and monetize that?

Now, before that, what we did back in May, we had 420 consultants, and we wanted to go to 500 consultants by the end of the year. So we thought, you know, 80 consultants at \$20,000, that's pretty good. We can take that by the end of the year. Then we thought, why don't we just set a limit of 100? Let's just go to 100, instead of 500, let's just get 100.

So we did some offline marketing, and we thought, when we get 100 consultants we'll shut the doors and take no more, because we don't take any more than 15 in a class at a time. I want to keep the classes small so we can give individual attention and really work with these folks to help them build successful businesses. When you have a large group, it's really difficult to make sure everybody gets all of their questions answered.

It's very participative. We open it up, and it's a discussion, and I set the room up in a U-shape so I can be right in the middle, and people are looking across the room at the person right across from them, and they're not looking at the back of somebody's head. We really get into it, and really open this thing up so everybody gets 100% attention. Now I want to keep the instructor-to-student ratio very high, so what we did is we went offline, and we found targeted lists of people who were most likely to buy the kind of product that we were selling.

When we went to the franchise sites, we had no idea. We were just putting it out there, and we got people who were looking for ice cream shops or Midas mufflers or Dunkin' Donuts or some blinds shop or something. But now, we've decided to go after the people who are in high-stress jobs whose careers or jobs are really dependent on how well they did on the previous even that they put on.

So we look for a very focused list of people who we thought would be tired of doing what they were doing, they're high-stress, they're underpaid, they've got some experience, they've got some business knowledge, and these folks would be good to bring to our program. We marketed offline to these people through letters, a series of letters. We brought them to a teleconference, and then we brought them to a Web site, and in 17 days, we had our 100 people at \$20,000 apiece, and we had to stop bringing people on.

We now had to train them over the next several months, and so that was a \$2,000,000 launch in 17 days. That one really, really told us that we have a product that people want, that they're willing to pay for, and it gave us a new way of doing this besides going online and competing with everybody else.

Here's the problem you run into, Jeff, and that is, once you put up a Web site, and once you put your product on the Web site, or on the Internet, everybody in the world can look at it and can knock it off, can come in with a cheaper price, can come in and try to do something better, and you see it happen time after time after time.

Jeff: Mm-hm.

Martin: If you go offline and do your marketing offline, the only people who know what you're doing are the people who get your message either directly or indirectly, maybe they get it from somebody else. But that's the only person, and it really cuts down the amount of competition you have, because you can position yourself as the only one out there in the game. You really cut down your competition and the chance of somebody knocking you off and running with what you have.

If you're like some other ones out there, and you and I both know, they'll do a product and they'll have a \$3,000,000 launch, but they hit the market with both feet. I mean, they hit it running, and they jump into it, and they'll have joint venture partners, and they'll capture the market very, very quickly, before anybody else knows what's going on. But that's an unusual situation. The people that do this are very unusual.

Jeff: Yes. I mean, you're talking more about, it's like a stealth launch that no one knows you're doing, you're going offline, you're picking your lists. It's sort of sub-niches within sub-niches to go after. You're finding that you're the first with a list and a place to advertise, but then you're going and you're using all of the same sequencing and building up to the sale that we often see in launches that are happening online.

Martin: Well, that's right. There's no reason why the things that you're talking about, the Product Launch Formula. That's exactly what we used, Jeff. We used your entire process. In fact, you'll remember, I put together, in one of our conference calls, because I belong to your very high-level coaching group.

I have to say, that was probably one of the best investments I ever made, because not only did I have to own the product before, but I used the product and I could see what it did. Then you gave the personal attention on your coaching call, which, I have to say, was, of all the coaching clubs I belong to, this gave me more value than any of the other ones.

So it was excellent. But the thing is, I sent to you a mind map. I put together a mind map of a process that I was going to use, which really made me focus, because it was on one of our one-on-one calls that we were going to have in preparation for that. I wanted to explain to you what I was doing, and I put together the mind map and sent it to you.

Then I thought, well, you might not understand it if I just did it that way. So then I did a Camtasia of it, so I had to walk through it, and as I did that, it really helped me solidify, in my mind, the step-by-step process that I had to take to get this launch going.

Now, we didn't follow that mind map to the T. As time went on, as you know, we added a few things here, and changed a few things here, and modified it, because you find things that you can add as you go along through the process that you hadn't thought about when you first started. But at least it gave us a track to run on, so that was really valuable to me.

Jeff: Yeah.

Martin: By the way, I learned mind-mapping from you. That's where I learned it.

Jeff: Well, I remember that phone conversation, that one-on-one call that we had. You sent me that mind map, actually, you sent me the Camtasia of you talking through the mind map, and I watched that whole thing. Then I got on the phone call with you, and it's like, you already knew everything. You had an interest just by going through that process. It was very interesting.

Martin: Well, your checklist and your Product Launch Formula, I can't say enough about that. I followed that right to the T. In fact, I went through, and I think a lot of people probably don't do this, but I took the checklist, and you asked some questions, and I filled out the questions. I physically wrote down the answer to every single question because it made me think the process through.

If you just read them and say, "Well, that's a nice question," and move onto the next one, maybe in your mind, you're thinking something, but until you actually write down the answer to that question, you really haven't thought the question through. It's your checklist that really got me thinking, and it's the way you used mind maps and showed me how to do that through your examples and your coaching calls. That's when I really learned how to do that.

Jeff: Mm-hm. It's powerful. I can't remember exactly how I did that. You know, we all stand on the shoulders of people that came before us. I can't remember exactly where learned that from, but it's a very powerful technique.

Martin: Well, you know, I'd see in people like Harlan Kilstein and some of those other ones do mind maps. Harlan was great at one point, he was sending out mind maps all of the time on other people's products and programs and things. I looked at it, I thought, "Oh, that's really complicated," but as I watched you walk through it, I thought, "Gee, this is really a no-brainer."

Then when I started applying it myself, I thought, "It really is a no-brainer." But it really helps you focus on every single step. I now teach that to our consultants. When you're getting ready to work with a client, let's put out some categories. Marketing: what are we going to do in marketing? What are we going to do in follow-up and customer service and all the rest of those things?

We just lay it out right out there, but that was really what helped me get focused on the launch that I did.

Jeff: Mm-hm. And you just had some fantastic results. It's just great to see you taking it and being strategic with it. Not just strategic, but creative. Really being creative in how you approach this, because you did some things very differently, and you do approach things very differently, and I really appreciate that about you and how creative you are with this.

You know, taking it offline, taking it to offline lists. Often you're driving people to e-mail lists from offline stuff and then following up via e-mail. But you're also following up offline with sequences and just had some fantastic results.

Martin: Well, I'll tell you, one of the things that you can really do, and you're right. We now have a mix of messages that we send out. We do initially go offline to a targeted list and we try to get them to request information from us. I don't want to send them to a Web site right away. I want them to request information, because if they request information, that kind of gives them almost an opt-in to receive printed information from us.

So we send out some printed material, and we're developing now, a DVD to send to folks, and I'm really questioning whether or not I want to use a DVD or I want to use a CD. The reason is, because a DVD presupposes that you have specialized equipment. You either have to sit down at a computer or you have to sit down at a TV and you have to watch something.

A CD, you can pop it into your car and listen to it. You don't really have to have specialized equipment because almost all cars today have CD players. Or you can put it into your computer at the same time.

So rather than giving them something to watch, I give them something to listen to. Now, I filmed some infomercials. I filmed an infomercial that's a 30 minute infomercial, and I also have some little segments, little one-minute, two-minute segments about what we do as well, and those are all up on my Web site. I had those professionally done in a studio, a CBS studio, with all the cameras and the lighting and the makeup, the whole thing. It was very well done.

So we have those now. We can run them one cable TV, if we'd like, but we just put them on our Web site so that if somebody wants to see who I am or what I look like and how I interact with the interviewer and all that, they can go and see that I am a real person, that I am sincere, that we really do have a product that works, and it's been very good for us.

Jeff: Very cool, very cool. Yeah, I look forward to keeping track of what you're doing and watching. It's very creative and I love seeing you take these techniques and using them in the offline world with these small numbers that are generating big dollars. It's very exciting to watch.

Martin: Well, it can certainly be done, and I think the lack of a list holds a lot of people back with the fear of, "How do I develop a list? I'm new in the business, how do I do it?"

Well, I would just say that there are ways out there, and probably the easiest way is if you can find somebody that you know or you can tie into that has a list. You know, we look at these affiliate programs, and that's not what I'm talking about.

I'm talking about finding somebody that you can just kind of co-op with or have some way to make it beneficial for them. It's sort of like an affiliate type of thing, but I don't think you have to go after the big-time affiliate marketers out there or Internet marketers that have the huge lists.

There are other ways to do it, and finding your target market is a key. It's really key. Then focusing your message on that target market, get it in front of them on a cost-effective basis, and it has to be compelling enough. See, if you rent a list, here's another challenge. If you go out and rent a list, you have, generally speaking, you have one-time usage for that list.

Jeff: Right.

Martin: If you pay double, if you pay twice as much, you can have unlimited usage for a year in most cases. Well, the key is, how do you get people off that list, how do you get them to respond to you. If you can get them to respond to you, now they become your list, and you can market to them as much as you want.

So the first message that you get out there has to be so compelling that they don't have a choice but to pick up the phone and call, or to go to a Web site, or to take whatever action you want them to do.

If you can do that, the faster you can get them off that list and onto your list to get them to respond to you, then the more opportunity you're going to have to market to those folks, because if you try to go back to them again, you're going to get hit with a double-charge.

Jeff: Yep. Excellent. Well, Martin, congratulations. Thanks for spending so much time with me this morning to tell us, and I'm sure it's going to be really helpful for the people listening. You've had some just very fantastic success in very unique ways.

Martin: Thanks very much, Jeff. I really appreciate the opportunity, and listen, I have to say that the Product Launch Formula and your coaching club has been way more than I could have ever expected, and has been very instrumental in the success that we've had. I thank you so much for putting those things out and making them available to me.

Jeff: Oh, you're welcome, and thanks so much for your kind words.

Martin: Okay. Take care, Jeff.